



# Encourage Impulse Buying on E-commerce: Using Positive Emotion and Price Discount to Tapping into Shoppers Desires

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**Abstract.** The COVID-19 pandemic has changed consumer behavior in shopping digital rapidly. The high interest in online shopping cannot be separated from the contribution of several big cities in Indonesia. This study aims to find out how positive emotions and price discounts can influence shoppers' desires to encourage impulse purchases in E-Commerce. This research uses descriptive and verification research methods with a quantitative approach. The data used in this study was collected by distributing questionnaires to 270 respondents who had shopped at E-Commerce. The sampling technique used is the non-probability sampling purposive sampling type. Data collection techniques using questionnaires and instrument testing techniques used are validity and reliability tests. Data were analyzed using the classical assumption test technique, multiple linear regression analysis, correlation coefficient, determination, t-test, and F test. Based on the test results, it was obtained that there was a significant effect of a price discount on impulse buying in E-Commerce. Positive emotion has a significant effect on impulse buying in E-Commerce, then price discount, and positive emotion has a significant effect on impulse buying in E-Commerce.

**Keywords:** Impulse Buying · Positive Emotion · Price Discount · E-Commerce

## 1 Introduction

The emergence of the Covid-19 virus in Indonesia in March 2020 had an impact on changes in consumer behavior in shopping. Indonesian people prefer to shop online to fulfill their needs for safety and convenience in shopping. This is evidenced by the increasing number of new e-commerce users by 12 million users, 40% of whom will continue to rely on e-commerce even though the pandemic is over.

E-commerce has become an inseparable part of people's lives because it makes it easier for them to fulfill their daily needs. This can be seen from the many e-commerce emerging in Indonesia, but one by one, the e-commerce must be closed due to high e-commerce competition that indirectly forces e-commerce to have the right marketing strategy to survive.

Based on the 2021 E-Commerce Statistics report data released by [bps.go.id](https://bps.go.id), which is presented in Table 1, it can be seen that there was a significant decrease in the percentage of operating income and transaction volume in the province of West Java.

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**Table 1.** Percentage of E-Commerce Businesses in West Java in 2021

Fields Affected by the Pandemic	Increase (%)	Equal (%)	Decrease (%)
Operating revenues	7.32	14.28	78.40
Transaction volume	7.78	14.78	77.44

Source: [bps.go.id](https://bps.go.id), 2022

Some e-commerce users do shopping activities to meet their needs or just wants. Before purchasing a product, users will usually plan in advance what product category to buy, what kind of product to expect, and how many products. However, some users may skip the process due to strong marketing stimuli. This unplanned electronic purchase has become one of the strategies carried out by the company. However, during the pandemic, with the economic decline and people's purchasing power, e-commerce must be able to increase its consumers by encouraging unplanned online purchases.

Online Impulse buying can occur when individuals experience a sudden feeling of urgency that cannot be resisted when they see an item in an online store. Online impulse buying is also associated with e-retailer sales promotion stimulation. In addition, online store design factors also affect because e-retailers can only manipulate consumers' sense of sight and thus encourage users' impulsive purchases.

Many strategies have been carried out by e-commerce to increase consumer impulse buying attitudes, such as flash sales, special dates (1.1 big sales to 12.12 big sales), game features embedded in the application, and diligent promotions. This has quite an impact on the value of transactions that occur in e-commerce. Based on the results of the pre-research conducted by the author on 30 e-commerce users about how impulse buying behavior is presented in Table 2, it shows that the overall online impulse buying attitude of e-commerce users in Bandung is thought to be very low, even some users may not feel the stimulus provided by e-commerce.

**Table 2.** Pre-Research Results of Impulse Buying Attitudes of E-Commerce Users in Bandung City

Statement	Response (%)				
	1	2	3	4	5
When I remember which products to buy, I spontaneously make purchases only on e-commerce.	33,3	20	30	10	6,7
I often shop at E-Commerce when promotions are going on.	26,7	33,3	16,7	13,3	10
Sometimes I do not consider the amount of money willingly, so I unconsciously make transactions outside of my previous planning.	20	20	23,3	16,7	20
Average	26,7	24	23	13	12,3

Source: Author's Data Process, 2022

Based on these data, respondents are only stimulated. Enough to purchase because sometimes they do not consider the amount of money with desire, so they unknowingly make transactions outside their previous plans. While spontaneously buying goods only on e-commerce applications and often shopping on e-commerce applications when promotions are taking place, the low level illustrates the lack of interest and intensity of e-commerce application users to shop outside of plans. This is not in line with the results of previous research from Rook and Fisher (2013) in [1] that impulse buying behavior is driven by a stimulus, namely sales communication tools. Furthermore, promotional activities function as marketing stimuli.

Increasing sales with an online impulse buying attitude in the e-commerce application require external stimulation through marketing stimulation by conducting monthly price discounts to attract consumer interest. According to [2], with a discount, visitors or buyers who visit a shopping place will usually be affected by the price discount given. Thus, visitors who initially had no intention to buy goods were eventually influenced to buy goods because of the discounted price.

Based on pre-research conducted by the author on 30 users of e-commerce applications about user interest when looking at discount prices in e-commerce which can be seen in Table 3, it shows that overall, the interest in e-commerce users' discount prices in Bandung City is very high. This can be seen from the number of respondents who answered strongly agree. Based on this data, the discounted price does shop in large quantities and opening the application more often when e-commerce provides a discount, which is why respondents are interested in e-commerce's price discount. Meanwhile, always interested in discounted prices because prices become cheaper, which is quite a picture of consumers that not all e-commerce discounts make consumers interested in shopping.

Several previous studies stated that the price discount had an effect on impulse buying. This is evidenced by the research of [3], explaining that increasing the discount price will also increase the impulse buying of consumers of Oriflame products at PT. Orindo Alam Ayu in Denpasar city. Furthermore, [4] explain the study's results that price

**Table 3.** Pre-Research Results Interested in Price Discount of E-Commerce Application Users in Bandung City

Statement	Response (%)				
	1	2	3	4	5
Discounted prices make me shop in bulk on e-commerce apps.	6,7	10	10	33,3	40
I open the application more often when e-commerce offers discounts.	33,3	20	10,	20%	36,7
I am always interested in discounted prices as they get cheaper.	10	26,7	33,3	13,3	16,7
Average	16,7	19	18	22,2	31

Source: Author's Data Process, 2022

discounts have a positive and significant influence on the decisions of online impulsive buyers of Shopee users in Indonesia.

Not only are external stimuli needed to encourage online impulse buying, but positive emotion is also an effective component in driving purchases through the psychological process of consumers. [2] explained that the positive emotions expressed by consumers would encourage them to get the product immediately without prior planning. Conversely, negative emotions can encourage consumers not to make impulse purchases. [5] explain that positive emotions can arise when there is stimulation in the form of positive consumer experiences in using brands or positive associations attached to brands. So based on this theory, positive emotion variables can be created by building game features that provide prizes for users who have made purchases. This is a leading way for interactive products that create emotion.

Based on the pre-research conducted by the author on 30 users of e-commerce applications about how positive emotion is for e-commerce users, which can be seen in Table 4, it shows that overall positive emotion of e-commerce users in Bandung is very high. This can be seen from the number of respondents who answered strongly agree. Based on these data, shopping in e-commerce applications becomes a fun activity, applications are comfortable to use, enthusiastic about seeing products in e-commerce applications, satisfied with application features that make shopping easier, and game features in applications are the reasons e-commerce users have good positive emotions.

The results of research conducted by [6] suggested that Positive Emotion had a positive and significant effect on impulse buying at Matahari Department Store Yogyakarta. Furthermore, [7] tested the positive emotion relationship online that the positive emotion variable had a positive effect on impulse buying in the marketplace.

Based on the description described previously, the authors identify several problems with e-commerce applications; they are a significant decrease in the percentage of business revenue and the volume of e-commerce transactions in West Java province in 2021. In addition, based on pre-survey data, it is also seen that the online impulse buying

**Table 4.** Positive Emotion Pre-Research Results of E-Commerce Application Users in Bandung

Statement	Response (%)				
	1	2	3	4	5
Shopping in e-commerce is a fun activity	3,3	10	23,3	26,7	36,7
E-commerce Applications are practical, so I do not have trouble using it	0	6,7	30	30	33,3
I am excited to see products at e-commerce applications	6,7	23,3	30	33,3	36,7
I am satisfied with the applications' features that simplify my shopping	0	33,3	23,3	43,3	30
The game features in e-commerce applications made me interested to shop	0	6,7	10	40	43,3
Average	2	16,0	23,2	34,7	36

Source: Author's Data Process, 2022

attitude of e-commerce users in the city of Bandung is still very low. It is even possible that some users do not feel the stimulus provided by e-commerce. While the results of the pre-research on price discounts of e-commerce users tend to have high interest and positive emotion. Therefore, the authors researched how e-commerce can take advantage of the buyer's desire to encourage impulse buying by using positive emotion and price discounts.

Some consumers do not realize that when in offline or online stores, emotions move their subconscious. Some consumers make purchases when they feel pleasure or happiness. Some consumers feel sadness, or a bad mood is quickly resolved by shopping. This is what attracts marketers to study consumer emotions when shopping. [5] state that emotions are strong and relatively uncontrollable feelings that influence behavior. [8] state that emotion is a judgmental reaction (positive or negative) of a person's nervous system to external or internal stimuli and is often conceptualized as a general dimension, such as positive and negative influences. [9] states that a consumer who experiences or has positive emotions tends to make an impulsive purchase. However, if a consumer is experiencing or has negative emotions, it is more likely to encourage consumers not to be able to make unplanned purchases.

### **H1: Positive emotion has a significant effect on online impulse buying for e-commerce users**

The importance of price in the eyes of consumers makes the discount strategy widely used by e-commerce. This strategy's strength is that most e-commerce users make unplanned purchase transactions because of the discounted prices provided. In addition, price discounts are carried out to persuade existing users to buy more, encourage users of new products, or convince consumers to try products that have been around for a long time. Price discounts are one of the strategies, namely by reducing prices from a predetermined price carried out by the company to create impulse buying to increase sales.

### **H2: Price discount has a significant effect on online impulse buying for e-commerce users**

Most consumers do shopping activities to meet their needs (needs), but some consumers just want to fulfill their wants (wants). Before purchasing a product, consumers usually plan in advance about the product to be purchased, the amount of the budget, the place of purchase, and general needs that have not been determined. However, for impulse buying decisions, this is skipped because decisions are usually made immediately without any consideration. Online impulse buying is the attitude of consumers without a plan to shop online; [10, 11]. Marketers increasingly realize that the store environment influences consumer purchasing decisions. The high online impulse buying depends on the high interest in price discounts and positive emotions of consumers.

### **H3: Positive emotion and price discounts together have a significant effect on online impulse buying for e-commerce users**

## 2 Methods

This study uses a quantitative method with a descriptive verification approach. The population used in this study was the entire population of Bandung, with an age range of 15–26 years, with as many as 318,666 people. The sample in this study was determined using a purposive sampling technique from non-probability sampling. The criteria that must be owned by respondents to become a sample in this study are (1) being an active user of e-commerce; (2) making purchases through e-commerce applications at least twice in the period November 2021–April 2022; (3) aged 15–26 years; (4) domiciled in the city of Bandung. Using the formula from Isaac and Michael in determining the sample with a confidence level of 90% resulted in a total sample of 270 respondents. Data collection techniques using questionnaires and library studies. The data testing technique uses a classical assumption test, multiple linear regression coefficients, multiple correlation coefficients, coefficient of determination, T-test, and F-test. Data processing is done using Microsoft Excel and SPSS 25.

## 3 Results and Discussion

### 3.1 Results

#### 3.1.1 Characteristics of Respondents

Based on data collected from 270 respondents, it was found that the majority of respondents were female, with a percentage of 75.9%, and male at 24.1%. This is due to the habit of women using applications for a long time and will re-shop when they match the goods and prices on certain applications. Women have a fairly high price sensitivity, so their chances of transacting will be high if it is balanced by marketing activities carried out by e-commerce. Furthermore, it is known that the majority of respondents in this study have an undergraduate education level with a percentage of 48.9%, followed by SMA/SMK at 38.5%, D3 at 8.9%, Masters 2.2%, SMP at 1.5%, and SD 0%. The majority of undergraduate education as e-commerce users is due to this educational group being attached to technology and making technology their daily basis. Based on age, it is known that most respondents are aged 19–22 years at 57%, followed by 23–26 years at 32.6% and aged 15–18 years at 10.4%. The large percentage of the 19–22 year age group indicates that this age group not only has a fairly high level of technological knowledge, but they are a productive age with a modern and fashionable lifestyle. Most respondents have a job as a student at 79.6%, followed by private employees at 11.5%, self-employed at 3%, honorary at 1.9%, traders at 1.1%, fresh graduates at 1.1%, PNS at 0.7%, and freelance at 0.7%. The high social media activity causes the large contribution of students and students as e-commerce users in transactions to know more about the latest trends. The impact is that they will quickly change their perception to regard this as the standard they have to do. In addition, the majority of respondents based on income of <Rp 500,000 by 40.4%, Rp 500,000–Rp 1,000,000 18.9%, followed by Rp 1,000,000–Rp 2,000,000 15.2%, Rp 2,000,000–IDR 3,000,000 by 9.6%, IDR 3,000,000–IDR 4,000,000 by 7.8%, >IDR 5,000,000 5.2%, and IDR 4,000,000–IDR 5,000,000. This is because the group

**Table 5.** Multiple Linear Regression Test Results

Coefficients <sup>a</sup>						
Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-5.100	2.773		-1.839	.067
	Total Price Discount	.497	.083	.343	5.970	.000
	Total Positive Emotion	.364	.047	.450	7.830	.000

a. Dependent Variable: Total Online Impulse Buying. Source: SPSS Data Processing Results, 2022

with income < Rp 500,000 is happy with the promotional activities offered by the company. It can be seen that e-commerce has many exciting marketing programs ranging from daily, monthly, and even big-day promotional activities.

### 3.1.2 Multiple Regression Analysis

Based on Table 5, it is known that:

- a. The constant value (a) = -5.100 means that if the price discount and positive emotion variables are ignored (X1 & X2 = 0) then online impulse buying remains (constant) at -5.100. This means that online impulse buying continues to decline despite no price discount and positive emotions.
- b. The regression coefficient for the price discount variable is 0.497 with a positive value, meaning that if the discount price is increased by one and other variables are ignored, then online impulse buying will increase by 0.497 with the assumption that the other variables are fixed.
- c. The regression coefficient for the positive emotion variable is 0.364 with a positive value, meaning that if positive emotion is increased by one unit and other variables are ignored, online impulse buying will increase by 0.364, assuming other variables have a fixed value. Headings may be numbered or unnumbered (“1 Introduction” and “1.2 Numbered level 2 head”), with no ending punctuation. This document demonstrates that the initial paragraph after a heading is not indented.

### 3.1.3 Correlation Coefficient Analysis

Table 6 shows that the correlation between the price discount variable and positive emotion on online impulse buying is 0.725 or 72.5%. This value is classified as high or strong because it is included in the 60–79.9% interval. This means that the relationship between the price discount and positive emotion variables on online impulse buying is high or strong.

**Table 6.** Correlation Coefficient Test Results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725a	.525	.521	5.677

- a. Predictors: (Constant), Total Positive Emotion, Total Price Discount  
 b. Dependent Variable: Total Online Impulse Buying, Source: SPSS Data Processing Results, 2022

**Table 7.** Price Discount Determination Test Results Against Online Impulse Buying

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642a	.412	.410	6.304

- a. Predictors: (Constant), Total Price Discount, Source: SPSS Data Processing Results, 2022

**Table 8.** Positive Emotion Determination Test Results Against Online Impulse Buying

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678a	.459	.457	6.045

- a. Predictors: (Constant), Total Positive Emotion, Source: SPSS Data Processing Results, 2022

### 3.1.4 Coefficient of Determination Analysis

Based on Table 7, it can be seen that the price discount variable has an effect of 0.412 or 41.2% on online impulse buying, while the remaining 58.8% is influenced by the price discount variable and other variables not examined in this study.

Based on Table 8, it can be seen that the positive emotion variable has an effect of 0.459 or 45.9% on online impulse buying, while the remaining 54.1% is influenced by the price discount variable and other variables not examined in this study.

Based on Table 9, it can be seen that the price discount and positive emotion variables have an effect of 0.521 or 52.1% on online impulse buying, while the remaining 47.9% is influenced by other variables not examined in this study.

### 3.1.5 Hypothesis Testing Results

#### t Test

Based on Table 10, it can be seen that each independent variable has a significant effect on online impulse buying.

- a. First Hypothesis Testing ( $H_1$ )



**Table 9.** Price Discount Determination Test Results and Positive Emotion Against Online Impulse Buying

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725a	.525	.521	5.677

a. Predictors: (Constant), Total Positive Emotion, Total Price Discount, b. Dependent Variable: Total Online Impulse Buying, Source: SPSS Data Processing Results, 2022

It is known that the value of  $t_{count}$  is  $5.970 > t_{table} 1.969$  and the value of Sig. for the effect of X1 on Y is  $0.000 < 0.05$ , so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is an effect of X1 on Y.

b. Second Hypothesis Testing ( $H_2$ )

It is known that the  $t_{count}$  value is  $7.830 > t_{table} 1,969$  and the value of Sig. for the effect of X2 on Y is  $0.000 < 0.05$ , so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is an effect of X2 on Y. So the hypothesis that the author proposes can be accepted.

**F Test**

Based on Table 11, it is known that the value of  $F_{count} 142,552 > F_{table} 3,031$ , so the significance for the simultaneous effect of X1 and X2 on Y is  $0.00 < 0.05$ . So, in this case, it can be concluded that  $H_3$  is accepted, which means that there is an effect of X1 and X2 simultaneously on Y. So that the third hypothesis that the author proposes can be accepted.

**Table 10.** t-Test Result

<b>Coefficients<sup>a</sup></b>						
Unstandardized Coefficients				Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(Constant)	-5.100	2.773		-1.839	.067
	Total Price Discount	.497	.083	.343	5.970	.000
	Total Positive Emotion	.364	.047	.450	7.830	.000

a. Dependent Variable: Total Online Impulse Buying, Source: SPSS Data Processing Results, 2022

**Table 11.** F-Test Result

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9189.422	2	4594.711	142.552	.000 <sup>b</sup>
	Residual	8315.819	258	32.232		
Total		17505.241	260			

a. Dependent Variable: Total Online Impulse Buying, b. Predictors: (Constant), Total Positive Emotion, Total Price Discount, Source: SPSS Data Processing Results, 2022

## 3.2 Discussion

### 3.2.1 The Effect of Positive Emotion on Online Impulse Buying

The magnitude of the influence of positive emotion on online impulse buying can be seen through the t-test and determination test. Based on the t-test, positive emotion has an effect on online impulse because  $t_{count} 7,830 > t_{table} 1,969$ , so the value of Sig. For the effect of X2 on Y is equal to  $0.000 < 0.05$ . So, the higher the positive emotion felt by e-commerce users, it will also increase online impulse buying. On the other hand, the lower the positive emotion felt, the lower the online impulse buying for e-commerce.

It is known that the positive emotion variable has an effect of 0.459 or 45.9% on online impulse buying, while the remaining 54.1% is influenced by the price discount variable and other variables not examined in this study. This research is supported by Larsati and Yasa (2021), who state that positive emotion has a positive and significant effect on impulse buying. According to Andriyanto, Suyadi, and Fanani (2016), people who shop experience relatively high pleasure and drive generally spend more time in the store and are more willing to make a purchase than those who are not happy or are not moved.

### 3.2.2 The Effect of Price Discounts on Online Impulse Buying

The magnitude of the effect of a price discount on online impulse buying can be seen through the t-test and determination test. Based on the t-test, the price discount has an effect on online impulse buying e-commerce because  $t_{count} 5,970 > t_{table} 1,969$  and the value of Sig. of  $0.000 < 0.05$ . So, the higher the discount price, the higher the online impulse buying. On the other hand, the lower the discount price, the lower the online impulse buying.

The existence of price discounts in the market can encourage impulse buying behavior. Tendency of consumers to buy out of control comes from sales promotion stimulants, one of which is caused by discounted prices. Based on the determination test, it shows that the price discount contributes 0.412 or 41.2% to online impulse buying, while the remaining 58.8% is influenced by positive emotion variables and other variables not explained in this study. This research is supported by the research of [4], which states that the price discount variable has a positive and significant effect on online impulse buying decisions.

### 3.2.3 Effect of Positive Emotions and Price Discounts on Online Impulse Buying

The magnitude of the influence of positive emotion and price discounts on online impulse buying can be seen through the F test, multiple correlation, and determination. Based on the F test, it is known that the price discount and positive emotion simultaneously affect online impulse buying. This is because the value of  $F_{count} 142.552 > F_{table} 3.031$  and  $Sig. 0.00 < 0.05$ . Based on the analysis of the determination test, price discount and positive emotion resulted in an effect of 0.475 (47.5%) on online impulse buying, and the remaining 52.5% was influenced by other variables not examined in this study. Then the multiple correlation test between the price discount and positive emotion variables on online impulse buying is 0.725 or 72.5%. This value is classified as high or strong because it is included in the 60–79.9% interval. This means that the relationship between the price discount and positive emotion variables on online impulse buying is high or strong. This research is in line with [8], which states that price discounts and positive emotions have a positive effect on impulse buying.

## 4 Conclusion

Based on the results of partial hypothesis testing, the positive emotion variable on e-commerce users has a significant effect on online impulse buying. This is evidenced by the  $t_{count} 7,830 > t_{table} 1,969$  and the  $Sig. 0.000 < 0.05$ . The magnitude of the effect of a price discount on online impulse buying is 0.459 or 45.9% on online impulse buying, while the remaining 54.1% is influenced by price discount variables and other variables not examined in this study.

Based on the results of partial hypothesis testing, the price discount variable on e-commerce users has a significant effect on online impulse buying. This is evidenced by the value of  $t_{count} 5.970 > t_{table} 1.969$  and the value of  $Sig. 0.000 < 0.05$ . The magnitude of the effect of a price discount on online impulse buying is 0.412 or 41.2%, while the remaining 58.8% is influenced by positive emotion variables and other variables not explained in this study.

Based on the results of hypothesis testing simultaneously, the price discount and positive emotion variables on e-commerce users have a significant effect on online impulse buying. This is evidenced by the value of  $F_{count} 142.552 > F_{table} 3.031$  and  $Sig. 0.00 < 0.05$ . The relationship between price discount and positive emotion variables on online impulse buying is high or strong because the multiple correlation values of 0.725 or 72.5% are in the 60–79.9% interval. The magnitude of the influence of price discounts and positive emotion on online impulse buying is 0.475 (47.5%) on online impulse buying, and the remaining 52.5 is influenced by other variables not examined in this study.

Based on the results of hypothesis testing simultaneously, the price discount and positive emotion variables on e-commerce users have a significant effect on online impulse buying. This is evidenced by the value of  $F_{count} 142.552 > F_{table} 3.031$  and  $Sig. 0.00 < 0.05$ . The relationship between price discount and positive emotion variables on online impulse buying is high or strong because the multiple correlation values of 0.725 or 72.5% are in the 60–79.9% interval. The magnitude of the influence of price discounts and positive emotion on online impulse buying is 0.475 (47.5%) on online impulse buying, and the remaining 52.5 is influenced by other variables not examined in this study.

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