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## Positive Emotion, Sales Promotion, and Product Quality Influences on Gen Z Impulse Buying in Larusso

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### ABSTRACT

*This study concentrates on examining the influence of positive emotions, sales promotions, and product quality on impulse buying behavior among Generation Z in Jakarta. Generation Z is widely recognized for its consumptive tendencies, strong responsiveness to digital trends, and susceptibility to both emotional stimuli and promotional offers. The research population comprises all Gen Z individuals residing in Jakarta, with a selected sample of 170 respondents. Data were collected through surveys using structured questionnaires as the primary instrument. The analysis was carried out with a quantitative approach, processed using SmartPLS 4 software. The findings reveal that positive emotions, sales promotions, and product quality exert a positive and significant effect on impulsive purchasing decisions among Gen Z consumers. These results highlight that positive emotions stimulate spontaneous buying impulses, sales promotions enhance purchase interest through incentives such as discounts and flash sales, while product quality strengthens consumer confidence in making buying decisions. Theoretically, this research is expected to contribute to the enrichment of marketing literature, while practically it provides valuable insights for local fashion businesses in developing marketing strategies tailored to their target audience.*

**Keywords :** Positive Emotion; Sales Promotion; Product Quality; Impulse Buying.

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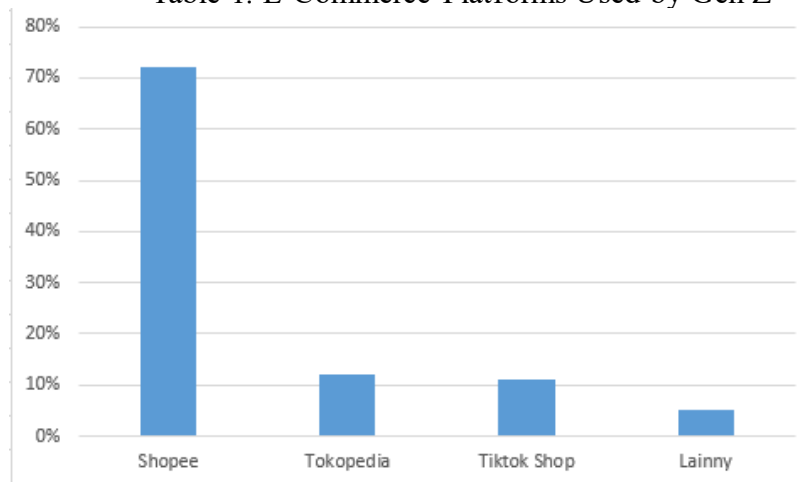
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## INTRODUCTION

The fashion industry in Indonesia has experienced rapid growth in line with technological advancements and the country's economic development. Clothing is no longer seen merely as a basic need, but also as a medium for expressing personal identity, keeping up with trends, and showcasing a modern lifestyle. The presence of the internet and social media has further strengthened the role of fashion, especially for Generation Z, who are recognized as the most active group in using digital technology. This generation not only utilizes the internet to obtain information but also considers e-commerce as an essential part of their daily activities, particularly in purchasing fashion products.

Table 1. E-Commerce Platforms Used by Gen Z



Source: Data.goodstats.id, 2024

Data show that Shopee is the most dominant e-commerce platform used by Generation Z, followed by Tokopedia and TikTok Shop (data.goodstats.id, 2024). This trend highlights Gen Z's high reliance on online shopping, which is often influenced by social media and viral trends. Their consumptive behavior is also characterized by a tendency toward impulse buying, where purchase decisions are made spontaneously without prior planning. According to the GWI report, factors driving this impulsive behavior include attractive offers, the need for self-reward, transaction convenience, and the desire not to miss limited-time opportunities (dataindonesia.id, 2022). In addition, FOMO (Fear of Missing Out) and a modern lifestyle further reinforce Gen Z's inclination toward spontaneous purchases (Kompas.com, 2023). The rise of impulse buying behavior among Gen Z presents both challenges and opportunities for the local fashion industry. One brand that has taken advantage of this trend is Larusso, which leverages e-commerce platforms to expand its reach among young consumers in Jakarta.

The researcher conducted a pre-survey on a small scale with a sample size of 30 respondents. The purpose of this pre-survey was to identify the factors influencing impulse buying behavior among Generation Z. Based on the results, it is assumed that the factors driving impulse buying behavior are positive emotion, sales promotion, and product quality among Gen Z. Therefore, this study focuses on analyzing the extent to which these three factors affect impulse buying behavior among Gen Z in Jakarta.

## **LITERATURE REVIEW**

### **Marketing Management**

Marketing is a social and managerial process of understanding, creating, communicating, and fulfilling consumer needs (Eviyanti et al., 2023). The main objective is to understand consumers so that products align with their preferences. Marketing management includes pricing, promotion, distribution, as well as marketing mix strategies consisting of product, price, place, promotion, people, physical evidence, and process (Saputri et al., 2023).

### **Theory of Planned Behavior**

The Theory of Planned Behavior was developed by Ajzen (1988) as a refinement of the Theory of Reasoned Action. This theory emphasizes that behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control (Ramadhita et al., 2023). The Theory of Planned Behavior is relevant for understanding consumer behavior, including impulsive purchasing, as it considers cognitive, emotional, and social aspects (Abdul & Farid, 2024).

### **Impulse Buying**

According to Beatty & Ferrell (1998) as cited in Saragih et al. (2023), impulse buying is purchasing behavior that occurs spontaneously, quickly, and without prior planning. This behavior is usually triggered by external stimuli such as promotions, or internal conditions such as emotions and mood. Stern (1962), as cited in Sari & Yasa (2021), classified impulse buying into four types: pure impulse buying (completely spontaneous purchases), reminder impulse buying (purchases triggered by remembering a need), suggestion impulse buying (purchases due to suggestions or additional information), and planned impulse buying (planned purchases accelerated by promotions).

### **Positive Emotion**

Positive emotion refers to pleasant feelings that arise within consumers, such as joy, satisfaction, and enthusiasm, which may encourage them to make quick purchasing decisions without much consideration. According to Paul (2012) in Nurlinda & Desi (2020), positive emotion can be measured through three indicators: pleasure, arousal, and dominance. A pleasant shopping experience, friendly service, or attractive promotions often generate positive emotions that play an important role in increasing the tendency toward impulse buying (Maharani et al., 2024).

### **Sales Promotion**

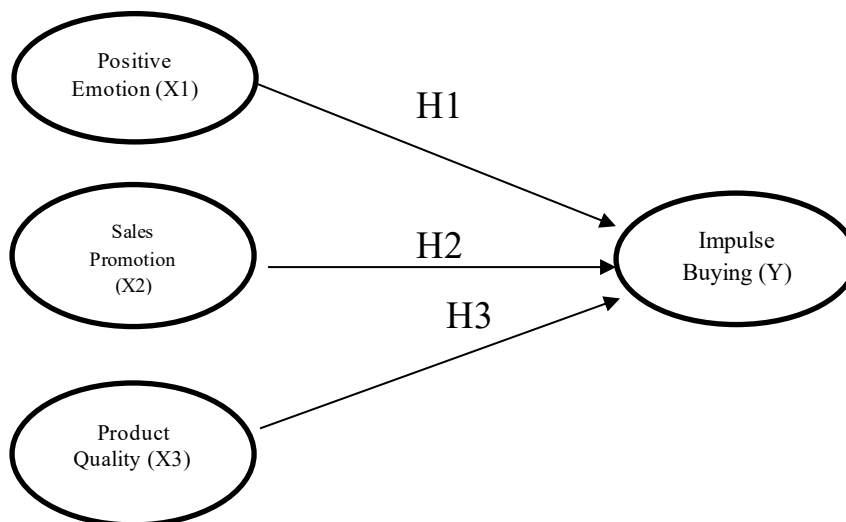
Sales promotion is a short-term marketing strategy designed to increase sales through incentives such as discounts, vouchers, samples, or contests (Moonik & Pomantow, 2023). Its purpose is to persuade consumers to purchase, stimulate impulse buying, complete transactions, enhance consumer satisfaction, and create awareness (Sumar'in, 2024). The effectiveness of sales promotion is influenced by company resources, market characteristics, product type, and the stage of the product life cycle (Harjadi & Fitriani, 2024). The dimensions of sales promotion include promotion frequency (units sold, average sales, repeat purchases), promotion quality (effectiveness, audience relevance, message clarity), and promotion suitability (target audience, objectives, brand value) (Andirah et al., 2024).

### Product Quality

Product quality refers to a product’s ability to meet functions, needs, and consumer expectations. Quality is not only viewed from its physical aspects but also from the extent to which the product can provide satisfaction and benefits according to user expectations. Product quality can be assessed through several dimensions: performance (the core ability of the product to fulfill its function), durability (the product’s lifespan), reliability (consistency of performance), conformance (the degree to which the product meets standards or specifications), aesthetics (appearance, design, and visual appeal), and perceived quality (consumers’ subjective evaluation of product superiority) (Wahyu & Gorda, 2019). These dimensions serve as important indicators in assessing product quality and strongly influence consumer satisfaction as well as purchasing decisions (Hutabarat, 2022).

### Hypotesis Development

Figure 1. Conceptual Framework



### METHOD

#### Population and Sample

This study adopts a quantitative approach with a causal research design to examine the influence of positive emotion, sales promotion, and product quality on impulse buying. The survey was conducted in Jakarta from September 2024 to July 2025 through the distribution of online questionnaires using Google Forms. The research population consisted of Generation Z consumers (born between 1997 and 2012) who had purchased men’s fashion products and resided in Jakarta.

#### Data Collection

The sample size was determined using Hair et al.’s formula, which requires five times the number of indicators. With a total of 34 indicators, the minimum sample size was set at 170 respondents. A purposive sampling technique was applied to ensure that the respondents met the research criteria. The research instrument was a questionnaire using a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5).

### Data Analysis

Primary data were collected through the questionnaire, while secondary data were obtained from literature reviews. Data analysis was carried out using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the aid of SmartPLS 4 software. Instrument testing included validity and reliability tests, while model evaluation covered both the outer model (Convergent Validity, Discriminant Validity, Average Variance Extracted, and Composite Reliability) and the inner model ( $R^2$ ,  $Q^2$ , and hypothesis testing using the bootstrapping method).

## RESULTS AND DISCUSSION

### Descriptive Analysis Result

Table 2. Respondent Characteristics Based on Gender

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Man   | 96        | 56,5    | 56,5          | 56,5               |
|       | Woman | 74        | 43,5    | 43,5          | 100,0              |
|       | Total | 170       | 100,0   | 100,0         |                    |

Source: Data processed from questionnaire, 2025

Table 3. Respondent Characteristics Based on Age

|       |                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | 17-20 Years Old | 37        | 21,8    | 21,8          | 21,8               |
|       | 21-24 Years Old | 77        | 45,3    | 45,3          | 67,1               |
|       | 25-28 Years Old | 56        | 32,9    | 32,9          | 100,0              |
|       | Total           | 170       | 100,0   | 100,0         |                    |

Source: Data processed from questionnaire, 2025

Table 4. Respondent Characteristics Based on Education

|       |         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | SMA/SMK | 66        | 38,8    | 38,8          | 38,8               |
|       | Diploma | 24        | 14,1    | 14,1          | 52,9               |
|       | S1      | 73        | 42,9    | 42,9          | 95,9               |
|       | S2      | 7         | 4,1     | 4,1           | 100,0              |
|       | Total   | 170       | 100,0   | 100,0         |                    |

Source: Data processed from questionnaire, 2025

Table 5. Respondent Characteristics Based on Occupation

|       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | Karyawan    | 96        | 56,5    | 56,5          | 56,5               |
|       | Mahasiswa/i | 39        | 22,9    | 22,9          | 79,4               |
|       | Wiraswasta  | 22        | 12,9    | 12,9          | 92,4               |
|       | Lain nya    | 13        | 7,6     | 7,6           | 100,0              |
|       | Total       | 170       | 100,0   | 100,0         |                    |

Source: Data processed from questionnaire, 2025

Table 6. Respondent Characteristics Based on Monthly Income

|       | Frequency          | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|---------|---------------|--------------------|
| Valid | <2.5 juta / bulan  | 16      | 9,4           | 9,4                |
|       | 2.5-5 juta / bulan | 70      | 41,2          | 50,6               |
|       | 5-7.5 juta / bulan | 54      | 31,8          | 82,4               |
|       | >7.5 juta / bulan  | 30      | 17,6          | 100,0              |
|       | Total              | 170     | 100,0         | 100,0              |

Source: Data processed from questionnaire, 2025

**Measurement Evaluation (Outer Model)**

**a. Convergent Validity**

Table 7. Results of Modified Outer Loading

| Variable         | Indicator       | Outer Loading | Explanation |       |
|------------------|-----------------|---------------|-------------|-------|
| Impulse Buying   | IB1             | 0,820         | valid       |       |
|                  | IB2             | 0,873         | valid       |       |
|                  | IB3             | 0,857         | valid       |       |
|                  | IB4             | 0,864         | valid       |       |
| Positive Emotion | PE1             | 0,843         | valid       |       |
|                  | PE2             | 0,769         | valid       |       |
|                  | PE3             | 0,855         | valid       |       |
|                  | PE4             | 0,733         | valid       |       |
|                  | PE5             | 0,826         | valid       |       |
|                  | PE6             | 0,837         | valid       |       |
|                  | PE7             | 0,792         | valid       |       |
| Product Quality  | PQ1             | 0,817         | valid       |       |
|                  | PQ2             | 0,809         | valid       |       |
|                  | PQ3             | 0,785         | valid       |       |
|                  | PQ4             | 0,853         | valid       |       |
|                  | PQ5             | 0,764         | valid       |       |
|                  | PQ6             | 0,753         | valid       |       |
|                  | PQ7             | 0,691         | valid       |       |
|                  | PQ8             | 0,757         | valid       |       |
|                  | PQ9             | 0,681         | valid       |       |
|                  | PQ10            | 0,690         | valid       |       |
|                  | PQ12            | 0,829         | valid       |       |
|                  | PQ14            | 0,815         | valid       |       |
|                  | Sales Promotion | SP1           | 0,879       | valid |
|                  |                 | SP2           | 0,890       | valid |
| SP3              |                 | 0,869         | valid       |       |
| SP4              |                 | 0,867         | valid       |       |
| SP5              |                 | 0,863         | valid       |       |
| SP6              |                 | 0,917         | valid       |       |
| SP7              |                 | 0,906         | valid       |       |
| SP8              |                 | 0,867         | valid       |       |
| SP9              |                 | 0,689         | valid       |       |

Source: Data processed using SmartPLS version 4, 2025

The results of the convergent validity test (Table 7) show that all indicators have a loading factor value above 0.50, thus they are declared valid.

**b. Discriminant Validity**

Table 8. Result of Crossloading

|      | <b>Impulse Buying</b> | <b>Positive Emotion</b> | <b>Product Quality</b> | <b>Sales Promotion</b> |
|------|-----------------------|-------------------------|------------------------|------------------------|
| IB1  | <b>0,820</b>          | 0,671                   | 0,667                  | 0,605                  |
| IB2  | <b>0,873</b>          | 0,673                   | 0,714                  | 0,659                  |
| IB3  | <b>0,857</b>          | 0,663                   | 0,716                  | 0,636                  |
| IB4  | <b>0,864</b>          | 0,738                   | 0,755                  | 0,704                  |
| PE1  | 0,667                 | <b>0,843</b>            | 0,700                  | 0,661                  |
| PE2  | 0,580                 | <b>0,769</b>            | 0,668                  | 0,727                  |
| PE3  | 0,673                 | <b>0,855</b>            | 0,690                  | 0,672                  |
| PE4  | 0,595                 | <b>0,733</b>            | 0,630                  | 0,596                  |
| PE5  | 0,675                 | <b>0,826</b>            | 0,728                  | 0,741                  |
| PE6  | 0,684                 | <b>0,837</b>            | 0,721                  | 0,668                  |
| PE7  | 0,673                 | <b>0,792</b>            | 0,769                  | 0,766                  |
| PQ1  | 0,658                 | 0,713                   | <b>0,818</b>           | 0,711                  |
| PQ2  | 0,688                 | 0,732                   | <b>0,809</b>           | 0,675                  |
| PQ3  | 0,634                 | 0,692                   | <b>0,786</b>           | 0,662                  |
| PQ4  | 0,763                 | 0,744                   | <b>0,852</b>           | 0,761                  |
| PQ5  | 0,612                 | 0,665                   | <b>0,764</b>           | 0,691                  |
| PQ6  | 0,621                 | 0,679                   | <b>0,753</b>           | 0,666                  |
| PQ7  | 0,459                 | 0,558                   | <b>0,691</b>           | 0,548                  |
| PQ8  | 0,547                 | 0,614                   | <b>0,760</b>           | 0,590                  |
| PQ9  | 0,490                 | 0,562                   | <b>0,681</b>           | 0,555                  |
| PQ10 | 0,516                 | 0,512                   | <b>0,691</b>           | 0,529                  |
| PQ12 | 0,800                 | 0,762                   | <b>0,829</b>           | 0,731                  |
| PQ14 | 0,804                 | 0,730                   | <b>0,814</b>           | 0,684                  |
| SP1  | 0,630                 | 0,727                   | 0,697                  | <b>0,879</b>           |
| SP2  | 0,680                 | 0,796                   | 0,734                  | <b>0,890</b>           |
| SP3  | 0,668                 | 0,775                   | 0,715                  | <b>0,869</b>           |
| SP4  | 0,681                 | 0,758                   | 0,722                  | <b>0,867</b>           |
| SP5  | 0,632                 | 0,748                   | 0,756                  | <b>0,863</b>           |
| SP6  | 0,755                 | 0,803                   | 0,790                  | <b>0,917</b>           |
| SP7  | 0,669                 | 0,780                   | 0,788                  | <b>0,906</b>           |
| SP8  | 0,620                 | 0,728                   | 0,694                  | <b>0,867</b>           |
| SP9  | 0,575                 | 0,634                   | 0,685                  | <b>0,689</b>           |

Source: Data processed using SmartPLS version 4, 2025

The analysis results show that each construct has higher indicator correlations with its own construct compared to correlations with other constructs. The Impulse Buying construct has

indicator values of IB1 = 0.820, IB2 = 0.873, IB3 = 0.857, and IB4 = 0.864. The Positive Emotion construct has indicator values ranging from 0.733 to 0.855. The Product Quality construct has indicator values ranging from 0.681 to 0.852. Meanwhile, the Sales Promotion construct has indicator values ranging from 0.689 to 0.917. Therefore, all constructs meet the criteria for discriminant validity.

**c. Average Variance Extracted (AVE)**

Table 9. Average Variance Extracted (AVE)

| Variable         | AVE   | Formula's | Explanation |
|------------------|-------|-----------|-------------|
| Impulse Buying   | 0,729 | 0,50      | Valid       |
| Positive Emotion | 0,654 | 0,50      | Valid       |
| Product Quality  | 0,597 | 0,50      | Valid       |
| Sales Promotion  | 0,745 | 0,50      | Valid       |

Source: Data processed using SmartPLS version 4, 2025

The Average Variance Extracted (AVE) test was conducted to strengthen the results of discriminant validity. According to Hair et al. (2019), a construct is considered valid if it has an AVE value greater than 0.50. Based on Table 1.8, the square root value of AVE ( $\sqrt{AVE}$ ) for each construct is greater than the correlations between constructs, indicating that all constructs meet the discriminant validity criteria and are declared valid.

**d. Composite Reliability**

Table 10. Composite Reliability

| Variable         | Cronbach Alpha's | Composite Reliability | Explanation |
|------------------|------------------|-----------------------|-------------|
| Impulse Buying   | 0,876            | 0,915                 | Reliabel    |
| Positive Emotion | 0,911            | 0,930                 | Reliabel    |
| Product Quality  | 0,939            | 0,947                 | Reliabel    |
| Sales Promotion  | 0,956            | 0,963                 | Reliabel    |

Source: Data processed using SmartPLS version 4, 2025

In Table 10, the data processing results using the composite reliability and Cronbach's alpha tests reveal that all latent variables have composite reliability and Cronbach's alpha values of  $\geq 0.70$ , indicating that each construct meets the criteria for adequate reliability.

**Structural Model Evaluation (Inner Model)**

**a. R Square (R<sup>2</sup>)**

Table 11. R Square

| Variable       | R-square |
|----------------|----------|
| Impulse Buying | 0,726    |

Source: Data processed using SmartPLS version 4, 2025

The results of the structural model test show that the R-square value for the Impulse Buying construct is 0.726 ( $>0.67$ ), which falls into the strong category. This means that the variability of Impulse Buying can be explained by Positive Emotion, Product Quality, and Sales

Promotion by 72.6%, while the remaining 27.4% is influenced by other variables outside the scope of this study.

**b. Goodness of Fit with Predictive Relevance (Q<sup>2</sup>)**

The Goodness of Fit test on the inner model was carried out using the predictive relevance value (Q<sup>2</sup>). A model is considered to have good predictive ability if Q<sup>2</sup> > 0. The calculation of Q<sup>2</sup> is based on the R-square values of the endogenous variables in the study using the following formula:

$$Q^2 = 1 - (1 - R_1)(1 - R_p)$$

$$Q^2 = 1 - (1 - 0,726)$$

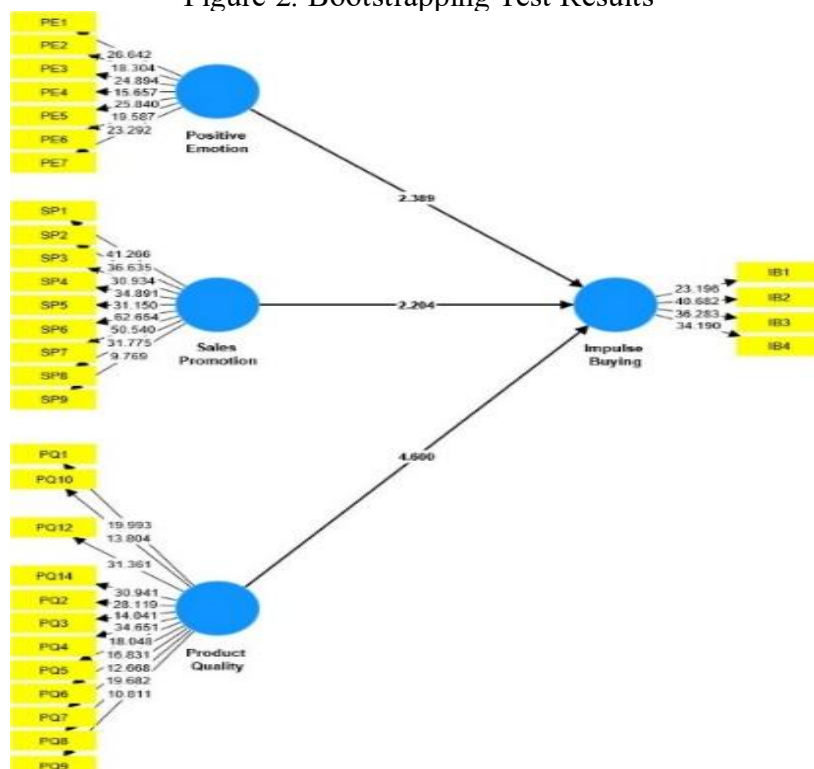
$$Q^2 = 1 - (0,274)$$

$$Q^2 = 0,726$$

The calculation results show that the predictive relevance (Q<sup>2</sup>) value is 0.726 (>0), which means that the model has good predictive ability. Thus, the variability of Impulse Buying can be explained by 72.6% through the independent variables in this study, indicating that the model is considered feasible and predictively relevant.

**c. Hypothesis Testing (Path Coefficients)**

Figure 2. Bootstrapping Test Results



Source: Data processed using SmartPLS version 4, 2025

Table 12. Hypothesis Testing

|                                   | Original Sample | Standard Deviation | T-Statistics | P Values | Explanation            |
|-----------------------------------|-----------------|--------------------|--------------|----------|------------------------|
| Positive Emotion → Impulse Buying | 0,290           | 0,122              | 2,389        | 0,008    | Positive - Significant |
| Sales Promotion → Impulse Buying  | 0,253           | 0,115              | 2,204        | 0,010    | Positive - Significant |
| Product Quality → Impulse Buying  | 0,440           | 0,096              | 4,600        | 0,000    | Positive - Significant |

Source: Data processed using SmartPLS version 4, 2025

## Discussion

### The Effect of Positive Emotion on Impulse Buying

The results show that the T-statistic value is  $2.389 > 1.96$ , with an original sample of 0.290 and a P-Value of  $0.008 < 0.05$ . This indicates that Positive Emotion has a positive and significant effect on Impulse Buying. This finding reflects that consumers feel delighted when shopping for Larusso products, which drives them to make purchases without much prior consideration. These results are consistent with the studies of Wijiyanto & Basiya (2023), Park et al. (2006), and Wulansari & Wilujeng (2024).

### The Effect of Sales Promotion on Impulse Buying

The test results indicate a T-statistic value of  $2.204 > 1.96$ , with an original sample of 0.253 and a P-Value of  $0.010 < 0.05$ . Thus, Sales Promotion is proven to have a positive and significant effect on Impulse Buying. Consumers are encouraged to purchase Larusso products because promotions and discounts are perceived to align with the product's value, thereby triggering unplanned purchases. This finding is in line with Afif & Purwanto (2020) and Yastuti & Irawati (2023).

### The Effect of Product Quality on Impulse Buying

The test results reveal a T-statistic value of  $4.600 > 1.96$ , with an original sample of 0.440 and a P-Value of  $0.000 < 0.05$ . This demonstrates that Product Quality has a positive and significant effect on Impulse Buying. Consumers are driven to make sudden purchases because the quality of Larusso products is perceived as meeting their needs, further reinforced by positive reviews. This finding supports the studies of Angela & Paramita (2020) and Azwari & Lina (2020).

## CONCLUSION AND SUGGESTIONS

### Conclusion

Based on the results of research conducted on 170 Generation Z respondents in Jakarta, the following conclusions can be drawn:

1. Positive Emotion has a positive and significant effect on Impulse Buying, meaning that the higher the positive emotions experienced by consumers while shopping, the greater their tendency to make impulsive purchases.
2. Sales Promotion has a positive and significant effect on Impulse Buying, indicating that discounts and promotional activities encourage consumers to make unplanned purchases.
3. Product Quality has a positive and significant effect on Impulse Buying, which shows that good product quality strengthens consumers' urge to purchase impulsively.

### Suggestions

1. For Larusso: The company should optimize strategies to enhance positive emotions through storytelling and friendly services on social media and marketplace platforms. The intensity and creativity of sales promotions should also be increased during special events (e.g., Harbolnas, Payday Sale, or Double Date), since Gen Z consumers are highly responsive to limited-time offers. Moreover, Larusso is advised to focus on improving product quality, particularly in terms of trendy designs and durable materials, to further stimulate impulsive buying behavior.
2. For Future Research: This study can be expanded by including other variables such as shopping lifestyle, fashion involvement, or social media marketing to gain deeper insights into impulse buying among Generation Z. Future research may also be conducted in other Indonesian cities (e.g., Bandung, Tangerang, Medan, or Pontianak) to examine potential differences in consumer culture outside Jakarta.

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