

# The effect of Merchandising, Price Discount, and Store Atmosphere on Impulse Buying with Positive Emotion as a mediating variable based on Islamic Business Perspective

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## ABSTRACT

This study aims to describe the phenomenon and also examine the causal relationship that is structured by using a scientific approach and quantitative analysis that is valid and reliable. This study was conducted using quantitative methods. In the context of this study, the population in question is all Alfamart consumers who are in the District Sukarame, Bandar Lampung, which is actively engaged in purchasing activities in Alfamart outlets scattered in the area. The number of samples used in this study is as many as 96 respondents who are domiciled in the city of Bandar Lampung, especially Alfamart consumers in the Sukarame Sub-District. Based on the results of the study, it can be concluded that positive emotions are the main driving factor for impulsive purchases in consumers. Although marketing strategies such as merchandising, price discounts, and store atmosphere have no direct influence, their impact on impulse buying is mediated through the positive emotions they elicit. This finding is also in line with the Islamic business perspective, which views that excessive promotion to manipulate consumer emotions and encourage waste is an unethical practice.

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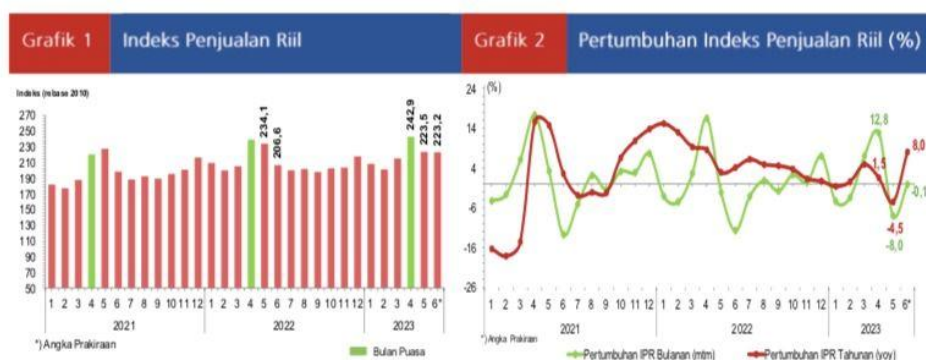
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## 1. INTRODUCTION

The development of the business world in Indonesia is currently experiencing rapid progress (Ridwansyah et al., 2024). This directly creates increasingly fierce competition in various sectors, including in the development of retail businesses. Retail or retailing business plays an important role in meeting the needs of consumers directly, especially in the provision of goods and services for personal purposes. According to Kotler, retail business (retailing) is defined as all activities involved in the sale of goods or services directly to end consumers for personal use, not for business purposes. This definition emphasizes that the main focus of retail businesses is to provide convenience and direct access for consumers to obtain the products they need, with fast, efficient service, and in accordance

with individual preferences (Purnamasari et al., 2022). According to the provisions of Presidential Regulation No. 112 of 2007, in general, retail businesses can be categorized into two types, namely traditional retail and Modern retail. Traditional retail is a form of small-scale business with limited capital, which carries out buying and selling activities through a direct bargaining process, and usually operates in the form of shops, kiosks, los, or tents owned or managed by small and medium-sized traders. Meanwhile, Modern retail is a type of retail business that uses a self-service system, sells various types of goods at retail, and operates in the form of minimarkets, supermarkets, department stores, hypermarkets, or wholesale in the form of equipment. The main difference between the two lies in the service system, business scale, and management and operational structure. Sales in today's retail business are no longer just product-oriented, but also emphasize aspects of comfort, Entertainment, Ease of transaction, and various other additional services. This shift in orientation makes the modern market increasingly in demand by consumers, so it has slowly begun to shift the existence of traditional markets (Susanto, 2021). Consumers now tend to choose shopping places that not only provide goods, but also provide a more practical and enjoyable shopping experience. According to the retail sales survey conducted by Bank Indonesia, Retail Sales showed positive growth, despite a slowdown, as indicated by the following data (Zainal Arifin et al., 2023):



Pictures 1.1

Sources: <https://www.cnbcindonesia.com/>

Based on Graph 1 and Graph 2 of the real Sales Index (IPR) and its growth, it can be seen that retail sales in Indonesia showed a volatile trend but still recorded positive growth year-on-year (yoy), despite a slowdown in certain periods. Graph 1 shows that the real sales index had experienced a significant increase in certain months, such as April 2022 (234.1) and April 2023 (242.9), which was most likely influenced by the momentum of the fasting month and Hari Raya, where people's consumption activities increased sharply. Meanwhile, graph 2 illustrates IPR growth both monthly (mtm) and annually (yoy), where annual growth is relatively stable with a positive trend, although at some points it experienced contractions such as -4.5% at the beginning of 2023. On the other hand, monthly growth shows sharper volatility, with significant spikes in certain months such as March and April 2023 reaching 12.8% and 8.0%. The Data reflects that despite the slowdown in recent months, the retail sector continued to grow in general, driven by seasonal factors, promotions, and modern marketing strategies, which helped drive a shift in consumer preferences from traditional markets to modern markets that are more responsive to consumer needs and convenience.

This is inseparable from the influence of the rapid development of modern retail businesses in Indonesia, including one of them, PT. Source Alfaria Trijaya Tbk (Alfamart). Alfamart is a modern retail network in the form of minimarkets that are widespread in various cities to remote districts throughout Indonesia. As part of the modern retail transformation, Alfamart is here to meet the needs and daily supplies of the community by carrying the tagline "satisfied shopping, right price", which reflects the company's commitment to providing quality products at affordable prices. In addition, Alfamart also

offers a comfortable shopping experience through friendly service, a clean and orderly store atmosphere, and an easily accessible outlet location for consumers. The combination of daily basic product availability, service efficiency, and shopping convenience is the main factors that make Alfamart able to compete and become the main choice of the community in meeting daily needs. Minimarket is able to attract consumers to shop because it offers daily necessities products with a strategic location and is easy to reach. In addition to ease of access, consumers also tend to choose minimarkets because of adequate facilities, maintained cleanliness levels, diversity of products offered, and comfort when choosing goods. In the context of consumer behavior, there are various factors that can encourage a person to make purchases that are not planned in advance (impulse buying), one of which is the influence of positive emotions and mood when shopping. A good emotional state can increase the tendency of consumers to make spontaneous purchases. In addition, the three main elements that greatly influence consumer shopping behavior are merchandising, price discounts, and store atmosphere, which directly or indirectly shape the shopping experience and trigger impulse buying impulses, especially when combined with product structuring strategies and an emotionally attractive store atmosphere. (Efendi et al., 2023)

Good Merchandising can attract the attention of consumers with an organized arrangement of products, making it easier for them to make purchasing decisions. Price discounts or price discounts are often the main driver of consumer interest in buying more goods. Meanwhile, a comfortable store atmosphere can create a pleasant shopping atmosphere, thereby strengthening consumers' tendency to buy implicitly, externally, at discounted prices, and through visual merchandising (Lamrotua, 2022). One of the companies that competes in the field of mini market one is Alfamart, where the company has grown throughout Indonesia, with a total of 19,971 units/branches spread across Indonesia. The development of the Alfamart company in Indonesia can facilitate the community in meeting basic needs (Utama et al., 2023).

Alfamart can meet the needs of the community by providing a comfortable shopping environment, complete products, and practical services. The presence of minimarkets is not only a practical solution for consumers, but also contributes to the development of the local economy by creating jobs and encouraging economic activity. The marketing strategy applied must pay attention to how to trigger the emergence of positive emotions in consumers in order to encourage impulse buying. There are various things that can trigger the emergence of positive emotions in consumers, and things like this can be pursued as a marketing strategy in retail or stores. Among them are price discounts and bonus packs, where both of these strategies are steps that are widely used by businesses to attract more consumers or increase sales.

Alfamart's business development in the Sukarama District of Bandar Lampung city is quite rapid. Based on secondary data on minimarket growth in 2024, there are 10 Alfamart in the Sukarama District, Bandar Lampung City. The rapid growth of Alfamart in Sukarama District, Bandar Lampung City, is the result of a well-planned business strategy, supported by local economic and social dynamics. Strategic location, changes in people's consumption patterns, and increased purchasing power are external factors that drive the expansion of this business title. Meanwhile, product diversity, service innovation, promotion strategies, and efficient operational systems support are internal factors that strengthen Alfamart's position in the modern retail market.

Based on the Minimarket Awareness level based on Consumer Survey released by Populix and processed by GoodStats, it can be seen that Indomaret and Alfamart occupy the highest position in terms of the level of consumer awareness in Indonesia. Indomaret is in the first position with the highest level of awareness, followed by Alfamart, which is almost parallel, showing the dominance of these two brands in the National modern retail industry. Furthermore, Alfamidi ranks third, followed by Lawson, Circle K, Family Mart, and Alfa Express with a lower level of awareness. These Data show that although there are many players in the minimarket sector, only a few big brands really stick in the memory and preferences of consumers. The high level of awareness of Indomaret and Alfamart reflects

the success of marketing strategies, widespread locations, and consistency in services that are able to attract and maintain the attention of the public at large.

Alfamart is one of the largest supermarkets in Indonesia, with the number of units spread is a network of units/branches 19,971. Based on survey data from a good statistical data source, Alfamart is a supermarket that is much in interest. Number 2 in Indonesia in the competition, Alfamart continues to improve the quality of merchandising, price discounts, and store atmosphere in an effort to increase consumer interest in Alfamart. Unplanned buying behavior or impulse buying is something that is attractive to manufacturers and retailers, because it is the largest market share in the modern market. But along with the times, the product chosen or purchased by a consumer is often no longer a product of consumer needs (needs) but has led to what the consumer wants (wants), so that the possibility of an implicit purchase (impulse buying) is very large (Umar, 2020).

One of the most interesting aspects of consumer behavior is Impulse Buying. Impulse buying itself is a phenomenon of consumer behavior characterized by a strong and sudden urge to buy a product spontaneously, without any previous rational planning or consideration, and tends to be influenced by emotional factors and external stimuli such as Product Display, store atmosphere, or attractive promotions (Rook, 1987). In contrast to deliberative purchase decisions and based on real needs, impulse buying is often triggered by momentary desires that are not accompanied by an in-depth evaluation of the benefits or urgency of the goods purchased, so these decisions are controlled more by affective than cognitive aspects (Susanti et al., 2023). This process can occur in a matter of seconds, when consumers experience positive emotional experiences such as joy, enthusiasm or even social pressure that encourages them to make a purchase in response to certain stimuli in the shopping environment (Rook, 1987).

According to retail Dune & Lusch (2005), Sinaga (2012) states that 70% of purchases turned out to be a spontaneous purchase (impulse buying). According to Bayley et al. in Hatane (2007), it is estimated that 65 percent of purchasing decisions in supermarkets are made in-store, with more than 50 percent being unplanned purchases in advance. According to Bellenger, Robertson & Hirschman in Matilla and Jochen (2007) say 27-62% consists of impulse buying. The occurrence of impulse buying in consumers is generally the first product that has a low price, so that consumers do not need to think about calculating the budget spent. The second is the products that have mass marketing, so when shopping, consumers remember that the product is spread never advertised on television. The third is the products are small in size and easy to store. Usually, consumers take this product because it is considered cheap and does not burden their cart or shopping cart too much. (Novianto & Johannes, n.d.) The word of God in Q.Al-Isra' verse 17:

وَكَمْ أَهْلَكْنَا مِنَ الْقُرُونِ مِنْ بَعْدِ نُوحٍ وَكَفَىٰ بِرَبِّكَ بِذُنُوبِ عِبَادِهِ خَبِيرًا ۝١٧

*"The wasteful are the brothers of Satan, and Satan is ungrateful to his Lord." (Q.S. Al-Israa' [17]:27).*

Those who spend too much or are wasteful are the brothers of Satan. Wasteful behavior is one form of waste that not only harms materially but also reflects a lack of gratitude for the favors that have been given by Allah SWT. Satan always encourages people to spend money incorrectly, either through unnecessary purchases, excessive consumption, or consumptive actions that do not bring benefits. Satan's habit of denying God's favor is reflected in human behavior that ignores the values of wise and responsible management of property. Therefore, people who live in the habit of wasting property without consideration of real and useful needs, unconsciously imitate the nature and behavior of Satan, so the teachings of Islam strictly prohibit a wasteful attitude and encourage a simple, frugal, and grateful attitude for all the gifts that have been given.

According to Leba (2015) in Trihudiyatmanto and Wardani (2021), positive emotion is a person's emotional state characterized by feelings of happiness, pleasure, and joy, which can affect spontaneous decision-making on a product. In simple terms, positive emotion describes a pleasant and joyful inner

situation experienced by the individual. In the context of consumer behavior, positive emotions when shopping can promote the occurrence of impulsive purchases, because when a person is in a positive mood, he is more likely to make purchases without prior planning (Diany et al., 2019). In other words, the more positive the feelings that consumers feel when interacting with an outlet or store, the greater their tendency to make impulsive purchases. The consumer will buy a product that he finds attractive without rational consideration or initial intention, since the purchase is considered a form of outlet for the feeling of pleasure that is being experienced. This suggests that the emotional aspect has a significant influence on encouraging unplanned consumption behavior (Buying & Merchandising, 2022).

Merchandising is a set of strategies for structuring and presenting products in a store to attract consumers' attention, enhance the shopping experience, and drive purchasing decisions. In the context of Islamic Business, merchandising should not only focus on visual appeal but also be in accordance with Islamic values, such as honesty in the offer and clear presentation of information about the product. Iberahim et al. (2020) explained that merchandising influences customers' impulsive buying behavior. These results differ from the research of Qomariah et al. (2020). Where the price discount does not have a significant effect on impulse buying. Positive emotional factors have a significant influence on implicit purchases. Research results (Fazri et al., 2020) obtained that visual merchandising and positive emotions have a negative but significant effect on impulse buying. Discounts have a positive and significant influence on impulse buying. Based on the results of these studies, we have not found research on the influence of merchandising and price discounts on impulse buying through the mediation of positive emotions with SWOT analysis (Rismawati & Pertiwi, 2022).

Price discount is a marketing strategy that offers a discount or temporary decrease in the normal price of a product to attract consumers and increase sales volume. Price Discount is a price-based sales promotion strategy in which customers are offered the same product at a cheaper price than the normal price. The Promo allows retailers to alert customers and stimulate impulsive shopping (Ma'ruf, 2006). From the perspective of Islamic Business, price discounts should be done in a way that is transparent and does not cause misunderstandings, and still consider the balance between seller profits and consumer satisfaction (Lestari, 2018).

Store atmosphere greatly affects customer loyalty. Store atmosphere is one element of the retailing mix that must also be considered by a retail business, which includes the layout and atmosphere. With a good store atmosphere, companies can attract consumers to visit and make purchases. The influence of Store atmosphere on customer loyalty is very important because, basically, the atmosphere of the store is a form of consumer assessment of the level of comfort, in consumers also play a role in influencing customer loyalty in a retail store or mini market (Yuliasari et al., 2023).

According to Yusuf, in his writings that discuss the behavior of typing knsumen as a process that is closely related to the purchasing process at that time also consumers are also conducting search activities, research, and product evaluation. Consumer behavior causes them to make decisions in buying a product. Often found consumer decisions are based more on the quality, quantity, and price of the product, and if the price of the product is cheap, the consumer's decision to buy the product does not take a long time and immediately decides to make a sale and purchase transaction. In contrast, if the price of the product is expensive, the consumer's decision to buy a product will take a long time because consumers will be more careful and thorough. Usually, these prospective consumers will ask the manufacturer or supplier about the quality, advantages, and benefits that consumers get when buying their products.

Although previous studies have separately examined the effect of merchandising, price discounts, and store atmosphere on impulse buying mediated by positive emotions in various retail contexts, there are still significant research gaps, especially from an Islamic Business Perspective. This gap arises because existing research generally has not integrated comprehensively the three independent variables in one model with Positive Emotion as mediation, while specifically considering the principles of Sharia in the implementation of these variables in Alfamart consumers in specific areas

such as Sukaram District, Bandar Lampung. Therefore, this study is important to enrich the literature by examining how conventional non-Islamic stimulation and store atmosphere must be in harmony with Islamic values in order to generate permissible positive emotions and encourage impulse buying for muslim consumers.

Based on the background, the phenomena that occur indicate that the development of the business world in Indonesia is currently progressing very rapidly, which directly creates increasingly fierce competition in various sectors, including in the retail industry. Modern retail businesses are growing massively and are beginning to shift the existence of traditional markets, along with changing consumer preferences for convenience, ease of access, and a more enjoyable shopping experience. This phenomenon is interesting for further research, especially in understanding the marketing factors that drive impulse buying behavior, such as merchandising, price discounts, and store atmosphere, and how positive emotions act as mediating variables in influencing consumer decisions. This study specifically uses an Islamic business perspective approach to assess the extent to which these practices are aligned with the values of ethics, justice, and responsibility in muamalah. Objectively, this research is important because it contributes to academic and practical understanding of effective yet ethical marketing strategies, especially in the context of modern retail that continues to evolve. While subjectively, the researcher has an interest in issues of consumerism and business ethics, as well as a scientific background related to the study of Islamic economics and consumer behavior, he felt compelled to explore further the relationship between modern marketing factors and sharia principles in daily business practices.

## 2. METHODS

### 2.1 Types And Nature Of Research

This study was conducted using quantitative methods. Quantitative research is a form of research that uses numerical data collection and analytical techniques to test hypotheses, draw conclusions, and understand the relationships between the variables under study. Quantitative research is generally considered to be an impartial and systematic scientific methodology for collecting measurable data, conducting statistical analysis, and drawing conclusions from the analysis of the resulting data (Candra Susanto et al., 2024). Quantitative research is objective and systematic, using standardized instruments to obtain statistically analyzable data. In this context, the associative nature refers to an attempt to determine the extent to which there is an influence between the independent variables, namely merchandising, price discount, and store atmosphere, on the dependent variable impulse buying, either directly or indirectly through positive emotion mediation variables. This study not only aims to describe the phenomenon, but also examines the causal relationships that are structured by using a scientific approach and quantitative analysis that is valid and reliable.

### 2.2 *time and place of research*

The implementation time of this study began when the researcher took the thesis course as part of the final stage in the completion of the study, and lasted until the entire process of collecting data through questionnaire instruments was completed. During this period, the researcher gradually carried out various stages of the research, ranging from the preparation of proposals, consultation with supervisors, preparation of research instruments, validity and reliability tests, distribution of questionnaires to predetermined respondents, to the process of recapitulation and data analysis. The time span of this study was adjusted to the needs of the field and the readiness of respondents, as well as considering the efficiency and effectiveness in obtaining relevant and quality data. Therefore, the research time takes place in a dynamic and planned manner, in line with the aim of obtaining valid, accurate, and appropriate research results in accordance with the established study focus.

This research was conducted in Sukaram Sub-District, Bandar Lampung City, with the object of research focused on Alfamart consumers as one of the modern retail networks that has a high number of visitors and active transaction activities in the region. The selection of this location is based on the

consideration that Alfamart is a real representation of modern retail that is directly in contact with the consumption behavior of urban communities, including in terms of impulsive purchases that often occur in a self-service concept store environment.

### 2.3 population and sample

In the context of this study, the population in question is all Alfamart consumers who are in the District Sukarama, Bandar Lampung, which is actively engaged in purchasing activities in Alfamart outlets scattered in the area. This population was chosen because it is considered relevant and representative to describe the phenomenon of impulse buying behavior in the context of modern retail, and allows researchers to identify the influence of variables such as merchandising, price discount, and store atmosphere, with positive emotion as a mediating variable.

A sample is a part or snippet of a population that is used to represent the entire population in a study, so it can be said to be a miniature form of the population. (Sakti et al., 2023). In this study, the sampling method used is purposive sampling, which is a sampling technique based on certain considerations or criteria set by the researcher. Because the exact number of Alfamart consumer population in Sukarama District is not known for sure, the determination of the number of samples using the Lemeshow formula for an unknown population is required. The formula used is as follows:  $n = \frac{z^2 \cdot p(1-p)}{d^2}$

Description:

- $n$  = Number of Samples
- $z$  = Z score on trust 95% = 1,96
- $p$  = Maximum estimate = 50% = 0,5
- $d$  = Sampling error = 10% = 0,1

Based on the above formula, the number of samples to be used in this study can be calculated as follows:

$$n = \frac{z^2 p (1 - p)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Based on the calculation results using the Lemeshow formula, the value of  $n = 96.04$  is then rounded to 96. Thus, the number of samples used in this study is as many as 96 respondents who are domiciled in the city of Bandar Lampung, especially Alfamart consumers in the Sukarama Sub-District.

### 2.4 Data Collection Techniques

To obtain data and information needed in this study, researchers used data collection methods of observation and questionnaires or questionnaires.

### 2.5 Validity and reliability test

#### a. validity test

Validity test is a test that serves to see whether a measuring instrument is valid (valid) or Invalid. The measuring instrument in question here is the questions in the questionnaire. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that is measured by the questionnaire. (Janna & Herianto, 2021) The criteria in the validity test if  $R \text{ count} > R \text{ table}$  (at significance rates) = 0.05, then it can be stated that the questionnaire is valid. If  $R \text{ count} < R \text{ table}$  (at significance rate) = 0.05, then it can be stated that the questionnaire is not valid.

b. Data Availability

The definition of reliability is an index that shows the extent to which a measuring device can be trusted or reliable. In this study data reliability test was conducted using the "alpha cronbach " approach. The instrument can be said to be reliable (reliable) if it has a reliability coefficient of reliability of 0.6 or more.(Sewang Sewang, 2023)

c. Classic Insurance test

Before regression testing is performed, first perform a test of classical assumptions. Classical assumption test includes normality test, multicollinearity test, and heteroscedasticity test

1) Normality Test

Normality test is done to determine whether the data used is normally distributed or not, so that it can be determined the type of statistics that will be used in this study. In normality testing, the authors used the Kolmogorov-Smirnov normality test. Analysis using IBM SPSS v.22 by looking at the value of Asymp.Sig.(2-tailed). If the value of Asymp.Sig. (2-tailed) more than 0.05, then it can be said that the data presented is normally distributed.(Bela Mufaridiyah Ma'rufah & Astuty, 2023)

2) Multicollinearity Test

The multicollinearity test is used to test the relationship between independent variables in regression models. Symptoms of multicollinearity can be seen through the value of tolerance and the Variance Inflation Factor (VIF). If tolerance > 0.1 and VIF < 10, then there are no symptoms of multicollinearity.

3) Heteroscedasticity Test

The heteroscedasticity test is to test whether in the regression model there is a variance inequality from the residual of one observation to another. Heteroscedasticity testing is performed by means of the Park test method. Park test is done by regressing the value of the natural logarithm of the residual Square to the independent variable. It is said that heteroscedasticity does not occur if the significance value is above the confidence level of 0.05.(Fajriah et al., 2022)

## 2.6 Hypothesis Testing

a. Section Consistency Value

Used to determine the significant relationship between variables. The measurement threshold value is set at 0.1 to indicate the significant influence of the path contained in the model. The purpose of this analysis is to see if one variable actually affects another. The threshold value of 0.1 means that we consider the relationship between the variables is quite strong and meaningful if the effect value is at least 0.1 (or 10%).

b. T-Test (T-Statistics)

The T-test is part of the process of testing the significance of the relationship between variables in a structural model or measurement model. In this context, the T-test is used to see if the path coefficient between latent variables is statistically significant or not.

c. P- Value

P-value (probability) is a measure of probability in inferential statistics used to test hypotheses. This value indicates how consistent the observed data is, assuming that the null hypothesis (Ho) is true. The smaller the p-value, the greater the evidence against the null hypothesis. Conceptually, the p-value represents the probability of obtaining research results that are as extreme (or more extreme) as those observed, assuming that the null hypothesis is correct. In other words, the p-value measures the chance that the result obtained could have occurred by sheer chance if there were no real effects in the population. For example, if we test whether a student's average test score differs from 70, and we get a p-value of 0.03, it means that there is a 3% chance that the observed (or more extreme) difference could have happened by chance if the actual average was 70.



### 3. FINDINGS AND DISCUSSION

#### a. Test Research Instruments

##### 1) Validity test

Validity testing is the process of evaluating to make sure an instrument or measuring instrument actually measures what it is supposed to measure. In other words, this test aims to prove that the data obtained are accurate and relevant to the concept under study. The convergent validity test is a method to measure the extent to which two or more instruments that are supposed to measure the same construct show similar or highly correlated results.

Table 1  
Convergent Validity Results

Variable	Indicator	Convergent Validity	Description
Merchandising (X1)	X1.1	0,885	Valid
	X1.2	0,873	Valid
	X1.3	0,907	Valid
	X1.4	0,893	Valid
	X1.5	0,789	Valid
	X1.6	0,828	Valid
	X1.7	0,906	Valid
	X1.8	0,866	Valid
Price Discount (X2)	X2.1	0,821	Valid
	X2.2	0,888	Valid
	X2.3	0,851	Valid
	X2.4	0,866	Valid
	X2.5	0,878	Valid
	X2.6	0,899	Valid
	X2.7	0,875	Valid
	X2.8	0,793	Valid
Store Atmosphere (X3)	X3.1	0,844	Valid
	X3.2	0,853	Valid
	X3.3	0,860	Valid
	X3.4	0,820	Valid
	X3.5	0,812	Valid
	X3.6	0,785	Valid
	X3.7	0,901	Valid
	X3.8	0,849	Valid
	X3.9	0,866	Valid
Impulse Buying (Y)	Y.1	0,822	Valid
	Y.2	0,844	Valid
	Y.3	0,891	Valid
	Y.4	0,864	Valid
	Y.5	0,797	Valid
	Y.6	0,841	Valid
	Y.7	0,813	Valid
	Y.8	0,897	Valid
Positive Emotion (Z)	Z.1	0,842	Valid
	Z.2	0,880	Valid
	Z.3	0,872	Valid

	Z.4	0,845	Valid
	Z.5	0,855	Valid
	Z.6	0,796	Valid
	Z.7	0,847	Valid
	Z.8	0,842	Valid

Sources: Output Smart PLS 4, 2025

Based on Table 1, the results of the analysis show that each variable indicator of the study has an Outer Loading value above 0.7. This value is a threshold commonly used in Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis to test convergent validity. Therefore, it can be concluded that all the indicators used in this study have strong validity. Thus, these indicators were declared valid and feasible for use in this study. This tested validity proves that the research instrument is able to measure the intended construct or variable precisely. The validity of this indicator allows the collected data to be reliable and used for further analysis in order to accurately test the research hypothesis.

## 2) Reliability test

A reliability test is a procedure to ensure the extent to which measurement instruments are consistent and stable over time. The objective is to prove that the measuring instrument used will give the same result if the test is repeated on the same subject under similar conditions. A variable can be declared to meet the composite reliability if it has a composite reliability value  $> 0.7$ . The following is the value of the composite reliability of each variable used in this study:

Table 3  
Composite Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
<i>Influencer Marketing (X1)</i>	0.869	0.921
<i>Brand Awareness (X2)</i>	0.939	0.869
Consumer Confidence (M)	0.773	0.894
Purchase Decision (Y)	0.923	0.923

Sources: Output Smart PLS 4, 2025

Based on Table 3, all research variables showed the value of Composite Reliability and Cronbach's Alpha above 0.7. This shows that the research instrument has a good internal consistency. Thus, it can be concluded that all variables have passed the reliability test and the data obtained can be trusted.

## b. Evaluation Of The Structural Model (Inner Model)

This evaluation is done by testing the path coefficients and their significance values to determine how strong and significant the influence between constructs is. In simple terms, this evaluation aims to prove whether the proposed research hypothesis is empirically proven.

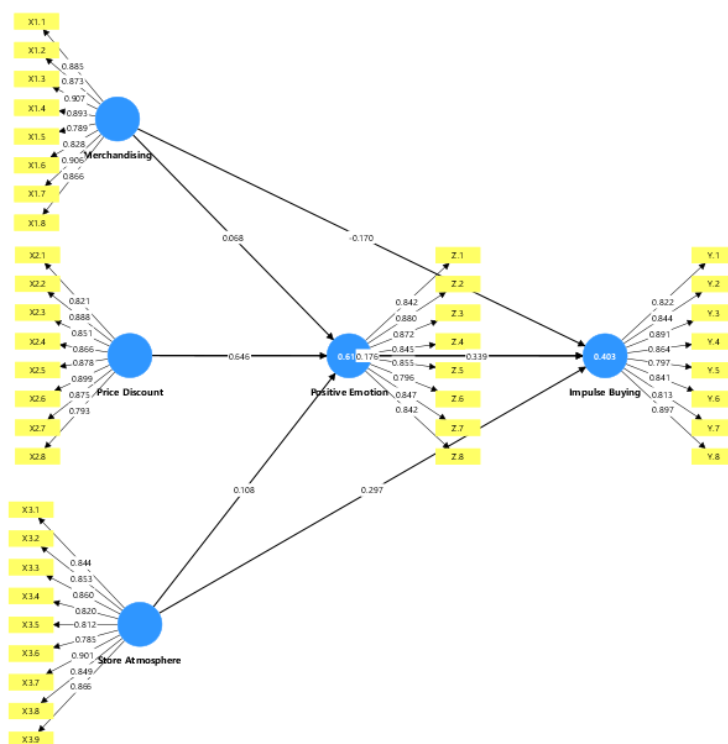


Figure 1

Inner Model

Sources: Output Smart PLS 4, 2025

The results of structural model evaluation (Inner Model) show the relationship between endogenous and exogenous latent variables in the study. This evaluation was conducted to examine the significance of the hypothesized causal relationship between variables, such as the effect of financial literacy on interest in saving. The quality of this model is assessed on the basis of the R-squared value ( $R^2$ ), which indicates how much the variability of the dependent variable can be explained by the independent variable, as well as statistical t-values and p-values to test the significance of the relationship.

### 1) R Square

The R-squared ( $R^2$ ) test is a statistical method used to measure how much variation of a dependent variable can be explained by an independent variable. This value gives an indication of how well the formed regression model can predict or explain the phenomenon under study.

Table 4  
Test Result *R-Square*

Variable	<i>R-Square</i>	<i>R-Square Adjusted</i>
<i>Impulse Buying (Y)</i>	0,403	0,377
<i>Positive Emotion (Z)</i>	0,616	0,604

Sources: Output Smart PLS 4, 2025

Based on the analysis, it was found that the Adjusted R-squared value for Impulse Buying variable was 0.337 or 37.7%, which means that merchandising, price Discount and Store Atmosphere variables together are only able to explain 37.7% variation in Impulse Buying, so this model is considered weak. On the other hand, the Adjusted R-squared value for the Positive Emotion variable is much higher, which is 0.604 or 60.4%. This indicates that Merchandising, price discounts and Store Atmosphere have

a significant ability to explain 60.4% of variations in Positive emotions, which indicates that this model is relatively strong.

### c. Hypothesis Test

#### 1) Partial Test (T Test)

A T-test is a statistical test used to compare the mean of two groups of samples, to determine if there is a statistically significant difference between the two groups. This test is very useful for testing hypotheses about the difference in population averages based on sample data.

Table 5  
T Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Merchandising (X1) -> Impulse Buying (Y)	-0,170	-0,184	0,133	1,285	0,199
Merchandising (X1) -> Positive Emotion (Z)	0,068	0,078	0,152	0,449	0,653
Price Discount (X2) -> Impulse Buying (Y)	0,176	0,206	0,215	0,819	0,413
Price Discount (X2) -> Positive Emotion (Z)	0,646	0,623	0,122	5,303	0,000
Store Atmosphere (X3) -> Impulse Buying (Y)	0,297	0,275	0,230	1,292	0,196
Store Atmosphere (X3) -> Positive Emotion (Z)	0,108	0,128	0,151	0,715	0,475
Positive Emotion (Z) -> Impulse Buying (Y)	0,339	0,351	0,161	2,099	0,036
Merchandising (X1) -> Positive Emotion (Z) -> Impulse Buying (Y)	0,219	0,215	0,105	2,087	0,037
Price Discount (X2) -> Positive Emotion (Z) -> Impulse Buying (Y)	0,037	0,038	0,058	0,631	0,528
Store Atmosphere (X3) -> Positive Emotion (Z) -> Impulse Buying (Y)	0,023	0,039	0,066	0,351	0,726

Sources: Output Smart PLS 4, 2025

Based on Table 5 of the t-test results, we can analyze the influence of the variables tested. This test uses p-values with significance threshold (alpha) of 0.05. If the value of p-values is less than 0.05, then the relationship between variables is considered significant.

- Merchandising (X1) to Impulse Buying (Y) with T-statistic value of 1.285 is smaller than T-table of 1.96 and p-value of 0.199 is greater than 0.05. This shows that Merchandising does not have a significant effect on Impulse Buying.
- Merchandising (X1) to Positive Emotion (Z) with T-statistic value of 0.449 is smaller than t-table of 1.96 and p-value of 0.653 is greater than 0.05. This shows that Merchandising does not have a significant effect on Positive emotions.

- c) price Discount (X2) on Impulse Buying (Y) with T-statistic value of 0.819 smaller than T-table of 1.96 and p-value of 0.413 greater than 0.05. This shows that price discounts do not have a significant effect on Impulse Buying.
- d) price Discount (X2) to Positive Emotion (Z) with T-statistic value of 5.303 greater than T-table of 1.96 and p-value of 0.000 less than 0.05. This shows that price discounts have a very significant effect on Positive emotions.
- e) Store Atmosphere (X3) against Impulse Buying (Y) with T-statistic value of 1.292 is smaller than T-table of 1.96 and p-value of 0.196 is greater than 0.05. This suggests that the Store Atmosphere does not have a significant influence on Impulse Buying.
- f) Store Atmosphere (X3) to Positive Emotion (Z) with T-statistic value of 0.715 smaller than T-table of 1.96 and p-value of 0.475 greater than 0.05. This shows that the Store Atmosphere does not have a significant effect on Positive emotions.
- g) Positive Emotion (Z) to Impulse Buying (Y) with T-statistic value of 2.099 is greater than t-table of 1.96 and p-value of 0.036 is smaller than 0.05. This shows that Positive emotions have a significant influence on Impulse Buying.
- h) Merchandising (X1) through Positive Emotion (Z) to Impulse Buying (Y) with T-statistic value of 2.087 is greater than T-table of 1.96 and p-value of 0.037 is smaller than 0.05. This shows that Positive Emotion plays a role as a significant mediating variable in the relationship between Merchandising and Impulse Buying.
- i) price Discount (X2) through Positive Emotion (Z) to Impulse Buying (Y) with T-statistical value of 0.631 is smaller than T-table is 1.96 and p-value of 0.528 is greater than 0.05. This shows that Positive Emotion does not play a role as a significant mediating variable in the relationship between price Discount and Impulse Buying.
- j) Store Atmosphere (X3) through Positive Emotion (Z) to Impulse Buying (Y) with T-statistic value of 0.351 smaller than T-table of 1.96 and p-value of 0.726 greater than 0.05. This shows that Positive Emotion does not play a role as a significant mediating variable in the relationship between Store Atmosphere and Impulse Buying.

#### **d. Discussion**

##### **1) Merchandising Sellers Experience Impulse Buying**

Based on the test results, that Merchandising does not have a significant effect on Impulse Buying on Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. Although various strategies of product layout, shelf arrangement, or custom displays have been implemented in-store, they do not directly and substantially trigger consumers to make impulsive purchases. These findings indicate that consumers' 'impulsive buying behavior at those locations is likely influenced by other factors outside of merchandising strategies, such as price promotions, the overall store atmosphere, or even consumers' personal emotions while shopping.

In line with research from (Irfandi, 2020) which states that visual merchandising variables do not have a significant effect on impulse buying. In practical terms, store managers can no longer rely on the arrangement of products, shelves, or special displays as the only major trigger to encourage impulsive purchases. Such a visual strategy does not directly and substantially change consumer intentions in Alfamart Sukarama district into unplanned purchasing actions. Therefore, companies need to shift their focus and resources to other factors that prove to be more effective, such as price promotions or, most importantly, creating a shopping experience that evokes positive emotions in consumers. These findings confirm that impulsive buying behavior is more complex and influenced by non-visual and personal factors, of which the emotional aspect has a much more dominant role.

##### **2) Influence Of Merchandising On Positive Emotion**

Based on the test results, that Merchandising does not have a significant effect on Positive emotions in Alfamart consumers in Sukarama Sub-District of Bandar Lampung. This result shows that

the product layout, shelf arrangement, or display of goods carried out by Alfamart is not strong enough to evoke feelings of pleasure, joy, or satisfaction in consumers. In other words, consumers do not feel a direct correlation between the way products are displayed and the positive emotions they experience when shopping. Other factors outside of merchandising, such as interactions with employees, product availability, or the overall atmosphere of the store, are likely to be more dominant in influencing consumer emotions.

This research is in line with (Karimah, 2024) which says that merchandising has no effect on impulse buying and positive emotions of consumers at Store Malang. This indicates that companies cannot rely solely on the layout of shelves or product displays to create a pleasant shopping experience. Instead, Alfamart needs to evaluate and prioritize other factors that prove to be more dominant in influencing consumer mood, such as the quality of service from employees, overall store cleanliness, or even consistent product availability. Thus, investing in employee training and improving store operations can be a more effective strategy for building a positive emotional connection with consumers than focusing solely on visual structuring.

### **3) Discounted Pricing Against Impulse Buying**

Based on the test results, that the price Discount does not have a significant effect on Impulse Buying at Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. This shows that although Alfamart often offers discounts, these factors are not the main triggers that encourage consumers to make sudden purchases. It is possible that consumers in this region are already familiar with discount promotions and no longer perceive them as something special, or it could be that they are more influenced by other factors such as the layout of the store (merchandising), the atmosphere, or the positive emotions that arise when shopping. In other words, discounts aren't powerful enough to change a consumer's pre-planned behavior or encourage them to buy things off their shopping list.

In line with research from (Ghana Putra Setiawan & Irmawati, 2023) it is concluded that there is no effect of price discount on impulsive purchases. This means that the discount variable does not have a large enough influence on the purchase decision. Consumers believe that they are buying a product at a discount, but they believe that they are not making the right purchase on the product, in addition some of them only try to buy the product when there is a discount, so they do not know exactly the quality of the product.

### **4) Offer Discounted Prices Against Positive Emotions**

Based on the test results, that price Discount has a very significant effect on Positive emotions in Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. The provision of discounts not only rationally attracts the attention of consumers, but also provokes a strong emotional response. When consumers see the product they want available at a lower price, they tend to feel joy, satisfaction, and a winning feeling. These positive feelings will ultimately reinforce their urge to make impulsive purchases. In other words, an effective discount strategy at Alfamart not only reduces prices, but also manages to create a pleasant shopping experience and trigger positive emotions, which directly promotes increased sales.

Based on previous research, this study is in line with (Ghana Putra Setiawan & Irmawati, 2023) that there is an influence between price discounts on positive emotions. The practical implication is that this strategy can be used to create a pleasant shopping experience and trigger an emotional urge to buy, although it does not directly affect impulsive buying decisions. Therefore, companies can use discounts as a tool to increase customer loyalty and build a strong perception of value, where consumers feel benefited, which can ultimately drive sales and create a positive relationship with the brand.

### **5) Changes In The Atmosphere Of The Store Towards Impulse Buying**

Based on the test results, Store Atmosphere does not have a significant effect on Impulse Buying at Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. The findings indicate that

factors such as interior design, lighting, or in-store music are not powerful enough to directly trigger consumers to make unplanned purchases. Although the atmosphere of a store may create a pleasant experience, its influence on impulsive buying decisions tends to be indirect and may be mediated by other variables, such as positive emotions, which could be the main drivers of such impulsive behavior.

In line with research from (Ali et al., 2025) indicates that the Store Atmosphere has no significant effect on Impulse Buying in Alfamart. Although the atmosphere of the store is well organized, this factor does not sufficiently encourage impulsive purchases due to the short duration of consumer spending and the standard and uniform atmosphere of the store, so it does not become an attractive stimulus. The practical implication of this is that companies need to shift focus from simply creating a comfortable store atmosphere to other strategies that are more effective at influencing spontaneous buying behavior. Compared to investing heavily in interior design, Alfamart in this location may be wiser to optimize other factors such as consumer emotions, because it proves to be the main driver of impulse buying, or price promotion strategies that can create the impression of rational profit. In other words, creating a pleasant physical atmosphere does not automatically drive increased sales, and businesses must look for other triggers that are more relevant to their target consumers.

#### **6) Closed Shop Atmosphere Of Positive Emotions**

Based on the test results, that Store Atmosphere does not have a significant effect on Positive emotions in Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. In other words, the elements that make up a store's atmosphere, such as layout, lighting, or cleanliness, do not significantly trigger or increase positive feelings in consumers. Other factors, such as product quality, price, or promotion, may have a more dominant role in shaping consumer emotions than the physical atmosphere of the store itself.

In line with research from (Agius Gerasimos Bisotwo Purnomo & Tarandhika Tantra, 2024) store atmosphere has no significant effect on positive emotions. It is known that the creation of a positive emotional response is caused by factors other than the atmosphere of the store. With the high possibility of adolescent and adult consumers adjust to new things including the inherent aspects of the store in the context of shopping as an impact of the transition period. The finding that Store Atmosphere has no significant effect on Positive emotions indicates that physical elements such as layout, lighting, or music in Alfamart are not strong enough to evoke feelings of pleasure or joy in consumers in the region. In other words, investments in creating an "ideal" store atmosphere may not yield significant results in terms of emotional response. Therefore, for Alfamart management, it is advisable to shift focus and resources to other factors that prove to be more dominant in influencing consumer emotions, such as quality of Service, personal interaction with staff, or the availability of products that suit their needs.

#### **7) The Influence Of Positive Emotions On Impulsive Purchases**

Based on the test results, it shows that Positive emotions have a significant effect on Impulse Buying in Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. This means that when consumers feel happy, excited, or in a good mood while shopping at Alfamart, their likelihood of making unplanned (impulsive) purchases will increase substantially. This suggests that positive moods or emotions are the main driving factors that can trigger spontaneous buying decisions, outperforming other factors that may be less relevant in the situation.

This research is in line with research (Lutfiani et al., 2023) which states that positive emotions are significantly impulsive buying tendencies in Indonesian kkv retail consumers. In practical terms, retailers can create an environment that evokes feelings of joy and satisfaction, such as through a pleasant store layout, cheerful music, or personalized and friendly customer service. By creating a good mood, the company can increase the likelihood of consumers making unplanned purchases (Novita et al., 2024). These implications underscore the shift in marketing focus from a rigid and rational approach to a more consumer-oriented approach to psychology and emotional value creation.

### **8) The Effect Of Merchandising On Impulse Buying With Positive Emotion As A Mediating Variable**

Based on the test results, it shows that Positive Emotion plays a significant mediating variable in the relationship between Merchandising to Impulse Buying in Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. This shows that effective merchandising strategies, such as placing goods near the checkout or attractive shelf arrangements, do not directly encourage consumers to buy impulsively. However, the good arrangement manages to evoke feelings of pleasure, joy, or other positive emotions in the consumer first. This positive feeling then triggers and increases the tendency of consumers to make impulsive purchases. In other words, merchandising does not directly affect impulse buying, but must go through the process of forming positive emotions in consumers.

This research is in line with (Lutfiani et al., 2023) which states that Positive emotions can act as a mediator in the relationship between visual merchandising and impulse buying. Effective merchandising strategies, such as strategic placement of goods or attractive displays, do not directly encourage consumers to buy impulsively. Instead, the success of the strategy depends on its ability to first evoke feelings of pleasure or joy in consumers. Therefore, the company must not only focus on the visual and layout aspects of the store, but must also invest in creating an emotionally satisfying experience for the customer. By understanding that merchandising is a tool to trigger positive emotions that in turn drive purchases, businesses can devise more holistic and effective strategies to increase impulse sales.

### **9) The Effect Of Price Discount On Impulse Buying With Positive Emotion As A Mediating Variable**

Based on the test results, it shows that Positive Emotion does not play a significant mediating variable in the relationship between price Discount to Impulse Buying in Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. This suggests that although price cuts can trigger impulse buying, the impact does not go through the path of increasing consumer positive emotions. In other words, consumers may make impulsive purchases for rational reasons, for example, feeling a profit because the price is Cheaper, not because they feel more excited or emotionally happy. Therefore, discount-focused marketing strategies may be more effective in attracting consumers based on financial value considerations, rather than on manipulation of their mood or positive emotions.

In line with research from (Ali et al., 2025) mentioning that the price Discount does not have a significant effect on Impulse Buying through Positive emotions in Alfamart. Although price discounts can trigger positive emotions such as pleasure or satisfaction, these emotions are not strong enough to encourage impulsive purchases, so the effect of Price discounts is more direct.

### **10) The Effect Of Store Atmosphere On Impulse Buying With Positive Emotion As A Mediating Variable**

Based on the test results, it shows that Positive Emotion does not play a significant mediating variable in the relationship between Store Atmosphere to Impulse Buying in Alfamart consumers in Sukarama Sub-District of Bandar Lampung City. Although the atmosphere of a store may create a cozy atmosphere, it does not directly trigger the onset of positive emotions strong enough to encourage consumers to make impulsive purchases. In other words, the ambience of Alfamart stores in the area, although it may be assessed as positive, is not enough to generate a significant emotional response and become the main intermediary that motivates spontaneous buying behavior. The effect of store atmosphere on impulse buying is more direct or through other factors not identified in this study.

In line with research by (Ali et al., 2025) said that the Store Atmosphere has no significant effect on Impulse Buying through Positive emotions in Alfamart. These results indicate that although the atmosphere of the store is comfortable and attractive, it is not strong enough to evoke positive emotions that encourage impulsive purchases, possibly due to the atmosphere of the store that is taken for granted, the short duration of the visit, or the consumer's rational shopping orientation.



### 11) Impulse Buying in Islamic Business Perspective

In the Islamic business perspective, the phenomenon of impulse buying is viewed critically. This concept contradicts the basic principles of Islamic consumption ethics which emphasize simplicity (al-Qana'ah), discretion, and responsibility. Islam teaches that wealth is a mandate from Allah that should be used in a good and beneficial way, not to be wasted (Basrowi & Zaki, 2020). Unplanned purchases, driven by emotions or momentary temptations, often lead to waste (israf) and scattering (tabzir). This behavior is strictly prohibited in Islam because it can take a person away from the values of piety (Dwi Rizkite et al., 2025).

More deeply, impulse buying can be related to the concepts of israf and tabzir in the Qur'an. All of Israel's sins are forgiven, and all of their sins are forgiven, and all of their sins are forgiven, and all of their sins are forgiven, and all of them are forgiven. Meanwhile, tabzir specifically refers to the waste of property for things that have no benefit at all, often equated with the deeds of Satan. When a consumer impulse buys, they tend to buy things that are not essential, maybe even not needed at all. This is a form of tabzir that can harm oneself as well as society. From an Islamic business point of view, companies have a moral responsibility not to encourage excessive consumerist behavior, but rather, on the contrary, support consumers to make rational and sustainable decisions.

Therefore, businesses that are run based on sharia principles should avoid marketing practices that trigger impulse buying. Strategies such as misleading massive discounts, aggressive promotions, or store structuring that are deliberately designed to unconsciously arouse consumer desires, are considered unethical. Instead, Islamic businesses should focus on transparency, honesty, and delivering real value to consumers. The goal is not just the pursuit of maximum profit, but also to create a fair and ethical business ecosystem. Thus, Sharia businesses play a role in educating consumers to be wiser in shopping, prioritize needs over desires, and use their property as a means to achieve better life goals, including investing and giving alms.

In addition, Islamic business ethics demand a fair transaction ('adl) and mutual pleasure (taradhi) between the seller and the buyer. In the context of impulse buying, there is often an imbalance of information or manipulated emotions, which can reduce the element of full satisfaction from the consumer. When a consumer buys out of a momentary impulse of emotion, rather than out of rational consideration, his decision-making process becomes suboptimal (Susanto et al., 2024). Good business in Islam should help consumers make good decisions, not exploit their psychological weaknesses (Bulutoding et al., 2024). This is in line with the concept of maslahah (benefit) where every transaction must provide benefits and not harm one of the parties, both materially and non-materially.

## 4. CONCLUSION

Based on the results of the study, it can be concluded that positive emotions are the main driver of impulse buying in Alfamart consumers in Sukarama District, Bandar Lampung. Although physical strategies such as merchandising, price discounts, and store ambience do not directly trigger impulsive purchases, their impact is mediated or channeled through emotions. In particular, the effective structuring of products (merchandising) manages to arouse feelings of pleasure in consumers, which ultimately increases their propensity to buy spontaneously. In line with the Islamic business perspective, these findings suggest that emotional manipulation and excessive promotion to encourage consumptive behavior are not in line with the principles of modesty and responsibility (al-Qana'ah), which reject waste (israf) and squandering (tabzir) of property. Therefore, Sharia-compliant businesses should focus more on transparency, honesty, and sustainable value, rather than exploiting consumer emotions for momentary gain.

The results of this study provide important implications, both theoretically and practically. Theoretically, these findings reinforce the role of positive emotion variables as the main mediating factor in explaining the phenomenon of impulsive buying. Although conventional marketing strategies such as merchandising, price discounts, and store atmosphere do not have a strong direct influence,

their impact on consumer behavior becomes significant when they successfully trigger a positive emotional response. This highlights the need for more complex research models, which not only examine the direct relationship between variables, but also include the mediating role of psychological factors such as emotions. In practical terms, these implications suggest that businesses, particularly in the retail industry, need to shift the focus of their marketing strategies away from simply physical structuring or providing discounts. Instead, they should invest in creating shopping experiences that evoke positive emotions in consumers, such as through friendly service, personalized interactions, or unique and relevant product offerings. In this way, companies not only increase the potential for impulsive sales, but also build stronger and more sustainable emotional relationships with customers.

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