

## The Effect Of Lifestyle And Sales Promotion On Impulse Buying Hijab Diario

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### Abstract

This research was conducted on Tokopedia consumers among Management Study Program Students at the Faculty of Economics and Business Class of 2019-2022, University of Ibn Khaldun Bogor. The purpose of this study was to find out how the influence of Lifestyle and Sales Promotion on Impulsive Purchases of Hijab Diario at Tokopedia. This type of research is quantitative research. Sampling using probability sampling with the Simple Random Sampling technique. The instrument used was a questionnaire distributed online to 90 sample people based on the Slovin formula. The analysis technique used is multiple linear regression analysis by the SPSS 26 program. The results of this study indicate that there is a partial or simultaneous effect on lifestyle variables, sales promotions, and impulsive purchases on Hijab Diario in Tokopedia. With the results of the t-test  $H\alpha_1$  and  $H\alpha_2$  accepted because t-count > t-table (1.988), the f-test  $H\alpha_3$  is accepted because f-count is 62.415 > f-table 3.10. The results of the analysis of the coefficient of determination obtained the Adjusted  $R^2$  value of 0.580, meaning that the variable of impulsive buying can be influenced lifestyle and sales promotion variables 58% and the remaining 42% is influenced by other factors outside of this study.

**Keywords:** Lifestyle, Sales Promotions, Impulse Buying.

### Introduction

The existence of the internet has increased a person's fluency in collecting data and making it easier to communicate. A life that cannot be separated from technology functions to support daily activities, including helping in buying goods. Online shopping is a combination of activities in researching information about products and making trades.

The development of Internet use in Indonesia is always increasing. If in 2017 there were 84 million users, according to Statista data it grew by 13.3% or even reached 95.2 million users in 2018. This growth is expected to continue in the coming years. In 2019, the number of internet users will increase by 12.6% or even reach 107.2 million users. Growth of 10.2% is predicted for the 2018-2023 period, so internet users in Indonesia are expected to reach 150 million in 2023 (1).

Enthusiasm for online shopping is driven by several factors such as the time and effort saved when buying or paying and the availability of a wide range of products, which is possible without time limits as long as you have internet and free shipping services. In addition, consideration of the promotions offered is considered effective in creating a feeling of joy in shopping which is one of the lifestyle triggers. So, online shopping tends to affect the lifestyle of consumers.

Based on information from iPrice, during the Covid-19 outbreak in 2020, the number of visits to the Shopee application increased compared to Tokopedia. However, as of early 2021, Tokopedia has succeeded in going beyond and always maintaining its quality. In the 2nd quarter of 2022, Tokopedia can generally get as many as 158.3 million visits per month, even though Shopee itself attracts 131.3 million visits per month. By accumulation, during the third quarter of 2019 to the second quarter of 2022, the number of Tokopedia visits has increased by 140%, meanwhile, Shopee has achieved a growth of 134% (2).

Tokopedia as an online shopping site or marketplace, offers a satisfying online buying and selling experience with a wide range of products from fashion, food, and home furnishings to electronics and is expanding with a variety of services. Tokopedia offers services that support online shopping, which are already available, such as

flash sales, free shipping, vouchers, cash on delivery, promotions, product guarantees, product returns, chat features with merchants, and price negotiations with merchants. Tokopedia offers various payment methods that can be used, namely payments with GoPay, GoPayLater, OVO, Virtual Accounts, and Tokopedia in collaboration with various banking services and several retail mini markets in Indonesia to facilitate payments between merchants or customers.

There are a several reasons why marketplaces can grow fast, including ease of discovery, wider reach, common standards, multiple benefits, interactivity, getting lots of data, personalization, and customization, as well as information on social media. Therefore, Tokopedia can be called a trading platform that is well-known in Indonesia with the largest number of visitors. Of course, Tokopedia offers various types of products, lately it's a trend to increase visitors to Tokopedia and increase sales.

Shopping activities are now attached to people's lifestyles, they are willing to sacrifice their money to get the desired goods. People will shop for products or clothes that are trending because of the price, quality, and model they want. Such behavior tends to allow shop owners to sell goods or clothing that visitors like, who prioritize models, quality, and brands rather than price.

Impulse buying creates an uncontrollable urge to make a purchase immediately. This can happen anywhere and at any time for any stimulus received (3). When people see a product being promoted, they tend to buy the item even though they have no intention of buying it. Various choices and models of products or clothing make people spend money. People spend time on online shopping sites on purpose, but after seeing a wide selection of interesting clothes or items, these people shop without any plans. For Muslim women, the hijab is an everyday outfit that is used alternately from day to day, therefore the hijab is always something to buy. Tokopedia has so many merchants who market their products with various attractive promotions so that the purchase of this hijab is done unconsciously.

According to Kotler, lifestyle is a way of life for humans in the world, which is manifested in their actions, interests, and opinions. Lifestyle describes the entire human being when interacting with his environment, lifestyle describes the entire mode of operation and interaction of a person with the world (4). A broad definition of lifestyle is a way of life that focuses on how people handle time (activities), what they value about the world around them (hobbies), and what they think about themselves and the world around them (opinions) (5). According to Sunarto (6), a person's lifestyle has three indicators, namely as follows:

- 1) Activity This is what consumers do, what products they buy or use, and what activities they do to fill their free time. Although these actions are usually observable, the causes of these actions are seldom directly measurable.
- 2) Interest (Interest) Is the object or subject of an event in excitement that follows special or continuous attention. Interests can be in the form of tastes, hobbies, and priorities in consumer life. Interests are what consumers want to spend time and money on. Interest is a consumer factor that influences the decision-making process.
- 3) Opinion (Opinion) Is the opinion and feelings of consumers in responding to global, local, economic, and social issues. Opinions describe interpretations, expectations, and judgments, such as believing in the intentions of others, anticipating future events, and weighing the beneficial or punitive consequences of alternative courses of action.

Sucherly argues that the Marketing Mix is a combination of plans between the product mix, price mix, distribution mix, and promotion mix used by companies to serve the target market or to achieve marketing objectives (7). The marketing mix is part of the marketing mix strategy elements that have been designed to get a response from the target market. The marketing mix consists of the 4 P's, namely product, price, promotion, and place (8).

According to Swastha and Irawan, the promotion mix is the best combination of variable promotion strategies, face-to-face sales, and other promotional tools, all of which are designed to achieve sales program goals (9). Kotler and Armstrong define the promotion mix as the specific combination of advertising, sales promotion, public relations, personal selling, and direct marketing tools that a company uses to convincingly communicate customer value and build customer relationships (10).

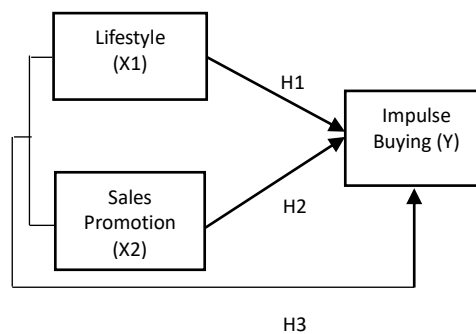
According to Etzel Promotion is an element of the marketing mix whose job is to inform, persuade and remind the market of a product and/or a group of sellers, with the hope of influencing the feelings, beliefs, or behavior of the recipient (7). According to A. Hamdani Promotion is an activity that functions as a communication tool between business actors and consumers and also as a tool to influence consumers to buy or use products according to their needs and desires (11).

Sales promotion according to Hendri Ma'ruf is a retail promotion program to encourage or increase sales or maintain customer interest to continue shopping with them (12). According to R. Wahyuni and H. Setyawati, sales promotion is an incentive tool used to encourage the purchase or sale of a product or service quickly and more broadly, usually in the short term (4). According to Kotler and Keller (13), promotion indicators include:

- 1) Promotion frequency; The number of promotional activities carried out simultaneously using promotional media.
- 2) Promotional Quality; Measure how well the sales promotion is performing.
- 3) Promotional Quantity; The value or quantity of sales promotions to consumers.
- 4) Promotion Time; The duration of the promotion is an important factor to achieve the desired business goals.

According to Christina Unplanned purchases are actions that occur without prior planning or purchase decisions are made in stores or online stores. This unplanned purchase is a stimulus that occurs when visiting a store or online store (14). Berman said this impulse buying occurs when consumers buy products or brands they do not want to buy when they enter a store, read the mail or catalog, watch a television program, shop online, etc. It means that this impulse purchase is spontaneous and product purchases are not anticipated or planned, but the desire to buy appears when entering a store, viewing catalogs, and also after browsing online shopping sites (15). According to Edwin Japariato & Sugiono Sugiharto (3) impulse buying has several indicators as follows:

- 1) Spontaneity; Consumers respond quickly when they get the product they want immediately.
- 2) Strength, compulsions, and intensity; The resulting impulsiveness corresponds to a sudden stop.
- 3) Excitement and stimulation; By itself, there is pressure to buy a product which often creates feelings that arise such as desire, target, etc.
- 4) Indifference to consequences; There are strong triggers to buy a product regardless of the bad odds that may arise.



Picture 1 : Research Model

Source: Processed by the author

Research hypothesis; H1: Lifestyle influences the impulse buying of Tokopedia consumers. H2: Sales Promotion affects Tokopedia consumers impulse buying. H3: Lifestyle and sales promotion together influence the impulse buying of Tokopedia consumers.

## Method

The research was conducted by researchers to determine shopping behavior by making impulse purchases at Tokopedia. The research carried out is quantitative research. There are independent variables such as lifestyle (X1) and sales promotion (X2) with the dependent variable namely impulse buying (Y).

The population in this study were students of the management study program, Faculty of Economics and Business, University of Ibn Khaldun Bogor, who are Tokopedia consumers and have purchased hijab diario products at Tokopedia. This study used a non-probability sampling method with a purposive sampling technique. The number of samples used is based on the Slovin formula, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

N = Total Population

n = Number of Samples

e<sup>2</sup> = Standard Error (10%)

The following is a sample calculation from the Slovin formula above, namely:

$$n = \frac{937}{1 + 937 (0,1)^2}$$

According to data from the Faculty of Economics and Business, the number of management students for the 2019-2022 batch is 937 students. After using the Slovin formula, the population is rounded up to 90 people.

Quantitative data can be measured on a numerical scale. In this study, the authors used a type of quantitative data source where the data source was obtained from the field in the form of numbers (16).

Inriantoro and Supomo (16) said the data sources were divided into:

- 1) Primary data is a source of research information taken directly from the source. By the way, researchers collect primary data to answer research questions.
- 2) Secondary data is a source of material that researchers obtain indirectly through the media. Secondary data is usually in the form of evidence, historical documents, or reports compiled from published and unpublished archives.

In this study, researchers used primary data sources, data collected directly from the first source, or direct respondents using questionnaires. And also secondary data, data obtained from the faculties of economics and business regarding the number of management students for the 2019-2022 batch.

In this study, researchers used a questionnaire technique. Questionnaires are also often called questionnaires. A questionnaire is a list of questions that must be answered by respondents. Circumstances/personal information, experience, knowledge, and others. This is what needs to be known in this survey.

According to Saputra, the Likert scale is a scale used to measure individual or group perceptions, attitudes, or opinions about an event or social phenomenon (17). The questionnaire provided has five scale options offered with indicators of weighted scoring scores 1 to 5. Researchers divided them into 5 groups namely: 1) Strongly Disagree, 2) Disagree, 3) Neutral, 4) Agree, and 5) Strongly Agree.

SPSS (Statistical Product and Service Solution) is statistical software with advanced statistical calculation capabilities that make it easy for users to analyze data. The application used in this research is SPSS version 26.

According to Ghozali, the validity test is used to measure the validity of a questionnaire. How to measure the validity of calculating the correlation between the rating of each question and the total score. The significance value used is 0.05. Wrong questions had to be removed from the questionnaire and then the correlation was recalculated (18).

The reliability test can be carried out simultaneously on all questions. If the calculation  $r\text{-count} > r\text{-table } 0.05$ , where the  $r\text{-count}$  is seen from the table of calculation results, while the  $r\text{-table}$  is 0.05 seen in the table that has been determined. An instrument is said to be reliable when the Spearman-Brown reliability coefficient is more

than 0.70 ( $r_i > 0.70$ ). If the Spearman-Brown reliability coefficient is less than 0.70, then the number of questions is added to the questions that match the original. With the following formula:

$$r_i = \frac{2r_b}{1 + r_b}$$

Information:

$r_i$  = internal reliability of all instruments

$r_b$  = Product Moment correlation between odd and even divisions

Multiple linear regression analysis is an analysis with more than one independent variable called multiple linear regression analysis. Several linear regression techniques are used to determine whether two or more independent variables (X) have a significant effect on the dependent variable (Y).

$$Y = \alpha + b_1X_1 + b_2X_2$$

Information:

Y = Impulsive Purchase

$\alpha$  = Constant

X1 = Lifestyle

X2 = Sales Promotion

b = Regression coefficient or value used to determine the effect of lifestyle and sales promotions on impulse buying.

The t-test was conducted to test whether the independent variable (X) partially has a significant relationship or not to the dependent variable (Y). Tests for this study were carried out by comparing the t-count and t-table values. The test criteria are as follows:  $H_0$  is accepted if t-count < t-table or  $H_a$  is accepted if t-count > t-table.

The f-test is used to see whether the independent variables simultaneously influence the dependent variable. Testing of this study was carried out by comparing the value of f-count and f-table. With a significant level of 5% (0.05) and the following test criteria:  $H_0$  is accepted if f-count < f-table or  $H_a$  is accepted if f-count > f-table.

## Results

### Validity Test

A validity test is used to measure the validity of a questionnaire. How to measure the validity of calculating the correlation between the rating of each question and the total score. To find the r-table value, use the degrees of freedom  $df = n - 2$  ( $90 - 2 = 88$ ), with an Alpha significance level of 5% (0.05), and an r-table value of 0.207. The provisions of the validity test results are that the question item is considered valid if r-count > r-table and vice versa, if r-count < r-table then the question item is considered invalid. The technique used in this validity test is the product-moment correlation technique with a 95% confidence level ( $\alpha = 0.05$ ). The following table shows each valid or invalid indicator, namely:

Table 1 : Validity Test Results

Variable	Statement	r-Count	r-Table	Information
Lifestyle (X1)	X1.1	0,857	0,207	Valid
	X1.2	0,849	0,207	Valid
	X1.3	0,856	0,207	Valid
	X1.4	0,852	0,207	Valid
	X1.5	0,830	0,207	Valid
Sales Promotion (X2)	X2.1	0,833	0,207	Valid
	X2.2	0,863	0,207	Valid
	X2.3	0,825	0,207	Valid
	X2.4	0,861	0,207	Valid
	X2.5	0,841	0,207	Valid
Impulse Buying (Y)	Y.1	0,862	0,207	Valid
	Y.2	0,821	0,207	Valid
	Y.3	0,866	0,207	Valid

Y.4	0,838	0,207	Valid
Y.5	0,872	0,207	Valid

Source: Results of Processed SPSS Data

From the results of the validity test above, it shows that all research variable items have r-count > r-table, namely at a significant level of 5% (0.05), so it can be seen that the r-count of the three variables is greater than the r-table (0.207) so that it can be stated that all research variables are valid.

### Reliability Test

The reliability test measures a questionnaire which is an indicator of the variables in the questionnaire and is considered reliable or trustworthy if the answers to the questions are consistent or stable from time to time. Therefore the Alpha formula (Cronbach's Alpha) is used to find instrument reliability, where a questionnaire is said to be reliable if the Alpha value is > 0.70. Below is a table of the reliability test results of the three variables:

Table 2 : Reliability Test Results

Variable	Cronbach's Alpha	N of Item	Information
Lifestyle (X1)	0,886	5	Reliable
Sales Promotion (X2)	0,913	5	Reliable
Impulse Buying (Y)	0,920	5	Reliable

Source: Results of Processed SPSS Data

Based on the reliability test above, it shows that the three variables have a Cronbach's Alpha value > 0.70, so it can be concluded that the three variables in this study are declared reliable or consistent.

### Multiple Linear Regression Test

Multiple linear regression test is used to analyze with more than one independent variable which is called multiple linear regression analysis. Several linear regression techniques are used to determine whether two or more independent variables (X) have a significant effect on the dependent variable (Y). The following is a multiple linear regression test that has previously been processed using a computer application, as follows:

Table 3 : Multiple Linear Regression Results of Variables Lifestyle (X1) and Sales Promotion (X2) Against Impulse Buying (Y) Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.001	1.380		2.899	.005
	Lifestyle	.363	.117	.370	3.099	.003
	Sales Promotion	.433	.119	.435	3.645	.000

a. Dependent Variable: Impulse Buying

Source: Results of Processed SPSS Data

Based on Table 3 above, the regression equation is obtained as follows:

$$Y = \alpha + b_1X_1 + b_2X_2$$

$$Y = 4,001 + 0,363X_1 + 0,433X_2$$

From these equations, it can be concluded that:

- 1) The value of  $\alpha$  (constant) of 4.001 is a condition when the variable impulse buying (Y) has not been influenced by lifestyle variables (X1) and sales promotion (X2). If the independent variables (lifestyle and sales promotion) do not exist, the dependent variable (impulse buying) does not change.
- 2) The value of the lifestyle regression coefficient (X1) is 0.363 indicating that if the constant is constant and there is no change in the sales promotion variable (X2), then every 1 unit change in the lifestyle variable will result in a change in the impulse buying variable (Y) of 0.363 points.
- 3) The value of the sales promotion regression coefficient (X2) of 0.433 indicates that if the constant is constant and there is no change in the lifestyle variable (X1), then every change of 1 unit in the lifestyle variable will result in a change in the impulse buying variable (Y) of 0.433 points.

### Coefficient of Determination

The coefficient of determination is the value used to measure the contribution of the independent variable (X) to the variation (increase/decrease) of the dependent variable (Y). In other words, R<sup>2</sup>% variable Y can be explained by variable X, and the rest can be explained by other variables. Other variations in y (residues) are caused by other factors that also affect Y and are included in the confounding error. The following are the results of the analysis of the coefficient of determination that has been processed using a computer application, as follows:

Table 4 : Results of Analysis of the Coefficient of Determination

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.768 <sup>a</sup>	.589	.580	2.88483	.589	62.415	2	87	.000

a. Predictors: (Constant), Sales Promotion, Impulsive Buying

Source: Results of Processed SPSS Data

Based on the results of table 4 above, shows that the value of Adjusted R Square (R<sup>2</sup>) = 0.580. This means that lifestyle variables (X1) and sales promotion (X2) have contributed to the impulsive buying variable (Y) for Tokopedia Management Student consumers by 58% and the remaining 42% is influenced by other factors outside of this study.

### T Test

T-test is a test conducted to determine the relationship between the independent variable and the dependent variable partially with a significance level of 5% (0.05). In determining the value of t-table using the following formula:

$$T\text{-table} = t(\alpha / 2 : n - k - 1)$$

n = sample

k = the number of variables X

$\alpha$  = 5%

$$= t(0,05/2 : 90-2-1)$$

$$= 0,025 : 87$$

$$t\text{-table} = 1,988$$

Table 5 : T Test Results (Partial)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.001	1.380		2.899	.005
	Lifestyle	.363	.117	.370	3.099	.003
	Sales Promotion	.433	.119	.435	3.645	.000

a. Dependent Variable: impulse buying

Source: Results of Processed SPSS Data

Based on Table 5 above it can be concluded that:

1) The results of the (partial) t-test show that the significant value of lifestyle influence (X1) on impulse buying (Y) is 0.003 and the t-count is 3.099 > t-table 1.988, then H01 is rejected and H $\alpha$ 1 is accepted. This means that lifestyle (X1) has a significant effect on impulse buying (Y).

2) The results of the (partial) t-test show that the significance value of the influence of sales promotions (X2) on impulse buying (Y) is 0.000 and t-count is 3.645 > t-table 1.988, then H02 is rejected and H $\alpha$ 2 is accepted. This means that sales promotion (X2) has a significant effect on impulse buying (Y).

### F Test

The F test is used to determine how much influence the independent variables (X1, X2) simultaneously have on the dependent variable (Y). Decision-making f-test using a significant level of 5% (0.05). In determining the value of the f-table using the following formula:

$$F\text{-table} = f(k : n - k)$$

$$= f(2 : 90 - 2)$$

$$= f(2:88)$$

$$F\text{-table} = 3,10$$



Table 6 : F Test Results (Simultaneous)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1038.866	2	519.433	62.415	.000 <sup>b</sup>
	Residual	724.034	87	8.322		
	Total	1762.900	89			

a. Dependent Variable: impulse buying

b. Predictors: (Constant), Sales Promotion, Lifestyle

Source: Results of Processed SPSS Data

Based on Table 6 above, it can be seen that the significance value for lifestyle (X1) and sales promotion (X2) on impulse buying (Y) is  $0.000 < 0.05$  and  $f\text{-count } 62.415 > f\text{-table } 3.10$ . It can be concluded that  $H_{\alpha 3}$  is accepted, which means that there is an influence of lifestyle (X1) and sales promotion (X2) on impulse buying (Y) simultaneously.

## Conclusion

Based on the explanation of the results of the research analysis, the following conclusions are obtained: 1) Lifestyle (X1) has a positive relationship to impulse buying (Y), which means that if there is an increase in lifestyle, then impulse buying will also increase. And based on the results of the hypothesis, it can be concluded that lifestyle (X1) has a partially significant effect on impulse buying (Y) of management students. 2) Sales promotion (X2) has a positive relationship to impulse buying (Y), which means that if there is an increase in sales promotion, then impulse buying will also increase. And based on the results of the hypothesis, it can be concluded that sales promotion (X2) has a partially significant effect on the management of student impulse buying (Y). 3) Lifestyle (X1) and sales promotion (X2) have a positive relationship with impulse buying (Y), which means that if there is an increase in sales promotion, then impulse buying will also increase. And based on the results of the hypothesis, it can be concluded that lifestyle (X1) and sales promotion (X2) have a significant effect simultaneously on the impulse buying (Y) of management students.

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