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**ANALYSIS OF CONSUMER ONLINE IMPULSIVE BUYING BEHAVIOUR IN MANADO**

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**ANALISA TINGKAH LAKU PEMBELIAN SECARA TIDAK TERENCANA PADA KONSUMER ONLINE DIMANADO**

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**Abstract:** Nowadays business E-commerce has growing rapidly in Indonesia, and through the development of technology there is a concept as a new paradigm which is online shopping, and online shopping become the place that people can visit anytime to buy a product, and there are many factors that stimulated people to do impulsive buying. Nowadays the consumer buying behaviour which is impulse buying has becoming such a part of every person's lifestyle that they do not realize or they are not even aware that they are doing it at times. This study aims to analyze the factors that stimulated people to do impulsive buying. This research uses Qualitative Method with In-depth Interview, in order to know more detail about the factors that stimulated people to do impulsive buying. The result of the research shows that internal and external factors have significant influence to the behaviour of the consumer when buying impulsively through online shops and based from all the informant the factors that dominant stimulated people to do impulsive buying is internal factors. The suggestion it is better to online shopping mantain their quality and for consumer it is better to realize what factors that stimulated them to do impulse buying.

**Keywords:** *impulse buying, buying behaviour, online shopping, internal factors, external factors.*

**Abstrak:** Saat ini bisnis E-Commerce berkembang pesat di Indonesia, dan melalui perkembangan teknologi terciptalah paradigma konsep baru yaitu bisnis online, dan bisnis online menjadi tempat dimana orang bisa berbelanja setiap waktu. Dan begitu banyak faktor yang merangsang orang untuk melakukan pembelian secara tidak terencana di tempat belanja online. Saat ini tingkah laku belanja konsumen yaitu tingkah laku berbelanja secara tidak terencana telah menjadi bagian dari gaya hidup banyak orang hingga mereka tidak mengetahui bahwa mereka melakukan hal itu setiap waktu. Penelitian ini bertujuan untuk menganalisa faktor faktor yang merangsang konsumen untuk melakukan pembelian secara tidak terencana di toko online. Penelitian ini menggunakan metode kuantitatif yaitu wawancara lebih dalam, dengan tujuan untuk mengetahui lebih detail faktor-faktor yang merangsang konsumen melakukan pembelian secara tidak terencana terencana di toko online. Hasil dari penelitian ini menunjukkan bahwa faktor internal dan faktor eksternal mempunyai pengaruh yang signifikan terhadap tingkah laku konsumen ketika berbelanja secara tidak terencana di toko online. Berdasarkan semua hasil dari informan faktor yang merangsang orang untuk melakukan pembelian secara tidak terencana adalah faktor dari dalam (internal). Saran untuk online shopping baiknya untuk menjaga kualitas online shops dan untuk konsumen akan lebih baik jika mengetahui faktor apa yang merangsang konsumen melakukan belanja tidak terencana.

**Kata Kunci:** *belanja secara tidak terencana, tingkah laku berbelanja, belanja online, faktor internal, faktor eksternal.*

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## INTRODUCTION

### Research Background

Indonesia is a developing country that is one of the potential targets in marketing the products from local company or international company, In order for the company to get success in indonesia the company should learn the unique character possessed by indonesian consumer and consumer in indonesia has so many characteristic. According to Susanta (2014), most indonesian consumers have unplanned characters, they usually like to act "last minute". When shopping, indonesian consumers often make unpredicted buying.

Nowadays business e-commerces has growing rapidly in indonesia. Technological developments that have increased rapidly in recent years have had a including development in the business world have an impact to the businesses in indonesia. One concept that started as a new paradigm is the presence of an online business. Online shopping is one of the buying and selling activities that part with the business e-commerce and also online shopping is activities that use an integrated system or connected to online media. Online shopping market is predicted will increasing along with the growing smartphone industry in indonesia.

The alternatives consumer purchase is an online store (online shopping) a store where the consumer can shop 24 hours and always open, with this real time service, people will going to shop at the online store, and the products that offered by the online store is usually always displaying products up to date which usually only exist in certain stores which eventually became its owned added value for the consumers.

The buying behaviour of indonesian people is refers to buying in online shopping and mostly they enjoyed to shop in online shop environment. With these kind of behaviour of indonesian people also it is prove impulse buying is one of behaviour that occur while increasing the online shopping percentage, many people are buying online and while shops the impulse buying behaviour occurs. The consumer behaviour is closely related to the concept of motivation by within the consumer. Consumer will seem rushed to buy the product by not considering the possibility for the long term. Therefore, the term impulsive purchase occurs.

According to Rook in Herabadi (2003), Impulsive spending can be defined as spending behaviour without planning, is colored by a sudden, often hard to buy, and impulsive buying also occur spontaneously triggered when consumers faced with the product itself and accompanied by a pleasant feeling and passionate. More clearly impulsive buying or impulsive purchasing is generally defined as a consumer's unplanned purchase which is an important part of buyer behavior. An impulse purchase or impulse buy is an unplanned decision to buy a product or service, made just before a purchase. Rook (1987) defines impulse buying as follows: "When the consumer experiences a sudden strong and persistent feeling to buy something immediately.

Impulsive buying behavior will not only occur in ordinary stores, but also can occur in an online store environment or can occur while the consumers are in online shopping or online shopping environment when the consumer seeing the product. Last but not least, impulsive purchase causes people to experience emotional or cognitive reactions such as guilt (Tinne, 2010). Because of these characteristic people will buying not only because they want something but sometimes when they see something unique it is stimulate them to buying online and impulsive buying occur.

Consumer behaviour is closely related to the concept of motivation by within the consumer. Motivation is able to move the state within a person that encourages the desire of individuals to perform activities to achieve a goal. Motivation owned by each consumer is very influential on decision taken. In this case there are two types of motivation which are rational motivation and emotional motivation. Rational motivation will help the consumer decide as rational and with the carefull consideration. However, the fact is that not all the consumers will act rationally and logically when doing transaction online. On emotional motivation or emotional motives, consumers will also use the feeling in consuming goods/ services. Consumer will seem rushed to buy the product by not considering the possibility for the long term. Therefore, the term impulsive purchase occurs.

There are four characteristics to further explain impulsive purchase, first is impulsive purchase is unplanned purchase in which people decide to purchase goods without any plans in advance, secondly impulsive purchase is a result of exposure to the stimulus in which people purchase impulsively is triggered by the external stimulus such as design of the good or the price of the good. Thirdly, impulsive purchase is an immediate nature of behaviour in which people purchase without considering the information search, alternative evaluation and consequences of making purchase.

There are several reason why people do impulsive buying or unplanned purchased, it can be stimulated by external factors or internal factors or it can stimulated by others factors that people do not know.

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**Research Objectives**

Based on circumstances above the research objectives is to analyse what are factors that stimulated people or consumer to do impulsive buying in online shopping.

**THEORETICAL REVIEW****Marketing**

According to Kotler (2009), marketing is all about the entity goods, services, experiences, events, people, places, properties, organizations, information and ideas. Based on Kotler and Armstrong (2010) goal of marketing is to attract new customer by promising superior value and to keep and grow current customers by delivering satisfaction. Marketing is the process by which companies create value for customer and build strong customer relationships in order to capture value from customer in return. Managerial marketing is often described as, the art of selling products, and marketing management occurs when at least one party to the exchange of potentially thinking about how to achieve the desired response from the other party.

**Consumer Buying Behaviour**

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the market place when purchasing a product or service. According to Simonson (2001), one of the most essential and influential areas within consumer buying behavior is the consumer decision making process.

**Impulsive Buying Behaviour**

Impulsive buying behaviour is known as unplanned purchased of the consumer, impulsive buying behaviour, Impulsive buying behavior is a mysterious phenomenon to marketers and consumers. Rook and Gardner (1993) defined impulse buying as an unplanned behavior involving quick decision-making and tendency for immediate acquisition of the product. Most commonly, impulse buying behavior has been categorized in two views which were psychology concept and consumer behavior concept.

**Factors Influence Buying Behaviour**

There are many factors that influence people to do impulse buying whether the consumers are affected by both internal and external factors of impulse buying. According to Karbasivar and Yarahmadi, (2011). Internal factors of IBB focus directly on the individual, examining the internal cues and characteristics of the individual that make them engage in IBB. Internal Stimuli are relate to the different personality related factors which characterizes an individual rather than the shopping environment or stimuli. Internal factors of impulse buying denote the individual's internal cues and characteristics that make him / her engage in impulse buying, (Muruganatham and Bhakat, 2013).

**Consumer Characteristic**

Consumer's characteristics include any individual characteristic or trait that increases the consumer's propensity to be impulsive. These characteristics include the consumer's age, gender, culture, mood, materialism, shopping enjoyment, impulsive buying tendency, and the perceived degree of self-discrepancies. These characteristics include the consumer's age, gender, culture. *Age* has been found to be an important determinant in predicting impulse buying in that younger people face fewer risks when spending money (Bellenger, 1978). *Culture* has an influence on impulse buying both at the regional and individual levels (Kacen and Lee, 2002).

**Money Availability**

Money Availability is the amount of ability when people are going to buying something and they need to consider first when they will spend the money itself. Money availability has been defined as the amount of in the budget or surplus funds at the moment of purchase and has an important role in the process of impulsive buying (Beatty and Ferrell, 1998).

**Previous Research**

Mesiranta (2009), the title is Consumer Online Impulse Buying. This purpose of this study is to analyze and understanding consumer experiences of online impulsive buying in the online shopping environment. The research strategy is based on interpretive consumer research with influences from phenomenology.

Cheng and Zhang (2015), the title is Influential factors for online impulse buying in China: a model and its empirical analysis This study provides insights into online impulse buying behavior by exploring clear endogenesis relationships among factors that influence such a behavior.

Aberg and Kurdieh (2013), The research is "Impulse Buying Online; a visual comparative enquiry into two medium of grocery retailing". This reserach focus about an initial understanding of the differences of the offline and online mediums according to how they can manifest impuls buying stimuli.

Virvilaite, Violeta, and Jurate (2011). The Impact of External an Internal Stimuli on Impuls Purchasing. This journal discusses about the factors stimulating impulsive purchasing such as emotions, supermarkets, purchase experience, individualism and collectivism, sex, shop environment, social interaction, hedonic motives, return of goods, involvement into fashion, age and psychology of the individual.

Cistaning and Nugroho (2017), Impulse Buying Motivation Online Shopping on Instagram (Descriptive Analysis of Consumer Motivation in Conducting Online Purchase on Instagram). This study aims to determine the motivation of consumers in conducting online shopping activities that have a direct impact on the high impulsive purchases on Instagram.

### Conceptual Framework

Conceptual framework explains about the relation between the variables in this research.



**Figure 1. Conceptual Framework**

## RESEARCH METHOD

### Research Approach

This research is qualitative research methodology which is descriptive research to know more about the factors that stimulated people to do impulsive buying behavior. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection of a variety of empirical materials, qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

### Population, Sample and Sampling Technique

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003). The population of this research is those who have been shopping impulsively through online shops.

A sample is the selected people chosen for participation in a study, Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive and snowball sampling technique in order to get more valid and detailed result. the researcher took 15 respondent to be interviewed based on educational background from high school student, from college student, from fresh graduated student, next based on job background which is from employee that work in a company and from employee that work in institution and also business man and business woman and bankers, civil servant, maritim cadet, policeman, doctor.

Researcher took the entire respondent in many different background which ever been buying impulsively in online shopping in Manado. In order to know what factors that stimulates them to do impulse buying, because people have different experience while shopping in online environment.

### Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data.

**Instrument Testing**

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

**Data Analysis Method, Validity and Reliability**

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010) there are generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data. Based on Sekaran and Bougie (2013), the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

**RESULT AND DISCUSSION****Result**

The interview is conducted from the informants who have been buying impulsively through online shops.

**Informant 1**

Informant 1 Brilia Kereh said that buying impulsively is useful for her because sometimes even she does not have any plan to buy the product but the product itself is the product that be comes her daily needs.

According to informant 1 Brilia Kereh said that when buying impulsively she is more stimulated from internal factors which is she loves the model of the product and mostly when she buying impulsive it is because she likes the product and also she has the ability to purchase the product so she said that she dominant to internal factors than external factors, she also said 70% for internal factors and 30% for external factors that stimulated her to buying impulsively.

**Informant 2**

Informant 2 Aldiano Torro said the factors that stimulated him to do impulsive buying is from internal factors and from external factors, 50% for internal factors and 50% for external factors. He said that internal factors just like i have a hobby to which is selling the product again.

**Informant 3**

Informant 3 Lily Ham, According to her internal factors 50% and external factors is same 50% because she will consider all the factors such as purchased power, seeing the product, and also cheap price, discount, free of delivery, and it is easy to her to buy the product, she does not need to go to the store. According to her the benefits that she got after buying impulsive is the product is cheap, does not need to queueing, just wait at home, Because she also said she is very busy of her job, and online shopping help her to shopping, and because she often open the online shop through phone and it is makes her become impulsive. According to her buying in online especially buying impulsive is not make her addicttd but there is a product that sometimes makes her impulsive when she open online shop she realize that she just running out of cosmetic product.

**Informant 4**

Informant 5 Angie widono, According to her buying in online especially buying impulsive is not make her addicttd but there is a product that sometimes makes her impulsive when she open online shop she realize that she just running out of cosmetic product. Informant 4 had known online shopping since she become college student it is about 4 years till now and she said she is often buying impulsively. In a month she can shop in online shop for 3 or 5 but especially for buying impulsive is 2 or 3 times in a months. She said that cosmetic product is a product that she is often to buy for category impulsive and mostly all cosmetic product that she buy is impulsive buying but for fashion product is more like planned buying. She said that the detail of cosmetic product is like skin care. And she has a positif respond when buying impulsive, she said as long as she have budget it is okay to become impulsive.

**Informant 5**

Informant 5 Lady Dumais also said that there are many factors that stimulate her to do impulsive buying such as cheap price, discount, free delivery, promotion, quality of product also because she really like the product and she need it, and she has the ability to pay the product and she assume the product itself become a trend and she buy it even she does not have any plan from the beginning, that is why she is no too regret even buying impulsive, and according to her 50% for internal factors and 50% for external factors.

**Informant 6**

Informant 6 Christ Jacobus, He said that the factors that makes him buying impulsively is external factors like he is interested the existence of product, cheap price and also he said the many variant of product. Many variant of product is the most factors that will drive and stimulate him to do impulsive buying. According to him 70 persen for internal factors and 30% for external factors. And he said even running out of money when buying impulsive but he still got the satisfaction of buying impulsive. But he said he become addicted when buying impulsively in online shopping.

**Informant 7**

Informant 7 Novrico Tooy, He said that the factors that stimulated him to do impulse buy is from internal and external factors. Internal factors like the need of the product itself and love the product and from external product like cheap price he means not pricey, and the brand of the product is good. For him factors external is dominant, and 70% for external factors and 30% for internal factors. Because the factors of influencer and good branded stimulated him the most. He said that he is not too addicted but just it refers to satisfying.

**Informant 8**

Informant 8 Leonard Batlayar, He said the factors of the product itself that drive him to do impulse buying, he just can not control it, but it is not occurs often. He said that when buying impulsive the factors of price, many variant of product, likes the product it is factors that stimulated him to do impulse buying. And he said he sometimes prefers to buying online because when buying in offline store he did not like the way the employee is follow him behind, it is makes him feel uncomfortable

**Informant 9**

Informant 9 Susan Yehosua said that she dominant to external factors like 70% external factors and 30% for internal factors, because the factors of cheap price but good quality and the model of the product itself makes her stimulated to do impulsive buying.

**Informant 10**

Informant 10 Rizka Putri, said the most factors that stimulate her to do impulse buying is selebgram, when selebgram promote some good product of skincare she suddenly will buy the product impulsively. But she also explain it is not because selebgram only but she will consider about the price, the needs, and she said that 50% for internal and 50% for external, because the factors of selebgram and also the factors of needs, and when she try to found the review of the product it also drive her to do impulse buying.

**Informant 11**

Informant 11 Fadlurrahmah Santoso said the factors that stimulate her to do impulse buying is free delivery, many variant of product, easy to find, likes the product, needs, and she said the factors also because others people, when she see some product and the product itself it is a product that her public figure or some artist use it she will suddenly buy it. She also said the more i like and interest about that product the more i will be impulsive. And she said that buying impulse is make her addicted.

**Informant 12**

Informant 12 is Angela Paulus. According to informant 12 she said that the most factors that stimulate her to do impulse buying is promotion she also said 70% for External factors and 30% for internal factors, she also said that it is easy to shop in online shop she can save time, and also enjoy all the promo like discount that provide by the online shop itself, so she really satisfied with all the promo, and she said she is not addcited, just normal people who like to visit online shopping.

**Informant 13**

Informant 13 Arofi Aslah assumes that the factors dominant from him is internal factors, when he visit online shop and suddenly he see some product that he already want it for so long he will ended up with unplanned purchase and buy the product . He said 60% for internal factors and 40% for external, he explains for external factors he stimulated by his idola or because his friends when his friend. He said even he have been buying impulsively before but it is not make him addicted.

**Informant 14**

Informant 14 Kevin Koloay. According to informant 14 the factors that most stimulated him to do impulsive buying is the factors of “loving the product itself” and because of assumes that the product it is a need. That is why even he visit online shop and many of discount and cheap prices is not affected him. He said that he is more dominant for 70 internal factors than 30% external factors. Because the more he needs the product the more he will ended up to buy it even he does not have any plan to buy it. He also said become impulsive is about how he can feel satisfied. And he said that buying impulsive makes him addicted.

**Informant 15**

Informant 15 Christina Rumondor. According to her 70% for internal and 30% for external. She said the more i need the product i will ended up with impulse buying, as she said as long as i need it i assumes that it is okay to be impulsive. And for the product she bought like fashion product, cosmetic product , for fashion product like shoes, bag, tshirt and for cosmetic like mask and skin care. She said that impulse buying is make

**Discussion**

Nowadays many people shopping through online shops, everyday like almost every people visit online shops, they might shopping and ended up with plan purchase or unplanned purchased or known as impulse buying whether it is stimulated by internal factors or external factors, people also can find many variant of product in online shopping like fashion product, cosmetic product and electronic product, food product and many kind of product. Impulse buying is one of consumer behaviour where people suddenly buy things spontanatenously based on their own factors.

This consumer buying behaviour which is impulse buying has becoming such a part of every person's lifestyle that they do not realize or they are not even aware that they are doing it at times. Based on the theory above that impulsive buying will occurs when the customer stimulated by internal factors or external factors and these all the factors that the researcher got from all the respondent 1 to respondent 15 these are the factors, start from internal factors and external factors.

Based on the interview from all the respondent in this case 15 respondent that have been buying impulsively through online shopping, it shows that people dominantly buying fashion product than others category of product such as cosmetic product, electronic product and others. For fashion product like tshirts, bag, pants, jeans, shoes, skirt, and others product that called fashion product, and for cosmetic product like skin care, makeup, lipstick, mask and others, for electronic product like lcd, headseat, speaker and sport product, accesories. It is mean that people are trying to found their needs and wants through online such a fashion product through shopping environment. All respondent almost have been buying fashion product and all of them have been buying impulsively through online shopping.

These are the explanation about the indicators which is internal and external factors:Love of product, money availability, need, hobby, shopping enjoyment, curiosity, experiences, mood, self considering, interest are the kind of factors that comes from the consumer itslef which is comes from inside when the consumer affected by how they shows the reaction when he or she saw the product and ended up with unplanned purchased and they have the ability to purchase that product.

For the external factors which are Product Display, Benefits, Cheap Price, Discount, Free Delivery, Product Availability, Trend, Quality of Product, Many Variant, Influencer, Brand, Selebgram, Unique Product, Easy To Find, Artis, Idola, Friends, Promotion are the factors that comes from outside when the cosumer are in online shop environment and stimulated by external factors.

Based on the data above there are internal factors and external factors that stimulated people to do impulsive buying which means external stimuli are related to the shopping and the marketing environment when the online shop itself makes something that can affected people to do impulse buying, and people are stimulated by the factors from inside and outside.

For the internal factors which means the factors that stimulated people to do impulse buying and it is

start from the consumer itself when the consumer buy the product spontaneously or Internal factors are related to the different personality related factors which characterises an individual rather than the shopping environment or stimuli. Internal factors of impulse buying denote the individual's internal cues and characteristics that make him / her engage in impulse buying.

Although external factors more found but all the respondent that have been buying impulsively stimulated from both internal and external factors, and every respondent has their own opinion whether internal factors or external factor more dominant for them, and looking to the all respondent's answer most of them assumes that internal factors is more dominant stimulated them to do impulse buying.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result and discussion from the previous chapter we can concluded that online impulsive buying behaviour is often occurs when people visit online shopping whether they have plan or still does not have any plan before. All the respondent have been buying impulsively almost every month through online shops and impulse buying occurs when people stimulated by internal factors and external factors, and every respondent have different experiences while shops in online shopping whether it is a good experiences or bad experiences, and also even the respondent have been buying impulsively and got the bad experiences it does not makes them to stop buying impulsively also every respondent have different preception which factors that stimulated them to do impulse buying whether from internal or external factors.

Based on the interview from all the respondent the researcher concluded that the factors that stimulated people to do impulsive buying are the love of product, money availability, needs, product display, hobby, benefits, shopping enjoyment, cheap price, discount, free delivery, curiosity, product availability, promotion, trends, quality of product, money availability, experiences, influencer, brand, selebgram, unique product, easy to find, artist, idola, save time, friends, interest, it is all the factors that stimulate people to do impulsive buying in online shopping area.

Through the interview from all the respondent it is proved that internal and external factors have significant influence to the behaviour of the consumer when buying impulsively through online shops and based from all the informant the factors that dominant stimulated people to do impulsive buying is internal factors

### Recommendation

This research has been conducted in order to explore generally about what factors that stimulated people to do impulsibe buying in online shops. Here are some recommendations and from the result, several recommendations for the online shopping, the customer, , niversities, and for the future researchers are purposed as follows:

1. For the online shopping it is better to keep maintain the quality of their online shopping because through onlie shopping online impulsive buying behaviour occurs but it better to provide and sell something useful and not selling fake product so even they ended up with impulsive buying it worth to buy.
2. For the consumer, it is better for the consumer to realize what factors that stimulate them to do impulsive buying so they control themselves while shopping in online shopping environment because it is better to not become addicted.
3. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the factors that stimulaed people to do impulsive buying through online shopping.
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about online impulsive buying behaviour.

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