

## THE EFFECT OF SHOPPING LIFESTYLE, FASHION INVOLVEMENT, AND HEDONIC SHOPPING MOTIVATION ON IMPULSE BUYING WITH POSITIVE EMOTION AS AN INTERVENING VARIABLE IN ADOLESCENT GENERATION – Z ONLINE STORE USERS IN YOGYAKARTA

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**Abstract** – The study aims to determine the effect of shopping lifestyle, fashion involvement, and hedonic shopping motivation on impulse buying through positive emotion as an intervening variable in Z generation adolescent who use online store in Yogyakarta. The method used in this study is a quantitative method using a sample of 150 respondents, the research instrument is a questionnaire that is distributed via the google form. Sampling used in this study is non probability sampling with purposive sampling technique. Data analysis used in this study used multiple linear regression analysis using SPSS 26 application, and the sobel test using the sobel calculator. The result of the analysis of the data obtained in this study showed that the shopping lifestyle partially has no significant effect in positive emotion, while the fashion involvement and hedonic shopping motivation partially respectively have a positive and significant effect on positive emotion. Shopping lifestyle, fashion involvement, hedonic shopping motivation, and positive emotion partially have a positive and significant effect on impulse buying. Shopping lifestyle has no significant effect on impulse buying through positive emotion, fashion involvement has a positive and significant effect on impulse buying through positive emotion, and hedonic shopping motivation has positive and significant effect on impulse buying through. Positive emotion.

**Keywords:** Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, Impulse Buying.

### I. INTRODUCTION

In an increasingly modern area, shopping has become an activity that is often carried out by the community, from young people to old people. Technological developments create new developments, namely the emergence of online store. With the emergence of online store, it makes it easier for people to shop. At first people shopped conventionally, with online store, people can shop anywhere and anytime without the need to meet face to face with seller. From the results of DataIndonesia.id survey from 25 August to 10 September 2022, the biggest reason people do online shopping is to save time and effort (53,8%), this is because consumers can shop anytime and anywhere without having to come directly to the store to buy the items they need. Furthermore, the ease of comparing prices (25,1%), the variety of goods sold (16,6%), the ease of payment (4%), and the rest for other reasons. In addition, the survey result also show that generation Z is the generation that dominates as much as (36,7%) who do online shopping, the rest are done by millennials and generation X. Stillman (2018), says generation Z is the newest working generation born

between 1997 to 2012, also called the internet generation. In this definition, it means that generation Z is currently 11 to 25 years old in 2023. Yogyakarta is the nickname of the city of students, this is evidenced by the many universities in Yogyakarta. There are 2,909 accredited schools in Yogyakarta in 2021 (<https://bappeda.jogjaprovo.go.id/>). From these data it can be illustrated that the adolescent generation Z in Yogyakarta is very much.

Online store with all the conveniences they offer are able to change people's shopping lifestyle. Shopping lifestyle is the habit of consumers who spend some or all of their money to get the products they need or just want. Shopping lifestyle is a way that is chosen by someone to allocate income, both in terms of allocation and for various products and services, as well as certain alternatives in differentiating similar categories (Sopiyan and Kusumadewi, 2020). According to Japarianto and Sugiharto (2011), shopping lifestyle is a person's way of allocating time and money for various products, services, technology, fashion, entertainment, and education. Shopping lifestyle can be measured by indicators such as: buy the latest model product, buy for top brands, buy the best quality, buy a variety of different brands, and the same quality as other brand product (Japarianto and Sugiharto, 2011). Shopping generally only buys the materials or products needed, but with the many variations of the various existing products, consumers spend more time selecting materials or products that are not only needed, but also what consumers want, causing sudden purchases without any prior planning. Previous research has also examined the effect of lifestyle shopping on impulse buying. According to Liantifa and Haryono (2022), an established shopping lifestyle has a positive and significant effect on impulse buying, when someone who has a high shopping lifestyle will increase impulse buying. Besides the direct effect on impulse buying, lifestyle shopping also has an indirect effect through positive emotion. In Fauzi et al., (2019) research, found that the shopping lifestyle has a positive and significant effect on impulse buying through positive emotion, when consumers who have a high shopping

lifestyle will increase positive emotion, so that will have an influence on impulse buying.

The development of the times and the advancement of the internet have also led to the rapid development of fashion, where people follow trends that are always changing. Fashion is a style of dress that is used every day by someone, both in daily life and during certain events with the aim of supporting appearance (Setiawan, 2021). The result of a survey conducted by DataIndonesia.id show that fashion and accessories are the most purchased items in online store, with a percentage of (34,7%). This is the impact of fashion developments that make people follow existing trends, not just follow but have become a necessity for modern society to look trendy and stylish. According to Japarianto and Sugiharto (2011), fashion involvement is a person's involvement in a fashion product because of the need, interest, and values of the fashion product. Fashion involvement is a person's involvement with a product or anything related to fashion because of factors of need, interest, appearance characteristic, and influence purchasing decisions (Hidayat and Tryanti, 2018). Fashion involvement can be measured by indicators such as: clothing with the latest models, fashion is important in supporting activities, fashion models that are different from the others, and fashion shows characteristics (Sawitri and Yuniati, 2016). In Ummah and Siti research (2020), it was found that there was a positive and significant influence from fashion involvement on impulse buying. In addition to the direct effect on impulse buying, fashion involvement also has an indirect effect through positive emotion. In Kadek and Wayan research, (2019), there is a positive and significant effect of fashion engagement on impulse buying through positive emotion.

Factors that can influence someone to like online shopping are due to hedonic attitudes, namely personal pleasure or satisfaction to own an item, and supported by the ease of information so that consumers find out about new items more quickly and tend to feel like owning even though previously there was no plan to buy (B. Utami and Utama, 2017). According to Darma and Japarianto (2014), hedonic shopping motivation is a desire that is

driven by a hedonic attitude or other reasons outside of economic reasons, such as liking for a product, pleasure, social, and emotional influences. Hedonic shopping motivation is an instrument that provides direct benefits from an experience when shopping, such as pleasure, and things that are felt by individuals, emphasizing consumers emotional feeling and psychological sensations and making shopping for entertainment (Efendi et al., 2020). Hedonic shopping motivation can be measured by indicators such as: adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping. In Nurlinda and Christina research (2020), found a positive and significant influence between hedonic shopping motivation on impulse buying through positive emotion. Impulse buying through positive emotion. Impulse buying is a condition when costumers experience a sudden and strong desire to buy something at that time and there is generally a certain stimulus during shopping (Wu et al., 2016). According Japarianto and Sugiharto (2011), Impulse buying can be measured by indicators: spontaneity, strength, coercion and intensity, excitement and stimulation, and indifference to the consequences. According to Park et al., (2006), impulse buying is more emotional than non-impulsive buying. Emotions attracted consumers often do not think rationally when making decisions. Emotions are an important aspect that consumers need to pay attention to because they can encourage consumers to make purchases (Purwa and Yasa, 2014). According to Tirmizi et al., (2009), positive emotions are defined as the moods felt by consumers which can determine and influence the level consumer decision making. According to Utami (2017), positive emotion can be measured by indicators: exhilarating, exciting, and dominating. Consumers who freely show happy and excited attitudes will tend to be more dominant in making impulse buying at shopping places, so that emotions in consumers play an important role in term of making impulsive buying decisions (Dewi et al.,2015). According to the research results of Fauzi et al., (2019), positive emotion has a positive and significant effect on impulse buying.

The hope is that this impulse buying phenomenon can provide opportunities for fashion business people to increase sales. Of course, the phenomenon of impulse buying is something to be done created, to create the phenomenon of impulse buying, marketers must know what factors can influence consumers in making impulse buying. Based on this explanation, this study aims to determine the direct effect of shopping lifestyle, fashion involvement, and hedonic shopping motivation on impulse buying through positive emotion in generation Z adolescents who use online store in Yogyakarta.

### Research Hypothesis

The hypothesis in this study can be formulated as follow:

- H1: Shopping lifestyle has a positive and significant effect on positive emotion.
- H2: Fashion involvement has a positive and significant effect on positive emotion.
- H3: Hedonic shopping motivation has a positive and significant effect on positive emotion.
- H4: Shopping lifestyle has a positive and significant effect on impulse buying.
- H5: Fashion involvement has a positive and significant effect on impulse buying.
- H6: Hedonic shopping motivation has a positive and significant effect on impulse buying.
- H7: Positive emotion has a positive and significant effect on impulse buying.
- H8: Shopping lifestyle has a positive and significant effect on impulse buying through positive emotion.
- H9: Fashion involvement has a positive and significant effect in impulse buying through positive emotion.
- H10: Hedonic shopping motivation has a positive and significant effect on impulse buying through positive emotion.

## II. METHODS

The population in this study is generation Z adolescents who have bought fashion products at online store in Yogyakarta. The sampling technique uses non probability sampling with a purposive sampling approach, namely with certain considerations (Sugiyono, 2019:133). Respondent criteria used in this study were respondents who had made spontaneous purchases in the fashion category and were at least 17 years old. The data used in this study are primary data in the form of opinion from respondent or statements form respondents regarding the influence of shopping lifestyle, fashion involvement, and hedonic shopping motivation on impulse buying through positive emotion. Collecting data through the survey method by distributing questionnaires to respondent via the Google Form. The questionnaire in this study uses a likert scale with scale of 1 to 5. This questionnaire will be distributed to adolescent respondents from generation Z in Yogyakarta with minimum age of 17 years and have made spontaneous purchase at online store with category of fashion products. The number of samples obtained in this study were 150 respondents.

In this study the data analysis method used multiple regression analysis and the sobel test. The method of multiple linear regression analysis was used to determine the direct effect of shopping lifestyle, fashion involvement, hedonic shopping motivation on positive emotion, and to determine the direct effect of shopping lifestyle, fashion involvement, and hedonic shopping motivation on impulse buying through positive emotion. Testing the influence between research variables is done through testing the research hypothesis based on the regression coefficient value and the significance value. Based on these variables, then formulation of the multiple linear regression model in this study is as follow:

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z$$

## III. RESULTS AND DISCUSSION

### RESULT

**Table 1.** Results of Multiple Linear Regression and T Test Analysis Regression Model 1

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.350	1.044		.335	.738
X1	.008	.045	.013	.188	.851
X2	.338	.066	.377	5.098	.000
X3	.236	.045	.398	5.282	.000

Dependent Variable: Z

$$Z = 0,350 + 0,008X_1 + 0,338X_2 + 0,236X_3$$

A constant of 0,350 means that if the shopping lifestyle, fashion involvement, and hedonic shopping motivation are worth 0, then positive emotion are worth 0,350. The coefficient of the shopping lifestyle variable on positive emotion is 0,008 in positive direction, meaning that if shopping lifestyle increases by 1%, it will increase positive emotion by 0,008 assuming the other independent variable are considered constant. The coefficient of the fashion involvement variable on positive emotion is 0,338 in a positive direction, meaning that if the fashion involvement variable increases by 1%, it will increase positive emotion by 0,338 assuming the other independent variables are considered constant. The coefficient of the hedonic shopping motivation variable in positive emotion is 0,236 in a positive direction, meaning that if the hedonic shopping motivation variable increases by 1%, it will increase positive emotion increases by 0,236 assuming the other independent variables are considered constant.



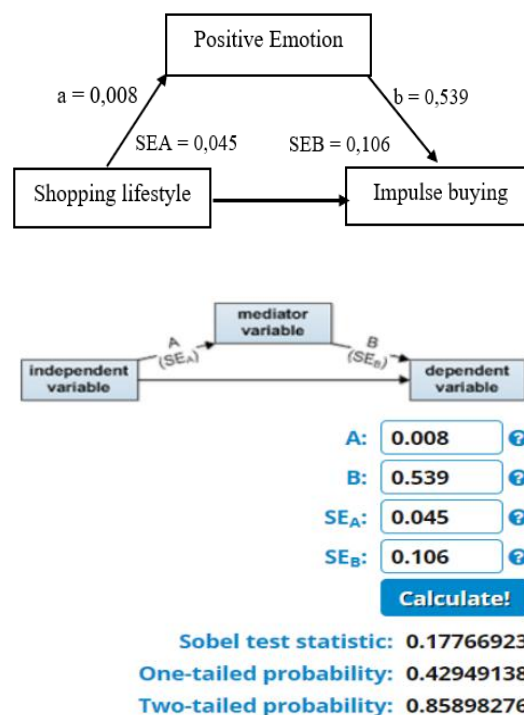
**Table 2.** Results of Multiple Linear Regression and T Test Analysis Regression Model 2

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-2.959	1.340		-2.208	.029
X1	.208	.057	.218	3.623	.000
X2	.211	.093	.162	2.280	.024
X3	.184	.063	.214	2.934	.004
Z	.539	.106	.372	5.073	.000

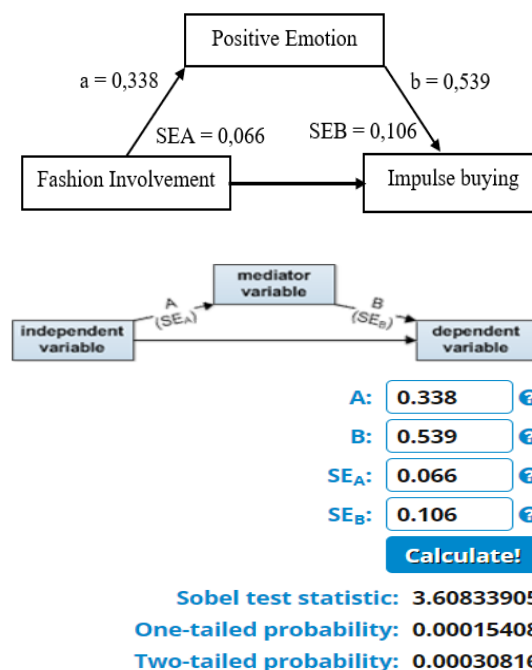
Dependent Variable: Y

$$Y = -2959 + 0,208X1 + 0,211X2 + 0,184X3 + 0,539Z$$

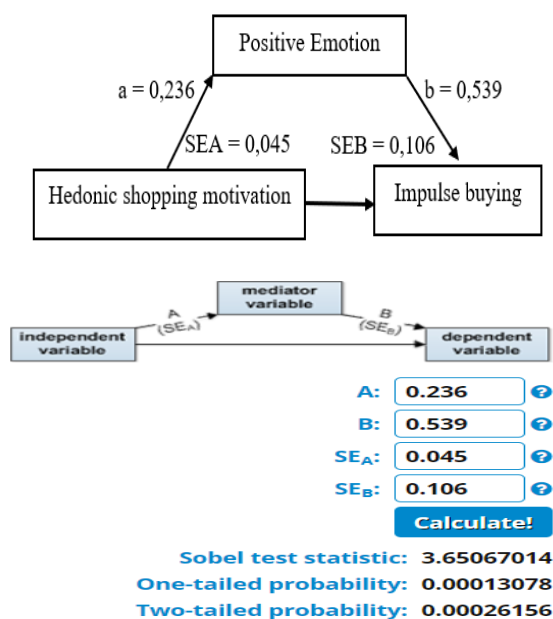
A constant of -2,959 means that if the shopping lifestyle, fashion involvement, hedonic shopping motivation, and positive emotion are worth 0, the impulse buying worth -2,959 or there is no impulse buying. The coefficient of the shopping lifestyle variable on impulse buying is 0,208 in a positive direction, meaning that if shopping lifestyle variable increases by 1%, it will increase impulse buying by 0,208 assuming the other independent variables are considered constant. The coefficient of the fashion involvement variable on impulse buying is 0,211 in a positive direction, meaning that if the fashion involvement variable increases by 1%, it will increase impulse buying 0,211 assuming the other independent variables are considered constant. The coefficient of hedonic shopping motivation variable on impulse buying is 0,184 in a positive direction, meaning that if the hedonic shopping motivation variable increases by 1%, it will increase impulse buying by 0,184 assuming the other independent variable are considered constant. The coefficient of positive emotion variable on impulse buying is 0,539 assuming the other independent variable are considered constant.



**Figure 1.** Sobel Test Results the Effect of Shopping Lifestyle on Impulse Buying Through Positive Emotion



**Figure 2.** Sobel Test Results the Effect of Fashion Involvement on Impulse Buying Through Positive Emotion



**Figure 3.** Sobel Test Results the Effect of Hedonic Shopping Motivation on Impulse Buying Through Positive Emotion

## Discussion

**Hypothesis 1:** Based on the result of hypothesis testing, the t count is  $0,188 < t$  table  $1,655$  with a significance value of  $0,851 > 0,05$  meaning that shopping lifestyle has no significant effect on positive emotion. This shows that the shopping lifestyle cannot significantly increase positive emotion. The results of this study do not support the research of Fauzi et al., (2019), which found shopping lifestyle to have a positive and significant effect on positive emotion. Based on these results, the first hypothesis is rejected.

**Hypothesis 2:** Based on the result of hypothesis testing, the t count is  $5,098 > t$  table  $1,655$  with a significance value of  $0,000 < 0,05$  and coefficient value of  $0,338$ , meaning that fashion involvement has a positive and significant effect on positive emotion. This shows that the higher the fashion involvement, the positive emotion will increase. The results of this study support the research of Kadek and Wayan (2019), who found that fashion involvement has a positive and significant effect on positive emotion. Based on these results, the second hypothesis is accepted.

**Hypothesis 3:** Based on the result of hypothesis testing, the t count is  $5,282 > t$  table  $1,655$  with a significance value of  $0,000 < 0,05$

and positive coefficient value of  $0,236$ , meaning that hedonic shopping motivation has a positive and significant effect on positive emotion. This shows that the higher the hedonic shopping motivation, the positive emotion will increase. The results of this study support the research of Nurlinda and Christina (2020), who found that hedonic shopping motivation has a positive and significant effect on positive emotion. Based on these results, the third hypothesis is accepted.

**Hypothesis 4:** Based on the result of hypothesis testing, the t count is  $3,623 > t$  table  $1,655$  with a significance value of  $0,000 < 0,05$ , and positive coefficient value of  $0,208$ , meaning that shopping lifestyle has a positive and significant effect on impulse buying. This shows that the higher the shopping lifestyle, the impulse buying will increase. The results of this study support the research of Liantifa and Haryono (2022), who found that shopping lifestyle has a positive and significant effect on impulse buying. Based on these results, the fourth hypothesis is accepted.

**Hypothesis 5:** Based on the results of hypothesis testing, the t count is  $2,289 > t$  table  $1,655$  with a significance value  $0,024 < 0,05$  and positive coefficient value  $0,211$ , meaning that fashion involvement has a positive and significant effect on impulse buying. This shows that the higher the fashion involvement, the impulse buying will increase. The results of this study support the research of Kadek and Wayan (2019), who found that fashion involvement has a positive and significant effect on impulse buying. Based on these results, the fifth hypothesis is accepted.

**Hypothesis 6:** Based on the results of hypothesis testing, the t count is  $2,934 > t$  table  $1,655$  with a significance value of  $0,004 < 0,05$  and positive coefficient value of  $0,184$  meaning the hedonic shopping motivation has a positive and significant effect on impulse buying. This shows that the higher the hedonic shopping motivation, the impulse buying will increase. The results of this study support the research of Nurlinda and Christina (2020), who found that hedonic shopping motivation has a positive and significant effect on impulse buying. Based on these results, the sixth hypothesis is accepted.

**Hypothesis 7:** Based on the results of hypothesis testing, the  $t$  count is  $5,073 > t$  table  $1,655$  with a significance value of  $0,000 < 0,05$  and positive coefficient value  $0,539$ , meaning that positive emotion has a positive and significant effect on impulse buying. This shows that the higher the positive emotion, the impulse buying will increase. The results of this study support the research if Fauzi et al., (2019), who found that positive emotion has a positive and significant effect on impulse buying. Based on these results, the seventh hypothesis is accepted.

**Hypothesis 8:** Based on the calculation results of the sobel test, it is known that one-tailed probability is worth  $0,429 > 0,05$  and the sobel test statistic is worth  $0,177 < t$  table  $1,655$ , meaning that shopping lifestyle has no significant effect on impulse buying through positive emotion. This shows that positive emotion is not able to mediate the effect of shopping lifestyle on impulse buying. The results of this study do not support the research of Fauzi et al., (2019), who found that shopping lifestyle has a positive emotion. Based on these results, the eight hypothesis is rejected.

**Hypothesis 9:** Based on the calculation results of the sobel test, it is known that one-tailed probability is worth  $0,0001 < 0,05$  and the sobel test statistic is worth  $3,608 > t$  table  $1,655$ , meaning that fashion involvement has a positive and significant effect on impulse buying through positive emotion. This shows that positive emotion is able to mediate the effect of fashion involvement on impulse buying. The results of this study support the research of Kadek and Wayan (2019), who found that fashion involvement has a positive and significant effect on impulse buying through positive emotion. Based on these results, the ninth hypothesis is accepted.

**Hypothesis 10:** Based on the calculation results of the sobel test, it is known that one-tailed probability is worth  $0,0001 < 0,05$  and the sobel test statistic is worth  $3,650 > t$  table  $1,655$ , meaning that hedonic shopping motivation has a positive and significant effect on impulse buying through positive emotion. This shows that positive emotion is able to mediate the effect of hedonic shopping

motivation on impulse buying. The results of this study support the research of Nurlinda and Christina (2020), who found that hedonic shopping motivation has a positive and significant effect on impulse buying through positive emotion. Based on these through positive emotion. Based on these results, the tenth hypothesis is accepted.

## IV. CONCLUSION

Based on the results of the analysis and discussion it can be concluded as follows:

1. Shopping lifestyle has no significant effect on positive emotion in generation Z adolescents who use online store in Yogyakarta.
2. Fashion involvement has a positive and significant effect on positive emotion in generation Z adolescents who use online store in Yogyakarta.
3. Hedonic shopping motivation has a positive and significant effect on positive emotion in generation Z adolescents who use online store in Yogyakarta.
4. Shopping lifestyle has a positive and significant on impulse buying in generation Z adolescent who use online store in Yogyakarta.
5. Fashion involvement has a positive and significant effect on impulse buying in generation Z adolescent who use online store in Yogyakarta.
6. Hedonic shopping motivation has a positive and significant effect on impulse buying In generation Z adolescent who use online store in Yogyakarta.
7. Positive emotion has a positive and significant effect on impulse buying in generation Z adolescent in Yogyakarta.
8. Shopping lifestyle has no significant effect on impulse buying through positive emotion in generation Z adolescent who use online store in Yogyakarta.

9. Fashion involvement has a positive and significant effect on impulse buying through positive emotion in generation Z adolescent who use online store in Yogyakarta.
10. Hedonic shopping motivation has a positive and significant effect on impulse buying through positive emotion in generation Z adolescent who use online store in Yogyakarta.

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