

## The Influence of Store Atmosphere and Hedonic Consumption on Impulsive Buying Mediated by Positive Emotions

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### Abstract

*This study aims to investigate the impact of store atmosphere and hedonic consumption on impulsive buying behavior among consumers at Hypermart Town Square in Malang City, mediated by happy emotions. The methodology used is quantitative, employing an explanatory survey approach, where data were collected through a purposive sampling procedure involving a total of 80 respondents. This study examines the correlation between store atmosphere, hedonic consumption, and happy emotions, as well as their effects on impulsive buying behavior. The findings indicate that store atmosphere and hedonic consumption have a positive and significant effect on impulsive buying behavior. Hedonic eating has a positive and significant effect on feelings of happiness. However, retail atmosphere does not substantially affect positive emotions. Positive emotions have a substantial and beneficial effect on impulsive buying behavior. Store atmosphere does not substantially affect impulsive buying through pleasant emotions, but hedonic consumption positively increases happy emotions, thus affecting impulsive buying.*

**Keywords:** store atmosphere, hedonic consumption, positive emotions, impulsive buying, Hypermart Town Square

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### INTRODUCTION

The growth of the retail sector in Indonesia shows a trend that continues to increase along with national economic growth and population. The increase in people's purchasing power has also driven changes in consumption behavior, especially in urban areas such as Malang, which is a center of education and trade. Consumers are now not only oriented towards fulfilling functional needs, but also pursuing comfort, experience, and emotional satisfaction when shopping. This situation requires retail business actors to create a store environment that is not only functionally efficient, but also emotionally and sensorially attractive.

Several previous studies have examined the factors that influence impulsive buying behavior or *impulse buying* in the context of modern retail. Some of them highlight the role of store atmosphere, such as lighting, layout, aroma, and music, as stimuli that can induce positive emotions and encourage unplanned purchases (Hidayat, 2016). On the other hand, *hedonic* consumption has also been shown to influence *impulse buying* because it triggers sensation seeking and pleasure (Cahyani & Marcelino, 2023; Dewi & Adi, 2023; Mariyana et al., 2023). Research by Saputro (2019) and Kwan (2016) shows that positive emotions play an important mediating role in linking store atmosphere and *impulse buying* behavior. However, there are also conflicting research results. Store atmosphere does not always have a significant effect on *impulse buying* (Kurniawati &

Restuti, 2014). Likewise, findings by Wijayanto & Basiya (2023) show that the effect of *hedonic* consumption on *impulse buying* can vary depending on the context and characteristics of consumers.

The inconsistency of previous research results shows that there is still a scientific gap (*research gap*) that is relevant to be explored further. In particular, the mechanism of the positive mediating role of emotions in the relationship between store atmosphere and *hedonic* consumption on impulsive buying still needs to be studied comprehensively, especially in the context of modern retail consumers in Indonesia. Thus, this article offers scientific novelty in the form of testing an integrative model involving store atmosphere and *hedonic* consumption as independent variables, positive emotions as a mediating variable, and impulsive buying as a dependent variable. The test was conducted on consumers of Hypermart Town Square in Malang City as a representation of the modern retail market in urban areas.

The purpose of this article is to determine and analyze the influence of store atmosphere and *hedonic* consumption on impulsive buying, both directly and indirectly through positive emotions, in the context of modern retail consumers at Hypermart Town Square in Malang City. This study is expected to provide theoretical contributions to the development of consumer behavior literature and provide practical implications for retail managers in designing more effective and emotional marketing strategies.

## **METHOD**

The research method used in this study is a quantitative method with a positive approach. The research location was chosen at Hypermart Town Square Malang with 80 respondents who shopped directly at the location. The sample selection used a *purposive sampling technique* based on the criteria of consumers domiciled in Malang, over 18 years old, and having shopping experience at Hypermart. The data collected were primary data through the distribution of questionnaires and secondary data from literature and official sources.

Data processing was carried out with descriptive statistical analysis and model testing using SmartPLS 3.0, including validity tests (convergent and *discriminant validity*), reliability (*Composite Reliability* and *Cronbach's Alpha*), and structural model tests by measuring *R-square*, path coefficient, and direct and indirect hypothesis testing through *bootstrapping*. A 5-point Likert scale was used to measure variables such as *Store Atmosphere*, *Hedonic Consumption*, *Positive Emotion*, and *Impulse Buying* according to instruments adapted from various sources. The data collection procedure followed standard stages, namely distributing questionnaires to consumers who meet the criteria and data analysis is carried out systematically.

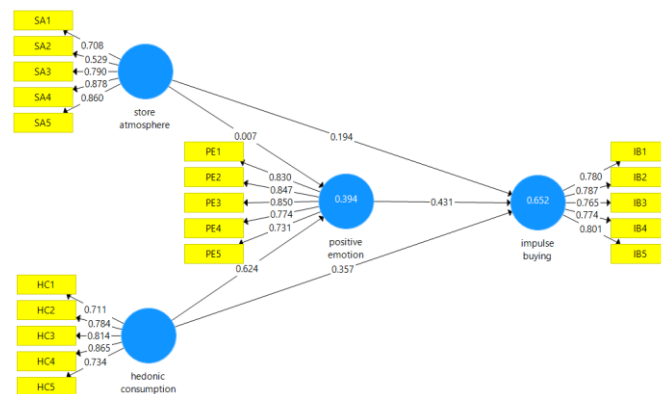
## RESULTS AND DISCUSSION

### *Descriptive Statistical Test*

This study involved 80 respondents who were selected purposively, with the criteria that they were consumers who had or were shopping at Hypermart Town Square Malang, aged over 18 years, and domiciled in the Malang area, to ensure the relevance of the data to the focus of the study. Based on demographic characteristics, the majority of respondents were female (59%) and dominated by the 18–24 year old age group (41%). In terms of employment, students were the largest group (36%), followed by self-employed (20%) and other categories such as civil servants, private employees, housewives, and other professions (16%). This demographic profile provides an overview that young consumers, especially female students, are the main segment involved in impulsive buying behavior at Hypermart Matos, especially in the context of store atmosphere and hedonic consumption.

### *Measurement Model Test (Outer Model)*

Consumer impulsive purchasing decisions at Hypermart Town Square Malang, which are influenced by store atmosphere factors and hedonic consumption, are the main focus in the PLS model used. This model includes variable items, both before and after going through a screening and validation process to ensure the accuracy of construct measurement.



**Figure 1. Outer Loading Results of 80 Respondents**

**Table 1. Outer Loading Results of 80 Respondents**

Variables	Indicator	Loading Factor	Information
<i>Store Atmosphere (X1)</i>	SA1 Exterior	0.708	Valid
	SA2 Exterior	0.529	Invalid
	SA3 General interior	0.790	Valid
	SA4 Store layout	0.878	Valid
	SA5 Interior view	0.860	Valid
<i>Hedonic Consumption (X2)</i>	HC1 New thing	0.711	Valid
	HC2 Escape	0.784	Valid
	HC3 Praise	0.814	Valid
	HC4 Social interaction	0.865	Valid

Variables	Indicator	Loading Factor	Information
<i>Impulse Buying (Y)</i>	HC5 Social interaction	0.734	Valid
	IB1 Impulse purchase	0.780	Valid
	IB2 Purchase without thinking consequences	0.787	Valid
	IB3 Rush purchase	0.765	Valid
	IB4 Rush purchase	0.774	Valid
<i>Positive Emotion (Z)</i>	IB5 Purchases are influenced by emotions	0.801	Valid
	PE1 Pleasure	0.830	Valid
	PE2 Excitement	0.847	Valid
	PE3 Excitement	0.850	Valid
	PE4 Dominate	0.774	Valid
	PE5 Satisfaction	0.731	Valid

Source: processed primary data, 2025

The results of the convergent validity test show that of the five items in the store atmosphere variable (X1), one item has a loading factor value below 0.7 so it is declared invalid and deleted. Meanwhile, all items in the hedonic consumption variable (X2), positive emotions (Z), and impulsive purchases (Y) have loading factor values above 0.7, which means they are valid and able to represent the construct well. These findings indicate that the instruments used in the three variables have met the convergent validity criteria and can be relied on for further analysis.

**Convergent Validity Test**

In addition to evaluating the loading factor value, another stage in testing convergent validity is to assess the *Average Variance Extracted (AVE)* value. A construct is declared to meet convergent validity if the AVE value obtained is more than 0.5. The AVE values for each construct are shown in the following table:

**Table 2. Convergent Validity Test Results**

Variables	Average Variance Extracted (AVE)
<i>Store Atmosphere</i>	0.658
<i>Hedonic Consumption</i>	0.614
<i>Positive Emotion</i>	0.652
<i>Impulse Buying</i>	0.611

Source: processed primary data, 2025

The results of the convergent validity test based on the *Average Variance Extracted (AVE)* value show that all variables in this study, namely store atmosphere, hedonic consumption, positive emotions and impulsive buying have AVE values above 0.5. This indicates that the four constructs are effectively able to explain their indicators, so they are declared to meet the convergent validity criteria.

**Discriminant Validity Test**

Discriminant validity aims to ensure that each construct in the model is clearly different from each other, and is stated to have been achieved if the indicator's *cross-loading value* is higher than the construct being measured and exceeds 0.7.

**Table 3. Results of Discriminant Validity Test**

Item	Store Atmosphere	Hedonic Consumption	Positive Emotion	Impulse Buying
SA1	0.708	0.216	0.135	0.262
SA3	0.785	0.355	0.177	0.389
SA4	0.873	0.446	0.193	0.396
SA5	0.868	0.368	0.362	0.458
HC1	0.436	0.711	0.448	0.608
HC2	0.216	0.784	0.411	0.479
HC3	0.413	0.814	0.455	0.591
HC4	0.268	0.865	0.559	0.576
HC5	0.360	0.734	0.562	0.520
IB1	0.240	0.508	0.682	0.780
IB2	0.292	0.592	0.585	0.787
IB3	0.528	0.535	0.388	0.765
IB4	0.440	0.583	0.555	0.774
IB5	0.381	0.564	0.543	0.801
PE1	0.223	0.489	0.830	0.510
PE2	0.250	0.588	0.847	0.606
PE3	0.265	0.532	0.850	0.637
PE4	0.220	0.487	0.774	0.564
PE5	0.192	0.421	0.731	0.537

Source: processed primary data, 2025

The discriminant validity test shows that all items have a higher correlation with their original constructs than other constructs, with a *cross-loading value* above 0.5. This proves that the research instrument is discriminately valid.

**Reliability Test**

The construct is declared reliable if the composite reliability and Cronbach's alpha values are > 0.70, indicating strong internal consistency.

**Table 4. Reliability Test Results**

Variables	Cronbach's Alpha	Composite Reliability	Information
Hedonic Consumption	0.841	0.888	Reliable
Impulse Buying	0.841	0.887	Reliable
Positive Emotion	0.866	0.903	Reliable
Store Atmosphere	0.829	0.884	Reliable

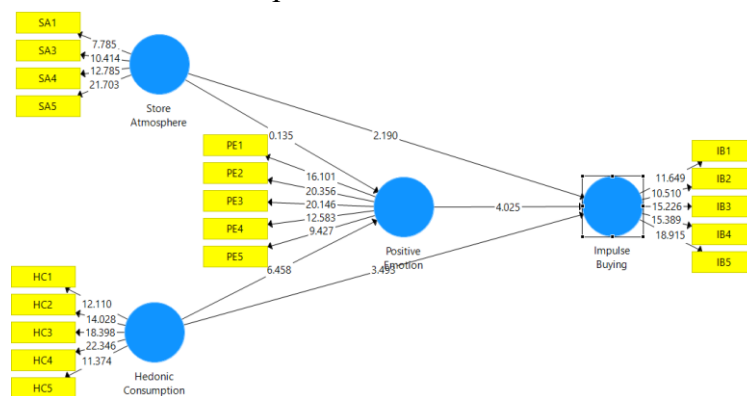
Source: processed primary data, 2025

The results of the reliability test showed that all variables had *Cronbach's alpha values* and composite reliability above 0.7 (0.829–0.903), indicating strong internal

consistency. Thus, all constructs were declared reliable, and the questionnaire was proven to be able to produce stable and credible data according to the research model.

**Structural Model Test (Inner Model)**

The next step is to analyze the deep (structural) model to assess the relationship between variables, significance, and predictive ability of the model. Evaluation is done using *R-Square*, path coefficient, T-Statistic (bootstrapping),  $Q^2$ , and model fit. The results are presented in the form of photos and tables.



**Figure 2. Results of the Inner Model Test of 80 Respondents**

**Square Test**

*Square* test results show that the impulsive buying variable has a value of 0.653, which means that the model is able to explain 65.3% of the variable and is included in the moderate category. Meanwhile, the positive emotion variable has an *R-Square* value of 0.394, indicating a predictive ability of 39.4% and is classified as weak. Overall, the strength of the model is classified as moderate for impulsive buying.

**Path Coefficient Test**

Based on the results of the path coefficient test, all relationships between variables are positive, with coefficient values ranging from 0 to 1. This indicates that an increase in the independent variable is followed by an increase in the dependent variable. In detail, store atmosphere has a positive effect on impulsive buying (0.199) but has almost no effect on positive emotions (0.016). Hedonic consumption has a greater positive effect on impulsive buying (0.357) and is very strong on positive emotions (0.620). Meanwhile, positive emotions also have a positive impact on impulsive buying with a coefficient of 0.429.

**Hypothesis Testing**

**Direct Hypothesis Testing**

Model testing uses the *bootstrapping method* to assess the significance of the relationship between variables through the T-Statistic value and parameter coefficients. This method is suitable for non-normal data and provides a more accurate distribution estimate. The relationship between variables is considered significant if the T-Statistic value is  $> 1.96$ . Conversely, a value below 1.96 indicates that the relationship is not significant. The results of this test explain the direct influence between the variables studied in the study.

**Table 5. Results of Direct Hypothesis Testing**

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>T Statistics (STDEV)</i>	<i>P Value</i>	<i>Hypothesis</i>
<i>Hedonic Consumption -&gt; Impulse Buying</i>	0.357	0.360	3,454	0.001	Accepted
<i>Hedonic Consumption -&gt; Positive Emotion</i>	0.620	0.639	6,875	0,000	Accepted
<i>Positive Emotion -&gt; Impulse Buying</i>	0.429	0.434	4,058	0,000	Accepted
<i>Store Atmosphere -&gt; Impulse Buying</i>	0.199	0.184	2,146	0.032	Accepted
<i>Store Atmosphere -&gt; Positive Emotion</i>	0.016	0.019	0.139	0.889	Rejected

Source: processed primary data, 2025

The results of the direct effect test show that most of the relationships between variables in this study are significant with a T-Statistic value of more than 1.96 and a P-value of less than 0.05. The store’s atmosphere has proven to have a positive and significant effect on impulsive buying with a coefficient of 0.199, so **H1 is accepted**. Hedonic consumption also has a significant positive effect on impulsive buying (coefficient 0.357) and positive emotions (coefficient 0.620), so **H2 and H4 are also accepted**. In addition, positive emotions have a significant and positive effect on impulsive buying with a coefficient of 0.429, which makes **H5 accepted**. However, store atmosphere does not have a significant effect on positive emotions (coefficient 0.016), so **H3 is rejected**. Thus, most of the independent variables provide a significant positive contribution to the dependent variable in this model, except for the effect of store atmosphere on positive emotions which is not significant.

**Indirect Hypothesis Testing**

Testing the significance of indirect relationships between variables is done by assessing the parameter coefficients and T- *Statistics values* obtained through the *bootstrapping method*. *Bootstrapping* produces a random sample distribution to estimate the accuracy and stability of parameter estimates in the model. This procedure is important to ensure whether mediating variables, such as positive emotions, can significantly bridge the influence of independent variables on dependent variables. The *bootstrapping results* on the mediation path illustrate the strength of the indirect relationship in the structural model being tested.

**Table 6. Results of Indirect Hypothesis Testing**

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>T Statistics (STDEV)</i>	<i>P Value</i>	<i>Hypothesis</i>
<i>Store Atmospheric -&gt; Positive Emotion -&gt; Impulse Buying</i>	0.007	0.008	0.134	0.894	Rejected
<i>Hedonic Consumption -&gt; Positive Emotion -&gt;</i>	0.266	0.279	3,203	0.001	Accepted

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***Impulse Buying***

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Source: processed primary data, 2025

Based on Table 6, the influence of the variable is considered significant if the P-value is less than 0.05. The test results show that positive emotions do not mediate the influence of store atmosphere on impulsive buying, because the T-Statistic value of 0.134 is smaller than 1.96 and the P-value of 0.884 is greater than 0.05, so **H6 is rejected**. On the other hand, positive emotions mediate the influence of hedonic consumption on impulse buying with a coefficient value of 0.226, a T-Statistic of 3.203 which exceeds 1.96, and a P-value of 0.001 which is less than 0.05, so that hypothesis **H7 is accepted**. Thus, store atmosphere does not have a significant effect on impulsive buying through positive emotions, while hedonic consumption significantly affects impulsive buying through positive emotions.

***The Influence of Store Atmosphere on Impulse Buying***

The results of the study showed that store atmosphere has a positive and significant effect on impulsive buying, where an attractive and comfortable store atmosphere can encourage consumers to make spontaneous purchases (Akram et al., 2016; Moye & Giddings, 2002; Newman & Patel, 2004). This finding supports the SOR theory by (Mehrabian & Russell, 1974) which states that stimuli such as store atmosphere affect the emotional condition of consumers, resulting in a response in the form of impulsive buying. However, this result contradicts the study (Kurniawati & Restuti, 2014) which found that store atmosphere had no significant effect on impulsive buying. Thus, a pleasant store environment can increase comfort and encourage consumers to buy more products impulsively.

***The Influence of Hedonic Consumption on Impulse Buying***

The results of the path coefficient test show that hedonic consumption has a positive and significant effect on impulsive buying. This shows that consumers who are motivated by pleasure, entertainment, or escape from routine tend to be more prone to making impulsive purchases. This finding is in accordance with the SOR (*Stimulus-Organism-Response*) theory, which explains that stimuli in the form of hedonic consumption motivation affect the emotional condition of consumers, thereby encouraging impulsive buying responses. This study supports the results of research Cahyani & Marcelino (2023) which show a positive effect of hedonic consumption on impulsive buying. However, these results differ from the findings (Wijayanto & Basiya, 2023) which did not find a significant effect, indicating that the context or type of product can affect the results of the study. Overall, a strong hedonic consumption experience increases the tendency of consumers to make unplanned purchases because the positive emotions that arise trigger the impulse.

***The Influence of Store Atmosphere on Positive Emotions***

The findings from the path coefficient analysis indicate that store atmosphere does not have a significant effect on feelings of happiness. This indicates that a pleasant and aesthetic store atmosphere is not strong enough to significantly influence consumers'

positive emotions at Hypermart Town Square Malang. In accordance with the SOR theory (Mehrabian & Russell, 1974), although store atmosphere is a stimulus that can influence consumers' emotional conditions, in this context the store atmosphere does not produce a significant emotional effect. This result is in line with the findings of (Trihudyatmanto, 2020 and Hidayah & Marlana, 2021), which also found an insignificant effect between store atmosphere and positive emotions. However, this result contradicts research (Ismayuni & Saraswati, 2015, Saputro, 2019, and Fahd & Sugiarto, 2015) which showed a significant positive effect of store atmosphere on consumers' positive feelings. This difference is likely due to the different research contexts and the presence of other variables that are more dominant in influencing consumer emotions.

#### ***The Influence of Hedonic Consumption on Positive Emotions***

The results of the study indicate that the store atmosphere does not significantly affect positive emotions. This shows that a pleasant and aesthetic store atmosphere alone is not enough to substantially influence consumers' positive feelings at Hypermart Town Square Malang. These results can be explained by the SOR (*Stimulus-Organism-Response*) theory, where hedonic consumption as a stimulus affects the emotional condition of consumers which then produces a response in the form of positive emotions. Consumers who feel entertained and satisfied during the shopping experience tend to experience positive feelings that strengthen satisfaction and loyalty to the store or brand. This finding supports the results of research (Rahayu & Sudrajat, 2024, Wulansari & Wilujeng, 2024, and Ismayuni & Saraswati, 2015) which state that hedonic consumption has a significant effect on positive emotions. Hedonic elements in shopping such as pleasure and entertainment can increase consumer satisfaction and their emotional attachment to the brand or store.

#### ***The Effect of Positive Emotions on Impulsive Buying***

The results of the study showed that a pleasant mood has a positive and significant effect on impulsive buying behavior. These results indicate that positive emotions significantly encourage consumers to make impulsive purchases. When customers feel good feelings such as joy or satisfaction, they are more likely to buy products without prior planning. This phenomenon can be explained through the SOR (*Stimulus-Organism-Response*) theory, where positive emotions (*organism*) arising from a pleasant shopping experience become a stimulus that drives impulsive buying behavior (*response*). A pleasant emotional condition increases the tendency of consumers to buy more products without deep consideration. This finding is consistent with the results of previous studies from (Aprilliani, 2017, Kwan, 2016, Saputra & Prasaja, 2024, and Ni'mah & Hasan, 2024), which stated that positive feelings during shopping increase the likelihood of unplanned purchases. Thus, a pleasant shopping experience not only strengthens consumer satisfaction but also becomes the main driver of impulsive buying behavior.

#### ***Positive Emotions Mediate the Effect of Store Atmosphere on Impulse Buying***

The results of the analysis showed that a happy mood did not significantly moderate the effect of store atmosphere on impulsive buying. Thus, the hypothesis that

store atmosphere indirectly affects impulsive buying through positive emotions was not supported in this study. The explanation of these results can be associated with the *Stimulus-Organism-Response* (SOR) theory developed by (Mehrabian & Russell, 1974). In this theory, external stimuli such as store atmosphere can affect an individual's internal condition (emotional and psychological), which then triggers a response in the form of behavior, such as impulsive buying. However, if the stimulus is not strong enough or less relevant to the consumer, the positive emotions needed to encourage impulsive buying are not formed, so the response does not appear. Several studies support these results (Alfarizi et al., 2019) stating that positive emotions mediate the effect of store atmosphere on impulsive buying, which is in line with the results of the study (Kurniawan & Kunto, 2013, in Saputro, 2019), revealing that impulsive buying is more influenced by direct external factors such as store atmosphere without going through a deep emotional process. Meanwhile, (Rahayu & Sudrajat, 2024 and Wulansari & Wilujeng, 2024) showed that positive emotions arising from hedonic consumption experiences can mediate the relationship and trigger impulsive purchases. This suggests that there are variations in the impact of store atmosphere that may be stronger in certain contexts than in others.

#### ***Positive Emotions Mediate the Effect of Hedonic Consumption on Impulsive Buying***

The test results revealed that hedonic consumption significantly affects impulsive buying through positive mood. This shows that hedonic consumption contributes to impulsive buying through its influence on the good feelings that arise. The explanation of these results can be linked to the *Stimulus-Organism-Response* (SOR) theory proposed by (Mehrabian and Russell, 1974). In this theory, external stimuli such as hedonic consumption can affect an individual's internal condition, namely positive emotions, which then produce responses in the form of certain behaviors, such as impulsive buying. When consumers experience a pleasant and emotionally satisfying experience, they tend to be encouraged to make impulsive purchases. This supports the finding that positive emotions act as a significant mediator in the relationship between hedonic consumption and impulsive buying. This conclusion is reinforced by research (Wulansari & Wilujeng, 2024) which shows that hedonistic consumption directly and indirectly through positive emotions affects impulsive buying. Similar findings were also found by (Wijayanto & Basiya, 2023) which showed a significant influence of hedonic consumption and positive emotions on impulsive buying in the context of *e-commerce*. The study (Setiawan & Sahetapy, 2022) confirmed that hedonic consumption strengthens feelings of happiness, thereby encouraging impulsive buying behavior in both *online sales* and fashion retail. These findings indicate that hedonic consumption plays an important role in encouraging impulsive buying by evoking pleasant positive emotions.

## **CONCLUSION**

Based on the results of the study, it can be concluded that store atmosphere and *hedonic* consumption directly influence impulsive buying, with an attractive store atmosphere and the desire for pleasure encouraging consumers to make spontaneous purchases. *Hedonic* consumption also significantly increases positive emotions, which

further strengthen the tendency for impulsive buying, while store atmosphere does not significantly impact positive emotions or influence impulsive buying through these emotions. These findings indicate that *hedonic* consumption plays a more dominant role than store atmosphere in triggering positive emotions and impulsive purchases. The implications highlight the importance of marketing strategies that create emotionally enjoyable shopping experiences to foster consumer loyalty and encourage spontaneous purchases. For future research, it is suggested to explore other psychological or situational factors that may mediate or moderate the relationship between store atmosphere, *hedonic* consumption, and impulsive buying, as well as to examine these dynamics in different retail contexts or consumer segments.

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