



The Influence of Sales Promotion and Shopping Lifestyle on Impulsive Buying Behavior of Mr DIY in Palembang City

Anggriani Br Manalu*, Evelyn Changreani

Universitas Katolik Musi Charitas

aanggri198@gmail.com; evelynchangreani@gmail.com

*Correspondence: Anggriani Br Manalu
Email: aanggri198@gmail.com

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Abstract: This research was conducted to analyze the influence of Sales Promotion and Shopping Lifestyle on Impulse Buying among Mr DIY consumers in Palembang City. The growth of the retail industry and changes in consumer lifestyles require a deeper understanding of the factors that influence impulse shopping behavior. This research tries to answer the problem regarding the influence of Sales Promotion and Shopping Lifestyle on the tendency to shop impulsively at stores like Mr DIY. The purpose of this research is to find out whether Sales Promotion and Shopping Lifestyle influence Impulse Buying in Mr DIY, Palembang City. This research aims to provide a clear and specific picture of the factors that influence consumers' impulsive shopping decisions. This research uses a quantitative approach with non-probability sampling techniques and a purposive sampling approach to select 100 respondents. Data analysis was carried out using statistical methods which included regression to test the influence of the Sales Promotion and Shopping Lifestyle variables on Impulse Buying. The

population of this research is Mr DIY consumers in Palembang City. A sample of 100 respondents was selected purposively to achieve appropriate representation. The research results show that Sales Promotion has no significant effect on Impulse Buying, while Shopping Lifestyle has a positive effect on the impulsive shopping behavior of Mr DIY consumers in Palembang City. In this research it can be concluded that consumer shopping lifestyles influence impulsive shopping tendencies more than sales promotions. The implications of these findings can help design more effective marketing strategies. This research contributes to the understanding of consumer behavior and retail marketing strategies. Knowing that lifestyle shopping has a stronger influence can help stores like Mr DIY to devise promotional and sales strategies that better suit consumer preferences, enrich the literature on impulse shopping, and provide guidance for further research.

Keywords: Sales Promotion; Shopping Lifestyle; Impulsif Buying

INTRODUCTION

In the midst of the era of globalization moment This public has depend to method life practical so that matter This make existence of traditional markets start shifted Where public moment This tend more choose shop in modern retail stores. Business retail is sale goods in a way retail at various type outlet like kiosks, markets, department stores, boutiques and other businesses retail in Indonesia can differentiated into 2 groups big, that is Retail Traditional and Modern Retail (Wijaya, Kardinal 2021). Modern retail in essence appeared Because exists development from retail traditional. Based on data from

tradingeconomcs.com (2023) Sales retail in Indonesia is increasing by 1.6 percent year-on-year in July 2023 with enhancement sale from year-to-year impact on development economy, technology and style fast life _ public need comfort go shop more in. Currently, there are many types of modern retail businesses in Indonesia, including modern markets, supermarkets, department stores, boutiques, factory stores, specialty stores, shopping centers, and shopping centers/supermarkets/squares. Like many other cities, Medan is increasingly struggling with fierce competition from business people to get the attention and support of consumers. Likewise with the city of Palembang. MR DIY is a trading company originating from Malaysia which has grown rapidly to now become a shop the largest home equipment in Southeast Asia such as Malaysia, Singapore, Thailand,

Brunei, Indonesia, the Philippines and Cambodia, as well as Europe such as Spain and Turkey. Present is a retail business that is currently popular. MR DIY has the motto "prices are always cheap" providing a comfortable and different family shopping experience. MR DIY serves more than 188 million customers annually through stores in Asia, MR DIY offers ten categories: tools, household equipment, electrical, furniture, car accessories, stationery and sports, toys, gifts, computer and cell phone accessories, jewelry and cosmetics. In each store, MR DIY offers a wider selection of products. Among 18,000 types of products with the lowest prices on the market.

MR DIY has become a popular shopping destination with many affordable household products and has become an important part of the daily lives of Palembang residents. According to mrdiy.com, the sales promotion carried out by Mr DIY is by providing discounts on certain product categories on certain dates, such as discounts on school matters which have discounts of up to 40%, Indonesian product matters which save up to 30%. However, Mr DIY must also have a good strategy. good for competing in the increasingly fierce fierce competition. The most important strategy that Pak DIY needs to implement is understanding consumer behavior. MR DIY as one of the popular shopping destinations in the city of Palembang needs to understand consumer behavior to reach potential consumers. One of the common consumer behaviors that occurs is impulse buying or purchases made spontaneously or unplanned. (Sinaga, Suharyono, & Kumadji, 2011) argue that impulsive shopping is an activity carried out by consumers when purchasing a product before, which has never been done as a purchase consideration before entering a shop.

Based on previous research. According to Ahmadi. (2020), Fauziah, Rahmidani (2020), According to Indriawan and Santoso (2022) Promotion sale own influence positive and significant to purchase *impulsive buying*. According to Wardahdan and Harti (2021), Wati et al (2023), Sopiyan and Kusumadewi (2020), Febriani and Purwanto (2019), Hidayat and Tryanti (2018), Iskandar, Musyafi'ah, Undartik (2022), Hamdani, Muharwiyah, Nurhasan (2022) *Shopping Lifestyle* has an influence positive and significant to *Impulse Buying*. Whereas According to Tumanggor, Hadi, Sembiring, (2022) Ferrary, Lina, Trya (2023) promotion sale No influential in a way significant against sp purchase impulsive.

Based on background behind above and there are differences in study previous, so want to research issue with the title "Influence Promotion Sales and *Shopping Lifestyle* to

Behavior *Impulse Buying*". Based on background behind problem on can formulated the problem as following:

How influence promotion sale to behavior *impulse buying* at Mr DIY city Palembang?

How influence *shopping lifestyle* to Impulse buying behavior in Mr DIY city Palembang?

The purpose of study This that is as following:

For test and analyze influence promotion sale to Impulse buying behavior on Mr DIY and analyzing.

For test and analyze the influence of life style on impulse buying behavior in Mr DIY.

Study This expected can give information as well as add outlook field management marketing about promotion sales, life style and impulse buying behavior. To researcher others: Expected can give information related influence promotion sales and life style towards impulse buying behavior and becoming reference for researcher Next with the theme similar. To Mr DIY: Expected can become addition information for determine step next to get it still maintain position.

Promotion sale is one of method for interesting consumer for do purchase in a way fast and natural period short According to Indriawan and Santoso (2022) Sales Promotion is one tool decider success a popular marketing program for consumer. Promotion sales in essence is all intended activities _ For convey or communicate something product or service to the target market for right away do an Action.

Promotion sale can influence consumer for do *impulse buying* matter This because exists offer interesting like piece considered price _ No happen in a way continuously so that consumer want to direct do purchase matter This can make consumer for do *impulse buying*. According to researcher Wahyuni, Setyawati (2020) stated that variable *Sales promotion*, and *Shopping Lifestyle* have significant influence _ on Impulse Buying on Shopee e-commerce. According to researcher Fauziah, Rahmidani (2020) promotion sale influential significant on impulse buying of fashion products. Based on description above, formulation first hypothesis _ that is as following:

H₁: Promotion Sale influential positive to behavior *impulse buying at Mr DIY Palembang City*.

According to Diah Pradiatiningyas (2019:1) that style life shop is choice somebody in matter time and money. With more and more many times, consumer own more Lots chance shopping and with the money available, they own Power buy high. _ According to Rook and Fisher (Sakma 2012) impulse buying is trend consumer for do purchase in a way spontaneous, no reflected, in a way haste is driven by aspect psychological emotional to something product and tempted by persuasion by marketers. According to researcher Wardahdan and Harti (2021) style _ life shop influential in a way significant to purchase impulsive Avoskin on Shopee.

According to researchers Wati, Hardilahwati, Kinasih (2023) the Shopping Lifestyle variable has an influence positive to Impulsive Buying variable in the Community in Pekanbaru City, meaning that the more Lots time and money you have consumer can push consumer for do purchase in a way impulsive. Based on description on formulation second hypothesis _ that is as following:

H₂: *Shopping LifeStyle* influential positive to behavior *impulse buying* at *Mr DIY* Palembang City.

RESEARCH METHODS

Research design

Type of research used in method This that is study quantitative. According to Sugiyono (2016:13) method study quantitative can interpreted as method research based on the philosophy of positivism is used for research on populations or sample certain. Retrieval technique samples in general done randomly, data collection using research instruments, analysis nature quantitative / statistical with purpose for test hypothesis that has been set.

Population, Sample, Sampling

According to Riduwan (2013:55) population is an object or subject that resides in an area and meets certain requirements related to this research problem. The population in this research is Mr DIY consumers in the city of Palembang. According to Roscoe in Sugiyono (2017: 156) to determine whether a sample is appropriate, namely around 30 to 500 respondents. From the sample determination proposed by Roscoe, the researcher determined the sample to be 100 because it could be proof to represent the community population, especially the people of Palembang Have made purchases at Mr DIY. The sources used in this research are primary and secondary data. Based on Sugiyono (2016:403) Primary sources are data sources that directly provide data for data collection. The data used in this research is data related to this research, namely sales promotions, shopping lifestyle and impulse buying. Primary data was collected by distributing online questionnaires to parties related to this research, namely people who had made a purchase at Mr DIY at least once. This research's in-depth data collection technique uses an online questionnaire via Google form which is distributed via social media, namely Instagram and WhatsApp. The measurement technique used is a Likert scale, namely a scale that contains 5 levels of liking where the answer is completely disagree (STS) gets a score of 1 and strongly agree (SS) gets a score of 5. From the results of distributing completed questionnaires, the results were collected by respondents, the number of complete and ready answers was 109 respondents, and 100 respondents were processed. Respondents who filled out the questionnaire consisted of 72.7% women and 27.3% men. The majority of respondents in this study consisted of ages 17 to 24 years, namely 92.9%. There were 7.1% of respondents aged 25 to 34 years.

Instrument

Instrument in study This that is online questionnaire. Questionnaire results the done testing by researchers. Based on testing that has been done done results testing validity promotion sales (X1), Shopping Lifestyle (X2) and Behavior Impulsive Buying (Y) shows results rcount bigger from rtable 0.1966 with level significance ≤ 0.05 so concluded that all statement items variable promotion sales (X1), shopping lifestyle (X2) and behavior impulsive buying (Y) is declared valid and possible used in instrument study. Test result reliability obtained results variable promotion sales (X1), shopping lifestyle (X2) and behavior impulsive buying (Y) shows that every mark Crobach's Alpha above 0.70 p This show instrument in study form online questionnaire has reliable.

RESULTS AND DISCUSSION

Validity test

According to Ghozali (2016:52) validity test used for measure legitimate or valid or not something questionnaire. Something questionnaire will is said to be valid if question on questionnaire capable for disclose something that will measured by a questionnaire the. For testing each question is valid or no seen from Pearson correlation Rcount $>$ Rtable If Rcount bigger from Table so the question declared valid.

Table 1 Testing Validity

Variable	Indicator	r- Count
Promotion Sale	X11	0.711
	X12	0.691
	X13	0,785
	X14	0,751
	X15	0,698
	X16	0,770
Shopping Lifestyle	X21	0,688
	X22	0,744
	X23	0,738
	X24	0,806
	X25	0,659
	X26	0,755
Impulse Buying	Y11	0,568
	Y12	0,590
	Y13	0,568
	Y14	0,581

Y15	0,566
Y16	0.622
Y17	0.622
Y18	0.583

In Table 1, there are representative calculated r - value indicators used _ in study This. By using degrees freedom (df) as much as 100 at level significance 5%, expected r - table value is around 0.1966. All calculated r- value for every indicator exceed r- table value that has been set at 0.1966. Therefore _ That's the conclusion that can be drawn taken is all indicators used _ in instrument study Already proven valid.

Reliability Test

According to Sugiyono (2017:130) stated that reliability be measured from the extent of the results measurements used _ the same object will produce similar data. Success reliability can conclude If Cronbach's Alpha value > 0.70 .

Table 2 Testing Reliability

Variable	Cronbach's Alpha	Results
Promotion Sale	0.829	Reliable
ShoppingLifestyle	0.823	Reliable
Impulse buying	0.726	Reliable

Test results reliability show values that exceed 0.7 then can concluded that instrument study Already fulfil condition reliability.

Normality test

According to Ghozali (2016:154) explains that normality test purposes is for test is in the regression model, variables bully or residual have normal distribution. Normality test can carry out using the One Sample Kolmogorov Smirnov test, where if mark significance $> 5\%$ or 0.05 , then can concluded that the residual data is distributed normally. On the other hand, if One Sample Kolmogorov Smirnov test results produce mark significance $< 5\%$ or 0.05 , then can concluded that residual data does not distribute normally.

Table 3 Testing Normality

	Unstandardized Residuals	Information
Asymp.sig (2 Tailed)	0.075	Normal

Based on the Kolmogorov Smirnov Normality Test, it was obtained mark significance of 0.075 more big of 0.05 then can It was concluded that the data was normally distributed.

Multicollinearity Test

According to Ghozali (2016:103) multicollinearity test aim for test in regression model there is correlation between independent variables or independent. Regression model the good one If no there is correlation between variable independent. Multicollinearity can be measured by looking Tolerance and VIF values. If the tolerance value is >0.10 and $VIF < 10$ then No happen multicollinearity in the regression model.

Table 4 Testing Multicollinearity

Variables	Tolerance	VIF
Promotion sale	0.664	1,507
Shopping life style	0.664	1,507

If tolerance has mark below 0.1 or VIF above 10 then happen multicollinearity. Based on table on is known that tolerance value 0.664 and VIF 1.507 then No happen multicollinearity.

Heteroscedasticity Test

According to Ghozali (2016:134) heteroscedasticity test test is in the model regression happen inequality of variance and residual one observation to observation other. If the variance of the residuals is an observation to other observations remain, so called homoscedasticity and if different called heteroscedasticity. Model the good one that is homoscedasticity and heteroscedasticity does not occur.

Table 5 Testing Heteroscedasticity

Variable	Sig.	Information
Promotion Sale	0.782	Not occur heteroscedasticity
ShoppingLifestyle	0.466	Not occur heteroscedasticity

Signification variables X1 and X2 show of 0.782 and 0.466 then study This No happen heteroscedasticity because sig value >0.05 .

Analysis Multiple linear regression

According to Ghozali (2013:96) analysis linear regression is useful used for measure connection between two variables or more and also shows direction connection between the dependent variable and the independent variable Equality regression study that is as following:

Information:

Y = Impulse Buying

a = Constant

b = Coefficient regression

X1 = Promotion Sale

X2 = Shopping Lifestyle

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Table 6 Multiple Linear Regression Results

Variable	B	Beta	Q	Sig.
Constant	11,301		4,587	0,000
Promotion Sale	0.171	0.144	1,520	0.132
ShoppingLifestyle	0.661	0.559	5,917	0,000

From the table above, you can see mark coefficient constant (a) is obtained is amounting to 11,301, p This means that _ If No There is Promotion Sales (X1) and Shopping Lifestyle (X2), then mark consistent Impulsive Buying(Y) respondents is equal to 11.301 Then, value coefficient Promotion variable regression Sales earned _ is 0.171. This matter means that every additional 1% Promotion Sales (X1), then Impulsive Buying (Y) will increase of 0.171 Then mark coefficient regression the Shopping Lifestyle variable is amounting to 0.661 p This means that every addition of 1% Shopping Lifestyle (X2), then Purchase Decision (Y) will increase of 0.268. Due coefficient regression obtained _ is positive so Promotion Sales (X1) and Shopping Lifestyle (X2) have an influence positive on Impulsive Buying (Y) on the product Mr.Diy in Palembang City. Therefore _ the, equation regression obtained _ as following:

$$Y = 11.301 + 0.171X_1 + 0.661X_2 + e$$

t test

According to Ghazali (2016:97) t test basically used for show extent of influence one independent variable individually in explain the dependent variable. If value significance <0.05 then hypothesis accepted, meanwhile If mark significance > 0.05 then hypothesis rejected

Influence Promotion Sales (X1) against Impulsive Buying (Y)

Based on table 6, can see mark significance variable Promotion sale that is of 0.132 or more big from mark probability 0.05. This matter means that promotion sales (X1) no own influence positive significant to Impulsive Buying (Y). So that hypothesis (H1) does not receive: Promotion sale positive No own influence to Behavior Impulsive Buying at Mr DIY Palembang City

The influence of Shopping Lifestyle (X2) on Impulsive Buying (Y)

Based on table 6, can see that mark significance Shopping Lifestyle variable, namely of 0.000 or more small from mark probability 0.05. This matter means that there is influence positive Shopping Lifestyle (X2) against Impulsive Buying (Y). So that hypothesis (H2) is accepted: *Shopping LifeStyle* influential positive to behavior *impulse buying at Mr DIY Palembang City*

Coefficient Determination

According to Ghazali (2016:95) coefficient determination at its core measure how much Far ability a deep model explains variation of the dependent variable. Coefficient value

determination is zero or one. Small determination value _ means ability of the independent variable in explain variation of the dependent variable very limited.

Table 7 Coefficient Results Determination

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
	0,653	0,426	0,414	3,67648

Based on the results in the table above can be seen that Adjusted R Square is of 0.414 or amounting to 41.4%. So that can conclude coefficient test determination Promotion Sales, Shopping Lifestyle, and Impulsive Buying accounted for 41.4%, the remainder namely 58.6% is explained by other variables that are not researched in study This. On research This technique deep data collection study This use online questionnaire via Google Form. Questionnaire spread via social media. Data obtained from results answer respondents will be the primary data processed researcher. In deployment the questionnaire has carried out, researchers succeed gather A total of 109 respondents filled in questionnaire, from 109 respondents the three were 100 respondents with data complete and ready processed.

CONCLUSION

Research result Promotion sale No influential positive to behavior impulsive buying at Mr DIY in my city of Palembang assume matter This happen Because characteristics of the Palembang market perhaps No fully responsive to promotion sale. this factor can relate to preferences purchase consumers and low awareness to type promotion implemented by Mr _ DIY.later possibility No accordingly type promotions implemented according to needs consumer local. Lack of promotion interesting or no capable awaken desire impulse buying can become reason unsuccessful promotional strategy. Next, patterns less purchases _ impulsivity in the local market also contributed play role. Habit more consumers _ carefully in taking decision purchase can muffle effect from promotion. Research result This in line with research Tumanggor, Hadi, Sembiring, (2022) with title Purchase impulsive on shopee e-commerce (consumer study _ shopee in South Jakarta) research This show that promotion sale No influential positive to purchase impulsive.

Research result showing that shopping lifestyle has an influence positive to behavior Impulsive Buying from Mr DIY in Palembang city. *Shopping lifestyle* that includes preferences, habits, and views consumer to experience shopping, apparently own real impact _ to trend for do purchase impulsive. Research result This in line with researchers previous Wati et al (2023) that *Shopping Lifestyle* has an influence positive and significant to *Impulse Buying*. Based on results analysis of the data that has been done done about Influence Promotion Sales and Shopping Lifestyle towards behavior Impulsive Buying from Mr DIY in Palembang City, so can concluded as following: (1) Promotion Sale No positive influential to behavior Impulsive Buying. This matter It means that promotion sales carried out No influence consumer for do impulsive buying. (2) Shopping Lifestyle influences

positive to behavior Impulsive Buying. This matter It means that style life someone who has sufficient time and money can push consumer for do Impulsive Buying.

Desired research results _ Possible influenced by several obstacles, which can be adapted to the research Next, among others: Research This only focuses on a few findings variables, conditions the can see that Still Lots other X variables that can be influence Impulsive Buying. This matter because researcher No have Enough time for look for variable other.

Based on conclusions and limitations researcher above, then there are suggestions given for study furthermore is as following: By considering mark coefficient determination found _ in study This is recommended for measure Impulse Buying factors by entering other variables do not entered in study This. For Mr DIY in Palembang City, it is recommended for due consideration deeper related to giving discount on purchases certain. Is known that giving discount own potency for influence behavior consumer in do purchase. Therefore _ that, research next can dig more in impacts and related optimal strategies giving discount by retail like Mr DIY, for increase understanding practicality and effectiveness.

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