

---

# How Time Limit Offers, Positive Emotions, and Hedonic Shopping Drive Impulse Purchase on Shopee

Indah Mei Dita Ruliya<sup>1</sup>, Budi Santoso<sup>2</sup>, Ira Puspitadewi Samsuryaningrum<sup>3</sup>

<sup>1,2,3</sup>Universitas Muhammadiyah Jember

\*Correspondence: Indah Mei Dita Ruliya  
Email: [indahruliya20@gmail.com](mailto:indahruliya20@gmail.com)

Published: September, 2024



**Copyright:** © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

**Abstract:** This research was conducted on Muhammadiyah Jember University students in 2020-2023. The purpose of this study was to determine the effect of time limit offers, positive emotions, and hedonic shopping, impulse purchases on Shopee. This research uses a quantitative approach, sampling is done through probability sampling techniques, namely proportionate stratified random sampling and uses 100 respondents as a sample consisting of several faculties at Universitas Muhammadiyah Jember. The types of data used are primary data and secondary data, where primary data is obtained through filling out questionnaires and secondary data is obtained from books, journals, articles related to research topics regarding time limit offers, positive emotions, hedonic shopping, and impulse purchases. The data analysis method used is data instrument test, classical assumption test, multiple linear regression analysis, and hypothesis testing. The results of this study indicate that individually the time limit offers, positive emotions, and hedonic shopping variables have a significant effect on impulse purchases

**Keywords:** time limit offers, positive emotions, hedonic shopping, impulse purchases

---

## INTRODUCTION

The development of information technology and technology is currently experiencing very rapid progress and development. In the development of communication technology, especially computers and mobile devices, it has made it easier for people to communicate and exchange information globally, so the role of the internet for the community has become a necessity in everyday life. This has made changes in people's lifestyles, especially changes in online shopping behavior. The increasing penetration of the internet and technology makes accessibility to online shopping platforms easier. E-commerce is a buying and selling transaction that is carried out digitally through a computer that is directly connected to the internet. One of the popular online shopping applications currently in the community is Shopee. Shopee is an e-commerce or electronic commerce platform that allows users to buy and sell various products such as clothing, electronics, and others. Buyers who used to have to come to the store to buy or see firsthand the product they want to buy, now only need to see photos or images that have been presented by the manufacturer through an online shopping application or website. [1]. Based on data conducted by [katadata.co.id](http://katadata.co.id), it states that fashion products are the products most in demand by the public, fashion products with a percentage of 49%, followed by beauty and body care products of 41%, gadgets and electronics 35%, and finally food and beverages of 26%. Increasing consumer interest in shopping online on e-commerce, fashion products are products that are often sought after on online buying and selling sites. According to Solomon (2004) "Fashion in the process of social diffusion by which a new style is adopted by some group (s) of consumers." which means fashion is a process of social diffusion where a new style is adopted by a group of consumers. Shopee is one of the e-

---

commerce that provides the most updated fashion products today compared to other e-commerce, this is because Shopee has a large number of fashion product sellers. So that consumers have the advantage of choosing products that match the wants and needs of consumers. From some of the previous data descriptions, it is clear that the phenomenon in Indonesia regarding the level of fashion purchases is the highest level of purchase.

Impulse purchases is buying something that was previously done unconsciously as a result of a formed purchase intention or consideration before entering the store. [3]. Consumers who engage in impulse purchases behavior will not think about the benefits and usefulness of the product. They make purchases at that moment because of their interest in the brand or product. In the process of digital marketing activities, a strategy is needed, one of which is a time limit offers strategy by providing time-limited product offers, usually covering a series of promotions within a certain period of time, it is hoped that consumers can decide to buy the product as soon as possible. [4]. The main goal is to encourage consumers to take quick action because the opportunity or offer is only valid for a limited period of time. The existence of positive and negative emotional aspects can lead to impulse purchases behavior or emotion-based impulse purchases [5]. [5]. Positive emotions is a person's emotions and moods can affect their tendency to make impulse purchases [6]. [6]. The positive feelings that a person has are a reflection of his enthusiasm, liveliness, and alertness. One of the factors of impulse purchases or impulse buying is hedonic shopping. hedonic shopping is consumer motivation in shopping without regard to the benefits of the products purchased because it is only to satisfy the shopping desire itself. [7]. Hedonic shopping is defined as a positive experience associated with shopping activities that provide emotional consumer satisfaction with shopping activities, regardless of whether consumers make purchases or not, because consumers do not consider the benefits obtained when buying products. [8].

Then the researchers conducted a pre-survey to identify the phenomenon of impulse purchases among students at Muhammadiyah University of Jember. It is known that 70% or 21 students do impulse purchases while as many as 30% or 9 students do not do impulse purchases. This can strengthen the suspicion that there is a problem of unplanned purchases or impulse purchases made by students at Muhammadiyah University of Jember.

This shows that factors such as time limit offers, positive emotions, and hedonic shopping that influence impulse purchases behavior need to be considered by Shopee sellers. The current phenomenon regarding the factors that cause impulse purchases behavior needs to be studied further. In addition, with the gaps in the results of previous studies which state the results that time limit offers, positive emotions, and hedonic shopping do not affect impulse purchases behavior. Based on these things, the time limit offers, positive emotions, and hedonic shopping factors are considered to be studied as factors that influence impulse purchases in Shopee e-commerce. So the authors conducted this study to determine whether there is an effect of time limit offers, positive emotions, and hedonic shopping on impulse purchases in Shopee e-commerce on fashion products.

## METHOD

### Research Design

The type of approach in this research is quantitative research. According to Sugiyono (2013) Quantitative research is a research method in which research data is in the form of numbers and analysis using statistical data. The method used in this research is associative quantitative research method. Associative quantita-

tive research methods are scientific research in which researchers try to find relationships or associations between two or more variables that are measured quantitatively or numerically. This study aims to examine the influence between independent and dependent variables, namely the effect of time limit offers, positive emotions, and hedonic shopping on impulse purchases on fashion products in Shopee e-commerce. Meanwhile, the unit of analysis in this study is individual Shopee e-commerce users in active students of Universitas Muhammadiyah Jember class of 2020-2023.

**Population, Sample, Sampling**

The population in this study were all active students of Universitas Muhammadiyah Jember class of 2020-2023, totaling 27,358 students. In this study, sampling used probability sampling techniques, namely proportionate stratified random sampling. In calculating the sample using the slovin formula in each generation and faculty, 100 students were obtained. With the following criteria or characteristics of respondents:

- a. Students of Universitas Muhammadiyah Jember who use the Shopee application
- b. Students of Universitas Muhammadiyah Jember who have shopped for fashion products at Shopee more than 2 times

**Instrument**

The questionnaire distributed to respondents used Likert scale measurements. The Likert scale used in this study is a minimum score of 1 (one), and a maximum score of 5 (five). The five alternative answers are: Strongly agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS). The data instrument test uses validity test, reliability test, multiple regression analysis test, classical assumption test, t test, and coefficient of determination (R<sup>2</sup>).

**RESULTS AND DISCUSSION**

**Validity Test Results**

Taking an item declared valid or invalid can be seen by looking at its significance value, if the significant value is <0.05 then the instrument item is declared valid, so if the significance value is > 0.05 then the instrument item is declared invalid so it must be corrected or discarded.

**Table 4.1 Validity Test Results**

Variables	Criterion 1		Criterion 2		Description
	r count	r table	Sig Value	alpha	
<b>Time Limit Offers (X1)</b>					
X1.1	0,730	0,1966	0,000	0,05	Valid
X1.2	0,662	0,1966	0,000	0,05	Valid
X1.3	0,559	0,1966	0,000	0,05	Valid
<b>Positive Emotions (X2)</b>					
X2.1	0,375	0,1966	0,000	0,05	Valid
X2.2	0,567	0,1966	0,000	0,05	Valid
X2.3	0,669	0,1966	0,000	0,05	Valid
<b>Hedonic Shopping (X3)</b>					
X3.1	0,806	0,1966	0,000	0,05	Valid
X3.2	0,564	0,1966	0,000	0,05	Valid
X3.3	0,450	0,1966	0,000	0,05	Valid
X3.4	0,678	0,1966	0,000	0,05	Valid
X3.5	0,639	0,1966	0,000	0,05	Valid
X3.6	0,455	0,1966	0,000	0,05	Valid
<b>Impulse Purchases (Y)</b>					

Y.1	0,363	0,1966	0,000	0,05	Valid
Y.2	0,611	0,1966	0,000	0,05	Valid
Y.3	0,516	0,1966	0,000	0,05	Valid
Y.4	0,371	0,1966	0,000	0,05	Valid

**Source:** data processed 2024

The validity test results in table 4.1 show that all statement items on the variable show valid results, because  $r_{count} > r_{tabel}$  and the significance value is  $<0.05$ . So, it can be concluded that all statement items are declared valid.

### Reliability Test Results

The reliability test is used to assess how well the measuring instrument can produce consistent results or remain the same when applied to the same population or sample. To determine whether the instrument is reliable (feasible) or not reliable (not feasible) if the Cronbach's alpha value is  $> 0.60$ , it is declared reliable. The reliability value can be seen in the following table:

**Table 4. 2 Reliability Test Results**

Reliability Statistic	
Cronbach's Alpha	N of Items
0,674	16

**Source:** data processed 2024

Based on the data from the reliability test results in table 4.2, it is known that Cronbach's Alpha ( $\alpha$ ) is 0.674 where the Cronbach's Alpha ( $\alpha$ ) value is greater than 0.60 so that the question items on the questionnaire can be said to be reliable.

### Multiple Linear Regression Analysis Results

Multiple linear regression analysis is used to measure and quantify the extent to which the independent variable (free) explains variations in the dependent variable (bound).

**Table 4.3 Multiple Linear Regression Analysis Results**

**Source:** data processed 2024

Based on table 4.3, the multiple linear regression equation with three independent variables is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 7.854 + 0.205X_1 + 0.623X_2 - 0.90X_3$$

The regression equation can be explained:

1. The constant value  $a$  in the regression line is 7.854 which means that impulse buying in the time limit offers, positive emotions, and hedonic shopping variables is assumed not to exist.
2. The coefficient value of time limit offers ( $X_1$ ) is 0.205. This means that every additional 1 time limit offers ( $X_1$ ), the impulse purchases ( $Y$ ) of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023 will increase by 0.205. The coefficient is positive, meaning that there is a positive relationship between time limit offers ( $X_1$ ) and impulse purchases, where the more time limit offers ( $X_1$ ) increases, the impulse purchases ( $Y$ ) of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023 will increase.

3. The coefficient value of positive emotions ( $X_2$ ) is 0.623. This means that every additional 1 positive emotions ( $X_2$ ), the impulse purchases (Y) of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023 will increase by 0.623. The coefficient is positive, meaning that there is a positive relationship between positive emotions ( $X_2$ ) and impulse purchases, where the more positive emotions ( $X_2$ ) increases, the impulse purchases (Y) of fashion products at Shopee for Muhammadiyah Jember University Students in 2020-2023 will increase.
4. The coefficient value of hedonic shopping ( $X_3$ ) is -0.090. This means that every additional 1 hedonic shopping ( $X_3$ ), the impulse purchases (Y) of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023 will decrease by 0.090. The coefficient is negative (-), meaning that there is a negative relationship between hedonic shopping ( $X_3$ ) and impulse purchases, where the more hedonic shopping ( $X_3$ ) increases, the impulse purchases (Y) of fashion products at Shopee for Muhammadiyah Jember University Students in 2020-2023 will decrease.

In accordance with research conducted by Zayusman & Septrizola (2019)"It can be seen that one of the variables has a negative value, namely in variable X"

**Normality Test**

In this study, the normality test used the Kolmogorov-Smirnov approach with the test criteria, namely if the significance value > 0.05 then the data is normally distributed, while if the significance value < 0.05 then the data is not normally distributed. The results of the normality test can be seen in the following table:

**Table 4.4 Normality Test Results**

		Unstandardized Residuals
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.32128495
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.047
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

**Source:** data processed 2024

Based on table 4.4, it can be seen that the results of the normality test for the time limit offers variable (X1), positive emotions (X2), and hedonic shopping (X3) on impulse purchases (Y) obtained a probability value or asymp sig of 0.200 which means greater than 0.05 so that it can be interpreted that the regression equation formed meets the assumption of normality.

**Multicollinearity Test**

In this study, to determine the presence or absence of multicollinearity in the regression model is to see if the tolerance value > 0.01 and the VIF value (Varian Inflation Factors < 10, it can be concluded that there is no multicollinearity between independent or independent variables.

**Table 4.5 Multicollinearity Test Results**

Variables	Tolerance Value	VIF Value	Description
Time Limit Offers	0,809	1,235	No Multicollinearity

Positive Emotions	0,817	1,223	No Multicollinearity
Hedonic Shopping	0,740	1,351	No Multicollinearity

**Source:** data processed 2024

Based on table 4.5 shows that the tolerance value of all independent variables in this study > 0.01 and the VIF value of all independent variables < 10, it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

### Heteroscedasticity Test

The heteroscedasticity test in this study uses the Glesjer test to regress the absolute residual value on the independent variable. If the significance value (sig) > 0.05 then there are no symptoms of heteroscedasticity. The results of the heteroscedasticity test can be seen in the following table:

**Table 4.6 Heteroscedasticity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-0,057	0,819			-0,070	0,944
Time Limit Offers	0,020	0,050	0,043		0,392	0,696
Positive Emotions	0,042	0,064	0,073		0,654	0,515
Hedonic Shopping	0,017	0,025	0,077		0,664	0,508

Based on table 4.6, it can be seen that the results of the heteroscedasticity test for the time limit Offers variable (X1), positive emotions (X2), and hedonic shopping (X3) on impulse Purchases (Y) show that each variable has a significance value > 0.05 so that it can be interpreted that the regression equation formed meets the assumption of no heteroscedasticity symptoms.

### Hypothesis Test Results

#### Results of the t-test

The t test aims to show how much influence an independent variable or independent variable has in explaining changes in the dependent variable (bound). If the significant value (sig.) < 0.05 then the independent variable affects the dependent variable, otherwise if the significant value (sig.) > 0.05 then the independent variable has no effect on the dependent variable. The t test results can be seen in the following table:

**Table 4.7 Results of the t-test**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	7,854	1,406			5.585	0,000
Time Limit Offers	0,205	0,092	0,208		2.224	0,029
Positive Emotions	0,623	0,108	0,540		5.793	0,000
Hedonic Shopping	-0,090	0,043	-0,205		-2.091	0,039

**Source:** data processed 2024

The following are the results of an explanation of the influence between independent variables on impulse purchases:

1. The effect of time limit offers on impulse purchases

The time limit offers variable with a significance value of 0.029 < 0.05, it can be concluded that the time limit offers variable has a significant effect on impulse purchases.

2. The effect of positive emotions on impulse purchases

The positive emotions variable with a significance value of  $0.000 < 0.05$ , it can be concluded that the positive emotions variable has a significant effect on impulse purchases.

3. The influence of hedonic shopping on impulse purchases

The hedonic shopping variable with a significance value of  $0.039 < 0.05$ , it can be concluded that the hedonic shopping variable has a significant effect on impulse purchases.

**Results of the Coefficient of Determination ( $R^2$ )**

The coefficient of determination test is used to measure how far the model's ability to explain variations in the dependent variable. The value of  $R^2$  is small, which means that the ability of the independent variables (free) to explain the dependent variable (bound) is very limited. Conversely, if the value is close to 1, it means that the independent variables (free) provide almost all the information needed to predict the dependent variable (bound). The results of the coefficient of determination test can be seen in the following table:

**Table 4.8 Results of the Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,807 <sup>a</sup>	0,651	0,640	0,671

Source: data processed 2024

Based on table 4.8, it can be seen that the test result of the adjusted R square coefficient is 0.640, which means that time limit offers (X1), positive emotions (X2), and hedonic shopping (X3) affect impulse purchases (Y) of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023 by 64.0% ( $0.640 \times 100\%$ ) while the remaining 36.0% ( $100\% - 64.0\%$ ) is influenced by other variables not used in this study.

## DISCUSSION

### The Effect of Time Limit Offers on Impulse Purchases Fashion Products at Shopee

Based on the results of the study, it shows that the time limit offers variable obtained a significance value of  $0.029 < 0.05$  and the regression coefficient has a positive value of 0.205 which identifies that time limit offers has a positive and significant effect on impulse purchases of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023. This means that the more time limit offers increases, the impulse purchases will increase. These results prove that the first hypothesis which states that time limit offers has a significant effect on impulse purchases of fashion products at Shopee for Muhammadiyah Jember University Students in 2020-2023 is accepted.

Time limit offers is a marketing strategy that is carried out by providing product offers with a limited time or promotion with a limited time, so that consumers are expected to make an immediate decision to make a purchase. According to [10] limited time is a promotion with a short time more important than other times. Meanwhile, giving a longer time causes a lot of delays, on the other hand, giving a short time causes discomfort because customers cannot complete the action within the specified time. Limited time is a type of promotion or offer for a certain period of time until the product provided is no longer available for resale. [11]. The goal is to encourage customers to take quick action by creating a sense of urgency and a desire to immediately take advantage of the offer before time expires. [12].

The results of this study are supported by [4] that time limit offers has a significant effect on impulse buying. Time-limited offers is a marketing strategy that utilizes time constraints to provide a sense of urgency to buyers and help them make purchasing decisions more quickly without thinking about the consequences or risks commonly referred to as impulse buying. [13] also said that the promotion time limit variable that focuses on price has a positive effect on impulse buying.

---

### **The Effect of Positive Emotions on Impulse Purchases Fashion Products at Shopee**

Based on the results of the study, it shows that the positive emotions variable obtained a significance value of  $0.000 < 0.05$  and the regression coefficient has a positive value of 0.623 which identifies that positive emotions has a positive and significant effect on impulse purchases of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023. This means that if the positive emotions possessed by a person increase, impulse buying will also increase. These results prove that the second hypothesis which states that positive emotions has a significant effect on impulse purchases fashion products at Shopee on Muhammadiyah Jember University students in 2020-2023 is accepted.

Positive emotions tend to improve one's mental well-being and can positively influence mood. Positive emotions include happiness, confidence, engagement, and love. Positive emotions describes a person as feeling enthusiastic, driven, and excited. This state involves emotions that are fully focused and highly energized. [14]. When consumers feel positive emotions, they tend to make spontaneous purchases without prior planning or impulse purchases.

The results of this study are supported by [15] which shows the results that the positive emotion variable has a positive effect on impulse buying. This means that the better the positive emotions, the impulse buying will also increase. His research shows the results that the positive emotion variable has a significant effect on impulse buying. [16]. Consumers make purchases without thinking about the function of the product or item, the most important thing is that they feel satisfied, which means that emotions become the main thing as a basis for purchasing a product.

### **The Effect of Hedonic Shopping on Impulse Purchases Fashion Products at Shopee**

Based on the results showed that the hedonic shopping variable obtained a significance value of  $0.039 < 0.05$  and the regression coefficient has a negative value of  $(-0.090)$  which identifies that hedonic shopping has a negative and significant effect on impulse purchases fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023. This means that the more hedonic shopping increases, the impulse purchases of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023 will decrease. These results prove that the second hypothesis which states that hedonic shopping has a significant effect on impulse purchases of fashion products at Shopee on Muhammadiyah Jember University students in 2020-2023 is accepted, although the coefficient value is negative it does not affect the significance which shows that hedonic shopping has an effect on impulse purchases.

Hedonic shopping is the behavior of individuals who tend to shop to meet their own satisfaction and not just to meet their own satisfaction and not just to meet their needs, a person can be influenced by an attractive offer so that it can urge and make it easier for consumers to meet their needs by shopping hedonically without knowing the benefits of the items purchased. [17]. When the shopping experience aims to fulfill hedonic needs, the product chosen to be purchased without any initial planning presents an impulse buying process.

The results of this study are supported by [18] which shows the results that the hedonic shopping motivate variable has a significant effect on impulse buying, where the high hedonic shopping nature of consumers and supported by an attractive store environment and price discount can make consumers make impulse buying. In research [19] shows the results that hedonic shopping motivate has a significant effect on impulse buying on Zalora customers in Medan. A person's hedonistic behavior that cannot be controlled causes impulse buying activities.

Explanation is the most important part of your article. Here you get the opportunity to describe your data. Make the discussion according to the results, but do not repeat the results. Often should begin with a brief summary of the main scientific findings (not experimental results). The following components should be addressed in the discussion: (a) How do your results relate to the original question or objective outlined in the Introduction section? What are your research findings? (what/how)? (b) Do you provide a scientific interpretation of each of your results or findings presented? This scientific interpretation must be supported by valid analysis and characterization (why)? (c) Are your results consistent with what other researchers have reported (what else)? Or is there a difference?



---

## CONCLUSION

1. Based on the results of the t test, it shows that time limit offers (X1 ) has a significant effect on impulse purchases of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023. This means that the time limit offers strategy will encourage consumers to purchase products spontaneously, without prior planning.
2. Based on the results of the t test, it shows that positive emotions (X2 ) has a significant effect on impulse purchases of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023. This means that the stronger the positive emotions felt by consumers will encourage consumers to make product purchases spontaneously, without prior planning.
3. Based on the results of the t test, it shows that hedonic shopping (X3 ) has a significant effect on impulse purchases of fashion products at Shopee for Muhammadiyah Jember University students in 2020-2023. This means that the tendency of hedonic shopping behavior in consumers will encourage consumers to make product purchases spontaneously, without prior planning.

## REFERENCES

- [1] S. S. Ayuning, "Pengaruh Promosi Penjualan Terhadap Impulse Buying Produk Pada Aplikasi Shopee Indonesia," *J. Adm. Bisnis*, vol. 2, pp. 21–28, 2019.
- [2] M. Solomon, *Consumer Behavior Buying, Having, and Being*. Pearson, 2004.
- [3] F. J. Poluan, J. R. E. Tampi, and D. D. S. Mukuan, "Pengaruh Hedonic Shopping Motives dan Promosi Penjualan Terhadap Impulse Buying Konsumen di Matahari Department Store Manado Town Square," *J. Adm. Bisnis*, vol. 8, no. 2, p. 113, 2019, doi: 10.35797/jab.8.2.2019.23627.113-120.
- [4] R. Andra Widiyawati and F. Dwijayati Patrikha, "Pengaruh Time Limit Marketing Dan Viral Marketing Strategy Terhadap Impulsive Buying Pada Pengguna Aplikasi Social Commerce," *J. Pendidik. Tata Niaga*, vol. 11, no. 2, 2023.
- [5] O. A. Ivo, H. Welsa, and P. D. Cahyani, "Pengaruh Sale Promotion dan Store Atmosphere terhadap Impulsive Buying dengan Positive Emotion sebagai Variable Intervening pada Konsumen Matahari Department Store Yogyakarta," *Al-Kharaj J. Ekon. Keuang. Bisnis Syariah*, vol. 4, no. 3, pp. 756–771, 2021, doi: 10.47467/alkharaj.v4i3.724.
- [6] R. Veronica, "Hubungan Antara Hedonic Shopping Value, Positive Emotion, dan Perilaku Impulse Buying Pada Konsumen Ritel," *Maj. Ekon.*, vol. 19, 2009.
- [7] C. widhya Utami, *Manajemen Ritel Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia*. Jakarta: Selemba Empat, 2017.
- [8] M. Afif and P. Purwanto, "Pengaruh Motivasi Belanja Hedonis, Gaya Hidup Berbelanja dan Promosi Penjualan terhadap Pembelian Impulsif pada Konsumen Shopee ID," *JAMIN J. Apl. Manaj. dan Inov. Bisnis*, vol. 2, no. 2, p. 34, 2020, doi: 10.47201/jamin.v2i2.51.
- [9] F. Zayusman and W. Septrizola, "Pengaruh Hedonic Shopping Value dan Shopping Lifestyle Terhadap Impulse Buying pada Pelanggan Tokopedia di Kota Padang," *J. Kaji. Manaj. dan Wirausaha*, vol. 1, no. 1, pp. 360–368, 2019.
- [10] P. Broeder and E. Wentink, "Limited-time scarcity and competitive arousal in E-commerce," *Int. Rev. Retail. Distrib. Consum. Res.*, vol. 32, no. 5, pp. 549–567, 2022, doi: 10.1080/09593969.2022.2098360.

- 
- [11] Y. Wu, L. Xin, D. Li, J. Yu, and J. Guo, "How does scarcity promotion lead to impulse purchase in the online market? A field experiment," *Inf. Manag.*, vol. 58, no. 1, p. 103283, Jan. 2021, doi: 10.1016/j.im.2020.103283.
- [12] R. C. Hanna, S. D. Swain, and P. D. Berger, "Optimizing time-limited price promotions," *J. Mark. Anal.*, vol. 4, no. 2–3, pp. 77–92, 2016, doi: 10.1057/s41270-016-0006-y.
- [13] Y. Yuniarti and R. A. Syafri, *The Effect of Price Promotion Time Limit on Consumer Impulse Buying Through Situational Factors as Intervening Variables*. Atlantis Press SARL, 2023. doi: 10.2991/978-2-38476-110-4\_106.
- [14] A. F. Fazri, R. Arifin, and A. B. Primanto, "Pengaruh Visual Merchandising, Potongan Harga, Kualitas Layanan, Dan Store Atmosphere Terhadap Impulse Buying Melalui Emosi Positif Sebagai Variabel Mediasi Pada Pembeli Toko Paradise," *Ris. Manaj.*, vol. 09, pp. 82–94, 2020.
- [15] I. G. A. Imbayani and N. N. A. Novarini, "Pengaruh Shopping Lifestyle, Fashion Involvement dan Positive Emotion Terhadap Impulse Buying Behavior," *J. Ilm. Manaj. Bisnis*, vol. Volume 3, no. 2, pp. 199–210, 2018.
- [16] E. Prihartini, "Pengaruh Shopping Lifestyle dan Positive Emotion Terhadap Impulse Buying (Studi Pada Konsumen UD Putra Tiga Saudara Majalengka)," *Entrep. J. Bisnis Manaj. dan Kewirausahaan*, vol. 1, no. 1, pp. 14–30, Jan. 2020, doi: 10.31949/entrepreneur.v1i1.877.
- [17] Probowulan, D., & Aspirandi, R. (2022, August). Digital Technology Hegemony On The Role Of Accounts. In *Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia*.
- [18] Z. Wafiroh, S. Sumowo, and ..., "Peran Hedonic Shopping Motives dan Shopping Lifestyle Terhadap Impulse Buying pada Konsumen Produk Fashion Umama di Kabupaten Jember," *J. Kaji. ...*, 2020, [Online]. Available: [http://repository.unmuhjember.ac.id/4703/10/J.jurnal\\_zulfa.pdf](http://repository.unmuhjember.ac.id/4703/10/J.jurnal_zulfa.pdf)
- [19] B. Irawan, G. A. Wulandari, N. A. Anggraini, N. A. Subagio, and K. Indraningrat, "PENGARUH HEDONIC SHOPPING, FASHION INVOLVEMENT, STORE ENVIRONMENT DAN PRICE DISCOUNT TERHADAP IMPULSE BUYING PADA STORE THREE SECOND DI LIPPO PLAZA MALL JEMBER," *VALUE J. Bus. Stud.*, vol. 1, no. 1, p. 55, 2022, doi: 10.19184/value.v1i1.31654.
- [20] S. Tirtayasa, M. Nevianda, and H. Syahrial, "The Effect of Hedonic Shopping Motivation, Shopping Lifestyle And Fashion Involvement With Impulse Buying," *Int. J. Bus. Econ.*, vol. 2, no. 1, pp. 18–28, 2020, doi: 10.30596/ijbe.v2i1.5715.