

**THE FACTOR INFLUENCING IMPULSE BUYING OF SAM RATULANGI UNIVERSITY STUDENTS AT MR D.I.Y MANADO TOWN SQUARE****FAKTOR-FAKTOR YANG MEMPENGARUHI PEMBELIAN IMPULSIF MAHASISWA UNIVERSITAS SAM RATULANGI DI MR D.I.Y MANADO TOWN SQUARE**

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**Abstract:** The development of household population that increasingly growing every year makes retail business competes to fulfil household needs. In an effort to maintain their position in the market, retailers must learn several marketing strategies and what factors can attract customer's impulse buying intention and MR D.I.Y is one of the modern retail stores that provide household needs. The intention of this study is to analyse and identify what are the factors that influencing the impulse buying of Sam Ratulangi Students at MR D.I.Y Manado Town Square. The respondents of this study is 100 students that have experience in MR D.I.Y Manado Town Square using convenience sampling. Confirmatory Factor Analysis is used to analyse the data in this research. There are 14 factors included in this analysis and the result shows that all 14 factors are correlated with each other. From the factoring process, there are 3 factors formed as a result which are: Customer purchase intention factors, Environmental factors and Situational factors.

**Keywords:** impulse buying, retail business, confirmatory factor analysis

**Abstrak:** Perkembangan populasi rumah tangga yang semakin bertambah setiap tahunnya membuat bisnis retail berlomba-lomba untuk memenuhi kebutuhan rumah tangga. Dalam upaya mempertahankan posisinya di pasar, retailer harus mempelajari beberapa strategi pemasaran dan faktor-faktor apa yang dapat menarik minat pembelian impulsif pelanggan dan MR D.I.Y merupakan salah satu toko ritel modern yang menyediakan kebutuhan rumah tangga. Tujuan dari penelitian ini adalah untuk menganalisis dan mengidentifikasi faktor-faktor apa saja yang mempengaruhi pembelian impulsif Mahasiswa Sam Ratulangi di MR D.I.Y Manado Town Square. Responden penelitian ini adalah 100 mahasiswa yang memiliki pengalaman di MR D.I.Y Manado Town Square menggunakan convenience sampling. Analisis Faktor Konfirmatori digunakan untuk menganalisis data dalam penelitian ini. Ada 14 faktor yang termasuk dalam analisis ini dan hasilnya menunjukkan bahwa ke-14 faktor tersebut saling berkorelasi. Dari proses factoring, terdapat 3 faktor yang terbentuk yaitu: Faktor niat beli pelanggan, faktor lingkungan dan faktor situasional.

**Kata Kunci:** impulse buying, bisnis ritel, analisis faktor konfirmatori

## INTRODUCTION

### Research Background

We live in a world that is increasingly growing. The development of the household population, which is increasing day by day, makes retail businesses compete to meet household needs. This is marked by the displacement of traditional markets due to the entry of various kinds of modern retail markets, both from within the country and retail companies from abroad. This development has triggered increasingly fierce competition

among retail businesses. Each retail company strives to make their company known, accepted and interested by consumers by using a variety of marketing strategies.

These modern retail companies come with a more attractive room concept compared to the traditional retail market. This makes consumers have the desire to shop for their products. However, these companies must also study the buying behavior of consumers in the area or where their outlets are established in order to achieve the success of their companies. With the difference in market and the constant innovations, company needs to know the behavior of its customer before offering their goods. According to Kotler et al. (2019), consumer buying behavior is a study of how to buy and dispose of goods, services, ideas and experiences to meet their needs and desires. Every individual has their own way of deciding to buy goods and services. Such as the unique behaviors of consumers in Indonesia where Indonesian consumers tend to make impulsive purchases or purchases that are made without thinking and without being planned (Ganawati, Sudarmini, and Sariyani, 2018).

MR D.I.Y or the abbreviation of Mister Do It Yourself is a modern retail store from Malaysia that sells household necessities. MR D.I.Y is known as the largest retail business in Southeast Asia with more than a thousand stores in eight countries in Asia. MR D.I.Y has three stores in Manado that are located in Manado Town Square 3, Mega Mall Manado and in Ruko Hasanuddin Manado. This retail store has ten product categories, namely, utensils, household appliances, electric tools, furniture, cars tools, stationery and sports, toys, gifts, computers & cell phone accessories, jewelry & cosmetics. With their slogan "Always Low Prices" MR D.I.Y trying to give best quality of their product with affordable prices.

Manado Town Square or commonly known as Mantos is a shopping center that was built in 2006 and is based in the city of Manado. Mantos accommodates tenants from various national and international outlets, one of which is MR D.I.Y which is located on the 2nd floor of Mantos 3 to be precise, next to Food Republic. The strategic location of Mantos, which is located about 2 kilometers from the Sam Ratulangi University campus, makes Mantos one of the main destinations of Sam Ratulangi university students to unwind after class, or just spend free time before entering the next course hour. MR D.I.Y is also one of the places to spend time for Sam Ratulangi University students just to take a walk and take a look at the products offered by the store, but there are also not many impulse purchases that were not planned beforehand. Impulsive purchases are triggered by many factors which on this occasion will be discussed by researchers in the title of "The Factors Influencing the Impulse Buying of Sam Ratulangi University Students at MR D.I.Y Store Manado Town Square".

### **Research Objective**

To find what are the factors that are influencing the impulse buying of Sam Ratulangi University students at MR D.I.Y Manado Town Square.

## **THEORETICAL FRAMEWORK**

### **Marketing**

According to Kotler (2009), marketing is all about the entity of goods, services, experiences, events, people, places, property, organizations, information, and ideas. Marketing is the process of establishing and maintaining profitable customer relationships. Marketing has two goals: to attract new customers by promising higher value and to retain existing consumers by offering satisfaction (Kotler and Armstrong, 2006: 34).

### **Impulsive Buying Behavior**

Impulse buying refers to sudden and unplanned buying behavior with a lack of consideration of intentional consequences (Zhang and Shi, 2022). While according to Fitriana (2016), Impulse buying is defined as an "unplanned purchase" characterized by relatively fast decision making, and direct subjective bias in favor of ownership.

There are several factors that influencing the impulse buying behavior. Money availability is an important factor in making an impulse buying, because according to its meaning that impulse buying is often appears suddenly and make consumer out of control when buying goods impulsively. According to Foroughi et al. (2012), Consumer's planned shopping pattern can be change if they have more money. The influence of friends are often became one of the driving factors that make consumers making an impulsive purchase. A research by Patrikha (2018) stated a question about the urge to buy when with accompanies and found that all the respondents' answers are yes. Sangalang et al. (2017) find that shopping enjoyment tendency has significant impact on impulse buying. The consumers who enjoy shopping participate more in impulse buying.

### **Previous Research**

Mauruganatham and Bhakat (2013) provided a detailed account of the impulse buying behavior by compiling the various research works literature in the field of Retailing and Consumer Behavior. It gives a broad overview of the impulse buying construct and the various behavior related aspects. A wide range of journal databases and books were referred to review the works of various researchers. The content analysis of the various research works led to the classification of literature into different factors influencing impulse buying and further development of research framework. The multiple aspects of the subject are categorized for future research works in the area of impulse buying with the suggestions. The paper will be useful for marketing practitioners and researchers towards comprehensive understanding of the consumer's impulsiveness

Iyer et al. (2020) did a meta-analysis that integrated findings from 231 samples and more than 75,000 consumers to extend understanding of the relationship between impulse buying and its determinants, associated with several internal and external factors. Traits (e.g., sensation-seeking, impulse buying tendency), motives (e.g., utilitarian, hedonic), consumer resources (e.g., time, money), and marketing stimuli emerge as key triggers of impulse buying. Consumers' self-control and mood states mediate and explain the affective and cognitive psychological processes associated with impulse buying. By establishing these pathways and processes, this study helps clarify factors contributing to impulse buying and the role of factors in resisting such impulses. It also explains the inconsistent findings in prior research by highlighting the context-dependency of various determinants. Specifically, the results of a moderator analysis indicate that the impacts of many determinants depend on the consumption context (e.g., product's identity expression, price level in the industry).

Sondakh and Kalangi (2020) analyzed the influence of sales promotion and store layout on consumer impulsive buying behavior at Cool Supermarket Tomohon. This research used a quantitative methodology with 120 consumers as the sample. The data analysis used multiple linear regression techniques with sales promotion and store layout as independent variables, while impulsive buying acts as the sole dependent variable within the research. Based on the result and analysis, the conclusion in this research is both independent variables have a positive and significant influence on impulsive buying behavior. The evaluation regarding these important factors can be emphasized in order to increase the number of potential consumers in the future

## **RESEARCH METHOD**

### **Research Approach**

This research is descriptive study using quantitative approach to collect the data. According to Aliaga and Gunderson (2002), quantitative research is explaining phenomena by gathering numerical data that are analyzed using mathematically based methods e.g. in particular statistics. Descriptive research is the type of research that gives a description of a characteristic of a population about a phenomenon being observed (Shields and Rangarajan (2013). This research is in the field of marketing management which will analyze the factors that are influencing the impulse buying of Sam Ratulangi University students at MR D.I.Y in Manado Town Square.

### **Population, Sample and Sampling Technique**

According to Sugiyono (2010:117), population is generalizing territory that consists of object / subject that have certain qualities and characteristics were determined by the researcher to learn and then drawn conclusions. The populations in this research are all the active students of University of Sam Ratulangi Manado from different faculty that has experience and have ever been to MR D.I.Y Manado Town Square and make a purchase.

According to Sugiyono (2010), the sample is part of the number and facts possessed by the population. So that the sample is part of the existing population, so to take the sample must use a method that is considered by existing considerations. The sample is a subset of a population that is drawn in specific methods and has certain features, such as clarity and completeness that are considered representative of the entire population. In other terms, a sample is a subset of a larger population that may be investigated (Hasan, 2002). The sample size that will be used in this research is 100 respondents that are chose with certain consideration.

The sampling technique in this research is the non-probability purposive sampling which is a sampling technique that done with certain consideration (Sugiyono, 2010). Sample selection in purposive sampling is based on certain characteristics that are considered to have a relationship with previously known population characteristics.



### Data Collection Method

There are several collection methods that are used in this research which are questionnaire that are distributed to all the students of University of Sam Ratulangi Manado. Literature study was obtained to support this research which was taken from previous research and journals that have the same variable related with this research. The questionnaire is design using Likert Scale. Likert Scale is a five point's scale which is used to allow the respondents to express their opinions though the scale agree to disagree with a particular statement (McLeod, 2008).

### Data Analysis Technique

#### Validity and Reliability Testing

In quantitative research validity is the extent to which any measuring instrument measures what it is intended to measure (Thatcher, 2010). The term "validity" refers to an instrument's ability to measure what should be measured (Sugiyono, 2010). Validity is a test how well an instrument that is developed measures the particular concept it is intended to measure (Sekaran and Bougie, 2009). According to Sugiyono (2010), A reliable instrument is an instrument that, when tested repeatedly to the same group, will produce the same data assuming there is no psychological change from the respondent. Reliability measurement included the Alpha Cronbach technique. To make sure that the questionnaire is reliable, the internal consistency measurement is made.

#### Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables. CFA can be used to test the hypothesis to find out whether there is a relationship between the observed variables and the underlying latent constructs. Confirmatory Factor Analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables (Child, 1990).

## RESULT AND DISCUSSION

### Result

#### Validity Test

**Table 1. Validity Test**

Variable	Pearson Correlation	Sig (2 Tailed)	N	Status
Money Availability (X1)	.669	.000	30	VALID
The Influence of Friends (X2)	.654	.000	30	VALID
Sales Promotion (X3)	.736	.000	30	VALID
In-Store Display (X4)	.793	.000	30	VALID
Store Lighting (X5)	.718	.000	30	VALID
Smell (X6)	.610	.000	30	VALID
Sound (X7)	.790	.000	30	VALID
Window Display (X8)	.753	.000	30	VALID
Product Attractiveness (X9)	.681	.000	30	VALID
Friendly Employees (X10)	.610	.000	30	VALID
Shopping Enjoyment Tendency (X11)	.768	.000	30	VALID
Product Quality (X12)	.700	.000	30	VALID
Lifestyle (X13)	.672	.000	30	VALID
Time Availability (X14)	.809	.000	30	VALID

Source: SPSS 25 Output (2021)

As shown on table 1 we can see that all the statements are all valid from X1-X14. The Pearson correlation values are all  $> 0.5$  and the significant values are  $> 0.05$ . We can conclude that the statement X1-X14 are valid and can be proceed to further analysis.

#### Reliability Test

**Table 2. Reliability Test**

Cronbach's Alpha	N of Items
.923	14

Source: SPSS 25 Output (2021)

The result of Cronbach's Alpha is 0.923 shows that it is greater than 0.6 the minimum value in Cronbach's Alpha meaning that the data is reliable for 14 items. It means that the data can be used for further analysis.

### Factor Analysis

There are several steps in conducting the factor analysis, (1) Formulate the Problem, (2) Construct the Correlation Matrix, (3) Determine the Method Analysis, (4) Rotate the Factors, (5) Interpret the Factors, (6) Calculate the Factors Score, (7) Select the Surrogate Variables, (8) Determine the Model Fit. In this factor analysis there are 14 factors included.

**Table 3. KMO & Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		.819
<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	265.821
	df	91
	Sig.	.000

Source: SPSS 25 Output (2021)

The value of KMO and Bartlett's test for correlation between required variables is  $>0.5$  and the significance of the study was 0.05. The result above shows the value of 0.819 for KMO which is greater than 0.5 and the value for Bartlett's test is 265.821 with significant value of 0.000 which also means that Bartlett's Test of Sphericity meets the requirements of the significance value below 0.05 (5%). Thus, as shows on the result above it can be said that the variables can be used for further analysis.

**Table 4. Measure of Sampling Adequacy (MSA)**

	Initial
Money Availability	.848a
The Influence of Friends	.828a
Sales Promotion	.768a
In-Store Display	.860a
Store Lighting	.926a
Smell	.660a
Sound	.843a
Window Display	.846a
Product Attractiveness	.861a
Friendly Employee	.807a
Shopping Enjoyment Tendency	.788a
Product Quality	.862a
Lifestyle	.682a
Time Availability	.904a

Source: Output SPSS 25 (2021)

Based on the processed data on Table 4.4, the value of all the variable on the output from IBM SPSS Statistic are more than 0.5. It means that all 14 variables are all correlated to be process for the next step in the factor analysis.

**Table 5. Communalities (Principal Component Analysis)**

	Initial	Extraction
Money availability	1.000	.750
The influence of friends	1.000	.642
Sales promotion	1.000	.553
In-store display	1.000	.590
Store lighting	1.000	.596
Smell	1.000	.706
Sound	1.000	.647
Window display	1.000	.615
Product attractiveness	1.000	.517

Friendly employee	1.000	.643
Shopping enjoyment tendency	1.000	.637
Product quality	1.000	.600
Lifestyle	1.000	.534
Time availability	1.000	.633

Source: SPSS 25 Output (2021)

Based on Table 5 it was found that the 14 initial variables had large communalities values ( $> 0.5$ ). This means that all of the variables used have a strong relationship with the factors formed. In other words, the greater the value of communalities, the better the factor analysis, because the greater the characteristics of the original variable that can be represented by the formed factors. It shows that the variance in variable 1 which is Money availability is 0.750, which means that 75% of variance from this variable can be explained by the factors to be formed, and so on until the last variable.

In total variance explained, there were 3 components formed from 14 variables. Factor 1 has an eigenvalue of 6.511, Factor 2 of 1.099, and Factor 3 of 1.052. To determine how many components/factors are used in order to explain the total variance, judging from the large eigenvalues, components with eigenvalues  $>1$  are the components used. The column 'cumulative %' shows the cumulative percentage of variance that can be explained by the factor.

**Table 6. Component Matrix<sup>a</sup>**

	Component		
	1	2	3
Money availability (X1)	.581	.640	-.106
The influence of friends (X2)	.581	-.153	-.548
Sales promotion (X3)	.549	.315	.408
In-store display (X4)	.741	-.105	.141
Store lighting (X5)	.743	-.045	.212
Smell (X6)	.617	-.498	.326
Sound (X7)	.741	-.268	-.065
Window display (X8)	.751	.217	-.164
Product attractiveness (X9)	.595	.305	.120
Friendly employee (X10)	.719	.075	.282
Shopping enjoyment tendency (X11)	.754	.174	-.140
Product quality (X12)	.737	-.007	-.190
Lifestyle (X13)	.637	-.267	.214
Time availability (X14)	.742	-.203	.362

Source: SPSS 25 Output (2021)

The component matrix table shows the magnitude of the correlation of each variable in the formed factors. The values of the correlation coefficient between the variables and the formed factors (loading factor) can be seen in the Component Matrix table. These three factors produce a loading factor matrix whose values are the correlation coefficients between variables and these factors. As shows at the output component matrix, it becomes clear that the loading of the resulting factors did not provide the desired meaning. This can be seen from the variable of the influence of friends where the correlation of this variable with factor 1 is 0.581, while with factor 2 is -0.548 (the negative sign only indicates the direction of correlation), so it is difficult to decide whether the variable the influence of friends is included in the factor 1 or factor 2.

Each factor cannot be interpreted clearly so it is necessary to rotate using the varimax method. Varimax rotation is an orthogonal rotation that makes the number of factor loading variants in each factor to be maximum, where later the original variable will only have a high and strong correlation with certain factors (the correlation is close to 1) and of course have a weak correlation with other factors (the correlation is close to 0). This has not been achieved in the component matrix table above so it needs to be rotated.

**Table 7. Rotated Component Matrix**

	Component		
	1	2	3
Money availability (X1)	-.056	.789	.815
The influence of friends (X2)	.795	.077	.826
Sales promotion (X3)	.356	.639	.581
In-store display (X4)	.582	.567	.319
Store lighting (X5)	.589	.580	.254
Smell (X6)	.859	.820	.188
Sound (X7)	.604	.520	.541
Window display (X8)	.579	.564	.521
Product attractiveness (X9)	.275	.632	.649
Friendly employee (X10)	.552	.544	.557
Shopping enjoyment tendency (X11)	.610	.541	.515
Product quality (X12)	.649	.376	.577
Lifestyle (X13)	.655	.659	.230
Time availability (X14)	.694	.195	.762

Source: SPSS 25 Output (2021)

Table 7 shows the result of the rotated component matrix. There is a difference in the value of the correlation of variables with each factor before and after the varimax rotation. It can be seen that the rotating factor loading has given meaning as expected and each factor can be interpreted clearly. It is also seen that each variable is only strongly correlated with one factor (no variable has a correlation  $< 0.5$  in all three factors). Thus, it is more appropriate to use a rotating factor loading because each factor can explain the diversity of the initial variables correctly. Variable the influence of friends, sound, window display, shopping enjoyment tendency, product quality and time availability included in the first factor because the value of that variable is more than factor 2 and 3. Variable in-store display, store lighting, smell, friendly employee, and lifestyle are included in the second factor because the value of all of the factors is more than factor 1 and 3. Variable money availability, sales promotion, and product attractiveness are included in the third factor.

### Regression Analysis Result

This research is aim to answer the research question: what are the factors influencing impulse buying of Sam Ratulangi University students at MR D.I.Y Manado Town Square.

**Table 8. Regression Models and Variables**

Regression Model	Independent Variable
First Factor	The Influence of Friends Sound Window Display Shopping Enjoyment Tendency Product Quality Time Availability
Second Factor	In-store Display Store Lighting Smell Friendly Employee Lifestyle
Third Factor	Money Availability Sales Promotion Product Attractiveness

Source: Data Processed (2021)

### Discussion

The total respondent in this research is 100 students of Sam Ratulangi University. This research is using purposive sampling for the sampling technique. The result of this factor analysis on Rotation Component Matrix,



all the variables have value above 0.5 which means that they correlated to a factor that is finally conducted. There are 3 factors that are formed from 14 variables.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result and analysis in discussion, there are 3 factors formed that influencing the impulsive buying of Sam Ratulangi University students at MR DIY manado town square.

1. First factor named Customer Purchase Intention and there are 7 independent variables that are categorized in the first factor they are The Influence of Friends, Sound, Window Display, Shopping Enjoyment Tendency, Product Quality and Time Availability. The dependent variables are impulsive buying behavior.
2. Second Factor is the Environmental Factor and for the second factor, there are 5 independent variables which are In-Store Display, Store Lighting, Smell, Friendly Employee and Lifestyle.
3. The last factor which is the third factor named Situational Factor. This situational factor contains 3 factors grouped together which are Money Availability, Sales Promotion, and Product Attractiveness.

### Recommendation

The researcher provided some recommendations that are concluded from the overall result in this research. The researcher hopes that these recommendations will be beneficial to MR DIY Manado Town Square in maintaining their customer and to gain more customer to make impulse buying when they are shopping. In order to make the customer do an impulse buying, the following recommendation for each factor should be considered which are:

1. The Influence of friends, MR DIY needs to make promotion for customer or student that comes with friends such as buy one normal price buy two with lower price.
2. Sound, MR DIY needs to maintain their song playlist inside the store to make customer enjoying their time at the store with an updated song playlists. Fast tempo music should be played to make customer happy and spend more time and money that they planned in the store.
3. Window Display, MR DIY should make their window display as attractive as possible with products that can catch the attention of the customers especially for students.
4. Shopping Enjoyment Tendency, MR DIY Manado Town Square should make the atmosphere in the store fun and more enjoyable for the customer to have good experience when they're shopping at the store.
5. Product Quality, MR DIY needs to maintain and improve their performance to the market to satisfy the desires of customers on their perception in the product quality.
6. Time Availability, MR DIY should provide a comfortable place for customer to enjoy their time while shopping. That can bring customer to make impulsive buying if they are enjoying their time in the store.
7. In-Store Display, MR DIY needs to arrange the layout inside the store and put label in each row to make customer easier to find products that they want without going in one by one and ask for help to the employees.
8. Store Lighting system needs to be designed to make good dimension to the interior and attract customer to the featured products.
9. Having a pleasant fragrance in the store has a great influence on customers, making them want to stay longer in the store. That's why MR DIY needs to pay attention in adding some fragrance to the store.
10. Friendly Employee, MR DIY should offer a good quality of service like train the employee to be able to help the customer with good attitude so that customer can feel positive when they are asking for help.
11. Lifestyle, MR DIY should keep on selling products aesthetics so that customer especially the students can feel they look luxurious using the products.
12. Money Availability, MR DIY needs to provide EDM machine for all debit and credit cards for different banks and also provide other payment methods besides cash.
13. Sales Promotions, MR DIY should consider for using local celebrity endorsement to promote their products and attract more customer.
14. Product Attractiveness, In order to attract more customers, MR DIY needs to enhance the appearance of their products by displaying them together as one set to make customer inspired to buy the whole set of products.



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