

The Influence of Intrinsic Factors And Prices On Impulse Buying Between Consumers On The Shopee Platform

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Abstract

The rise of online shopping platforms or e-commerce in Indonesia makes consumers' passion increase to shop easily through e-commerce applications such as Shopee. Nowadays, consumers prefer and find it easier to shop online than having to shop in offline stores to streamline their time and supported by several factors that influence the occurrence of impulse buying consumers. Intrinsic factor from within consumers and competitive prices and quite affordable and promos provided on the Shopee platform make the emergence of Impulse Buying Behavior in Shopee consumers. This study examines the factors that influence consumers in shopping to have Impulse Buying Behavior. The respondents used in the study were Shopee consumers, as many as 100 respondents analyzed using path analysis in the SmartPLS 3 application. The results of this study show that all the variables that have been tested have a positive and significant effect on Impulse Buying Shopee consumers.

Keywords:

Intrinsic Factor, Price, Impulse Buying, Consumer Behavior, Marketing.

1. Introduction

Developments in the era of globalization that occur in countries around the world and especially in the country can make technology as a source of human life, now in communicating it is very possible not to come face to face because it has turned to electronic conversation because of advanced technology whose development is moving very rapidly. This internet technology is widely used by Indonesian people in various fields, especially in business, which is currently known as the digital economy. By utilizing this technology, business people in Indonesia can conduct business transactions and market products electronically easily, this also triggers the creation of e-commerce that serves to make purchase transactions online because it can be considered very efficient in terms of time. One online shopping or e-commerce application that consumers most often use to shop is Shopee. Shopee is the first mobile marketplace application that is easy and practical in buying and selling online.

The convenience created by e-commerce increases consumers' passion to continue making purchases, which can be said to be impulsive buying behavior. According to Rook and Fisher (1995) impulse buying is the tendency to make purchases spontaneously, not reflected in a hurry and driven by emotional psychological aspects of a product and tempted by persuasion from marketers. According to Rook (1987) at Metha and Kugan (2013) unplanned consumer buying behavior is known as impulse purchases. Consumers who encourage purchases make purchases without much thought and evaluate the level of need, affordability of prices, etc. They only focus on the encouragement of shopping pleasures obtained without considering the benefits and advantages of the product, it is a phenomenon that continues to increase and attract the attention of consumer researchers (Youn and Faber, 2000). Consumer behavior is generally influenced by cultural, social, and personal factors. However, among these three factors the cultural environment has a major influence on consumer buying behavior. Badgaiyan and Verma's research (2014) links impulse buying to five intrinsic factors that support impulse purchase: personality, shopping trends, materialism, impulse buying tendencies, and culture.

In addition to intrinsic factors that affect impulse buying, which becomes consumers' next influence, is product price. According to Ningsih (2017), prices can significantly affect impulse purchases. Where price becomes a comparison that affects consumers in making purchase transactions. It can be said that consumers become more interested in buying a product if the product's price is low value even though there are no prior plans to buy the product. In connection with this conclusion, the authors will conduct a study titled "The Effects of Intrinsic Factor and Price on Impulse Purchases Among Consumers On The Shopee Platform".

1.1 Research Purposes

- To determine the significant influence of intrinsic factor on the impulsive buying behavior of Shopee consumers.
- To determine the effect of price on impulse buying behavior on Shopee consumers
- To determine the relationship between price and intrinsic factor for Shopee consumers
- To determine the relationship between price and impulse buying behavior through intrinsic factors in Shopee consumers.

2. Literature Review

2.1 Intrinsic Factors

2.1.1 Personality

This was revealed by Verplanken and Herabadi (2001) where it was noted that the overall tendency of impulse buying is firmly established in personality, suggesting considerable scope to study aspects of personality in relation to impulsive buying behavior. In addition, Youn and Faber (2000) said that impulsive buying behavior is viewed as being overall related to variables in personality 'absence of control'. According to Shahjehan et al. (2011) impulse purchases are clearly positively associated with neuroticism (passionate insecurity) which suggests that people who experience emotional instability, irritability, irritability, grumpiness, and pity make it possible to exhibit impulsive buying behavior.

2.1.2 Tendency to Enjoy Shopping

The tendency to enjoy shopping can be alluded to as one of the individual characteristics that tends to make shopping more attractive and get more prominent shopping pleasures than others (Like Goyal and Mital, 2007 in Badgaiyan and Verma, 2014) Researchers report that excitement can further increase consumer satisfaction in stores, in addition consumers can spend more time. And money. Forsythe and Bailey (1996) at Wong et al., (2012) explained that in general consumers who like to shop will spend a lot of time shopping on every trip, bound to shop.

2.1.3 Materialism

Badgaiyan and Verma (2014) reveal that materialism describes consumers who associate value with material goods and find and identity in ownership, as a result these individuals are driven by the belief that consumer products are the purpose of life and the key to satisfaction and satisfaction. their happiness. Being a person with high materialism was not only found to have a "crazy" attitude towards shopping but was also associated with wasted behavior on relatively insignificant possession (Bae 2013). According to Badgaiyan and Verma (2014) it is possible that not only will products be regular, but products with luxury brands will also result in impulsive purchases by consumers with high materialism values.

2.1.4 Impulse Buying Tendencies

Described by Rook (1995) in Badgaiyan and Verma (2014) *impulse buying tendencies* are as consumer traits assess how often a person tends to make sudden purchases of unwanted products without prior planning. According to Dawson and Kim (2009) in Chan (2013) *impulse buying tendencies* can be influenced by internal and external factors. In addition, murray (1938) explained in Chan (2013) that there are several studies that find consumers with this trait difficult to control their consumption behavior, and will continue to make impulsive *purchases* repeatedly and continuously.

2.1.5 Culture

It is said by Hofstede et al. (2010) in Badgaiyan and Verma (2014) that culture is a programmable habit of the human mind that distinguishes one group from another that influences the patterns of society that are already inherent in various aspects of daily life. The lifestyle of the consumer is very dependent on the surrounding culture that makes it. Where culture can determine what consumers need and want and shape consumer behavior and attitudes (Venkatesh, 1995).

2.2 Price

According to Philip Kotler, et al. (2005) price is the easiest mixed marketing element for managing product exceptionalism. Price also communicates with the market of the placement of the value of a product referred to by the company. Stated by Kotler and Keller (2016) the price consists of four dimensions, namely:

1. Affordability of Price
Consumers can reach the price set by the company for a product. Generally an item includes several types in a brand, but the price offered changes from a high-priced product to a low price.
2. Price Suitability with Product Quality

Generally some consumers choose higher prices because they see differences in the quality of products produced between products with greater cost and lower costs. According to him, the higher the price of an item, the higher the quality of the goods.

3. Price Conformity with Benefit

Usually consumers make purchases of a product based on the benefits generated from the product. If the benefits of the product are low value, it will affect the decision of the consumer's purchase choice which is less likely.

4. Price Competitiveness

The price of a product will compete. Consumers often first compare the price of a product with other similar products. The price of an item will compete. Consumers often compare the prices of a product and other similar products.

2.3 Impulse Buying

Impulse buying is natural and a quick reaction. Beatty and Ferrel in Foroughi, et al. (2011) explain that impulse purchases are sudden purchases in the absence of pre-purchase intentions either to make a purchase of goods in a particular category or to fulfill a specific purchase task. In some circumstances, purchasing decisions are made in a planned manner that starts with necessity. But under other conditions, purchasing decisions can also occur suddenly due to some encouragement from certain factors.

According to Rook (1995) impulse buying has the following characteristics:

1. Spontaneity (spontaneity). These purchases happen unexpectedly and motivate consumers to buy now, often perceived a desperate response to the visual stimulation that occurs at the point of sale.
2. Strength, compulsion and intensity. There is a motivation to put other things aside and take immediate action.
3. Joy and stimulation(excitement and stimulation). Suddenly to buy is accompanied by emotions characterized by uncontrollable feelings of arousal.
4. Ignoring the consequences. The urge to buy can be very difficult to resist, so the negative consequences are ignored.

Therefore, it can be said that impulse buying behavior can arise after consumers get the urge to make purchases that tend to be spontaneous and emotional without being based on other considerations.

2.4 Intrinsic Factor Relationship with Impulse Buying

According to Badgaiyan and Verma (2014) concluded that personality, culture, tendencies toward spending pleasure, materialism, and impulse buying tendencies have an influence on impulse buying behavior. In this case, if a person has intrinsic drive internally then it is likely that someone will make repeated impulse purchases.

2.5 Price Relationship with Impulse Buying

As demonstrated by Ningsih (2017) states that price can affect impulse purchases significantly. Similarly, Hikmah (2020) said that prices have a positive effect on impulse purchases because consumers will still buy products if there is an attractive price with a good quality product.

2.6 Marketing

Philip Kotler (2016) revealed that marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitably". Marketing is about identifying and meeting human needs and social needs, one of the shortest and best definitions of marketing is "meeting needs profitably".

2.7 Marketing Mix

The four components of the Marketing Mix are progressing. Marketing experts Lovelock and Wright developed the marketing mix into integrated service management using the 8Ps approach, namely: product elements, place, cyberspace, and time, promotion and education, price and other user outlays, process, productivity and quality, people, and physical evidence.

Research Hypothesis:

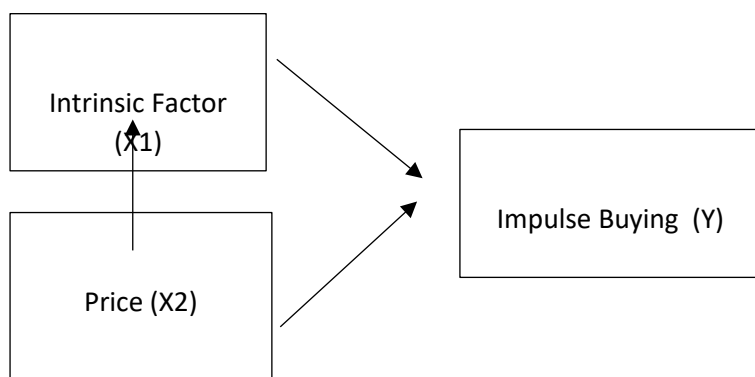
H1: Intrinsic factors significantly affect impulse buying behavior in Shopee consumers

H2: Price significantly affects impulse buying behavior in Shopee consumers

H3: Price relationship significantly affects intrinsic factors in Shopee consumers

H4: Price relationship significantly affects impulse buying behavior through intrinsic factors in Shopee consumers

Frame Work



This research uses descriptive research methods with quantitative approaches. Kuncoro (2011) says that the quantitative analysis approach consists of formulating problems, compiling models, obtaining data, finding solutions, testing solutions, analyzing results, and applying results. Sekaran & Bougie (2017) says that descriptive research is research designed to collect data that explains the characteristics of a particular person, event, or situation. The research instrument used questionnaires with likert scale measurements, i.e. each statement on the questionnaire had five answer scales ranging from 1 to 5, a scale of 1 categorized for answers that strongly disagreed with a scale of 5 for highly agreed answers. The instrument is then tested with a validity test and data processing is performed using pathway analysis methods in smartPLS applications to be able to explain whether there are any variables examined.

The data collection process in this study was conducted behind closed doors with an online questionnaire dissemination survey through google form disseminated through several communication media applications with a total of 100 Shopee consumer respondents. The characteristics of respondents set out in this study are the age of respondents at least 17 - 30 years old, at least several times or even frequent online shopping transactions in Shopee e-commerce, often seeing products on Shopee with the last visit within a month. The method used to process data results is to use the Google Form answer sheet, export it to Microsoft Excel in CSV file format, and enter the data results into the SmartPLS application.

4. Results and Discussions

After obtaining the results of questionnaire data from respondents, researchers grouped the data results into the following criteria:

Table 1: Sociodemographic data

Profile	Sum	Percentage
Gender		
Woman	72	71.6%
Man	28	28.4%
Age		
17 - 20 years	21	20.6%
21 - 25 years	73	73.5%
26 - 30 years	6	5.9%
Work		
Student	6	5.9%
Student	68	68.6%
Employee	26	25.5%
Income		
< Rp 1,000,000	52	52%
Rp. 1,500,000 to Rp. 3,000,000	24	23.5%
Rp. 3,500,000 to Rp. 5,000,000	14	14.7%
Rp. 5,000,000	10	9.8%

Source: Author Data Results (2021)

After the researchers shared the characteristic results of respondent data in this questionnaire, the researchers will then translate the results of the respondent's answer analysis with several test models. Respondents' data results are grouped based on criteria on a scale of 1 to 5 which means 1 for strongly disagreed answers (STS), 2 to disagree (TS), 3 to simply agree (CS), 4 to approve (S), and 5 to strongly agree (SS) to be tested for validity and reliability.

In research testing of Outer Loading data analysis, the value yield for each indicator must be above 0.5 to 0.7, which means it can be said that the indicator is tested validly. Outer loading is a table that contains loading factors to show the magnitude of the correlation between indicators and latent variables or it can be said that the correlation between each indicator as seen from the load value of each indicator (Dyah, 2018).

Table 2. Loading Factor/Outside Loading Results

CODE	STATEMENT	XI(F)	X2(H)	Y (IB)
FI2	I often buy without thinking.	0,678		
FI3	I sometimes buy things because I like them, not because I need to buy them.	0,719		
FI4	Sometimes, when I see a product on the shopee platform, I feel like buying it outright.	0,644		
FI6	I buy what I like without thinking about finances.	0,669		
FI9	For me, shopping is a way to relieve.	0,758		
FI10	I shopped to keep up.	0,794		
FI12	Shopping is a fun activity and I love doing it.	0,774		
H1	I feel the price of the product in the Shopee app is not affordable.		0,733	
H2	I feel the price provided by Shopee is in accordance with the quality of Iexpect products.		0,823	
H3	I feel like shopping using a service at Shopee doesn't need to take up much of my time.		0,746	
H4	I feel the price of delivery services in the Shopee app is cheaper than other applications.		0,658	
H5	I feel the price of products in the Shopee app is able to compete with products in other-commerce.		0,702	
IB1	I feel that when I open the Shopee app, sometimes I make spontaneous purchases without a prior plan. I feel addicted to continuing to shop at Shopeeapp.			0,754
IB3	I have a high emotional desire to shop atShopee. I often buy products at Shopee even though I don't need to buy products.			0,854
IB4				0,873
IB5				0.852

Source: Author Results (2021)

Based on the results of the indicator load in the table above, there are 14 indicators that are removed by the author because the indicator results are below 0.7 which can be said to be invalid in the test results, that is. indicators of intrinsic factor; FI1 (Most of my purchases were pre-planned), FI5 (I bought products according to what I liked

at the time), FI7 (I see myself as extroverted), FI8 (I see myself as disorganized), FI11 (I have a lot of things I still don't use), FI13 (Shopping isn't the way I like to spend my free time), FI14 (Shopping is not one of my favorite activities), FI15 (I love a lot of luxuries in my life, although I may not have enough money to pay for all my purchases), FI16 (I get a lot of pleasure from buying good stuff), FI17 (Everything I think is all that I think is important), FI18 (My happiness depends on the happiness of those around me), FI19 (I'll sacrifice activities I enjoy if people around me don't approve of them), FI20 (for me it's important to maintain harmony with those around me), and impulse buying indicators; IB2 (I have a strong urge to shop at Shopee as there are flash sales that are often held as well as free ongkir vouchers).

The researchers began testing respondents' data in the Average Variance Extracted (AVE) test, which intends to test data models that describe the magnitude of indicators supported by construction. According to Hair Jr. (2016) Values worth > 0.5 on each indicator are expressed to have a good degree of convergent validity.

Table 3. Average extracted variance (AVE)

Variable	AVE
X1 FI	0,521
X2 H	0.539
Y IB	0,696

Source: Author Results (2021)

The AVE value shown in the table above states that all model test variables have AVE values above 0.5 so they are declared valid in the validity test. Furthermore, the discriminant validity assessment produced by SmartPLS and discussed in this study is the Fornell-Lacker Criterion by comparing the correlation between variables with AVE roots. The measurement model has good discriminant validity if the AVE root of each variable is greater than the correlation between the variables. The root value of AVE can be seen from the Fornell-Lacker Criterion SmartPLS output presented below.

Table 4. Kriteria Fornell Larcker

	X1(FI)	X2(H)	Y (IB)
X1(FI)	0,722		
X2(H)	0.399	0,734	
Y (IB)	0,732	0,459	0.835

Source: Author Results (2021)

In Diskriminan Validity there is also a cross loading test calculation based on the value of cross loading indicator with construction. The indicator results in this test can be said to be good if the correlation between construction and indicators is greater than the correlation with latent variables (Sarstedt, 2017).

The test results in the table below show that the value of the Cross Loading indicator has a greater value than the correlation of other construction values.

Table 5. Cross Loading

INDICATORS	XI(FI)	X2(H)	Y (IB)
FI2	0,678	0,239	0,525
FI3	0,719	0,288	0,516
FI4	0,644	0,321	0,469
FI6	0,669	0,291	0,514
FI9	0,758	0,246	0,533

FI10	0,794	0,347	0,566
FI12	0,774	0,279	0,566
H1	0,349	0,733	0,344
H2	0,318	0,823	0,468
H3	0,301	0,746	0,328
H4	0,255	0,658	0,276
H5	0,207	0,702	0,186
IB1	0,661	0,345	0,754
IB3	0,571	0,409	0,854
IB4	0,580	0,368	0,873
IB5	0,617	0,408	0,852

Source: Author Results (2021)

The table above shows the results of each indicator's cross-loading value on a higher construction than the payload of other indicators, and can conclude that if all latent variables have better discriminant validity values than other indicators.

Then, start doing an internal reliability consistency test by looking at the composite reliability value. According to Ahlan (2015) if the composite reliability value result is equal to 0.7 or > 0.7 then it can be said to be good and if for research the alpha value of Cronbach which produces a value of > 0.60 means that the variable is a reliable variable.

Table 6. Reliability Test Results

	Composite Reliability	Alpha Cronbach
X1(FI)	0,883	0.845
X2(H)	0,853	0,790
Y (IB)	0,901	0,853

Source: Author Results (2021)

It can be seen in the table above, that it can be concluded if the results of all constructions or latent variables meet reliable and reliable requirements that can be said to be good. This can be seen from the composite reliability values and Cronbach alpha obtained from the test results in SmartPLS. If there is a variable that is worth > 0.6 then the variable is said to be a reliable criterion. And if the composite reliability yield is worth > 0.7 then it can be reasonable that the variable indicator is otherwise good.

In the Inner Model Test assessment using SmartPLS, it starts by looking at the R-Square results on each latent variable. Primary model assessment is done using a bootstrap strategy by looking at the R-square value of endogenous latent variables and looking at statistical values. At the fundamental level, this review uses 1 variable that is influenced by various factors, especially impulse buying variables. Here are the data processing results for the R-square value.

Table 7. R-Square Value

Variable	R-Square
Y(IB)	0.159
X1(FI)	0,569

Source: Author Results (2021)

The results of table 7 above, show the R-square value of the Impulse Buying variable of 0.159 and the result of the Intrinsic Factor variable of 0.569. So the results showed that 15.9% of Impulse Buying variables and 56.9% of Intrinsic Factor variables that can be said to have an influential link or contribution.

Hypothesis Test Results

Table 8. Hypothesis Test

Hypothesis	Relationship	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics (0/STDEV)	P Values
H1	X1(IntrinsicFactor) ->Y	0,653	0,661	0,078	8,406	0,000
H2	(ImpulseBuying) X2-> Y	0,199	0,192	0,087	2,147	0,032
H3	(ImpulseBuying)					
H3	X1 (Intrinsic Factor)-> X2 (Price)	0.399	0,421	0.093	4,603	0,000
H4	X2 (Price)-> Y (ImpulseBuying) by X1 (Intrinsic Factor)	0,261	0,278	0,066	3,968	0,000

Source: Author Results (2021)

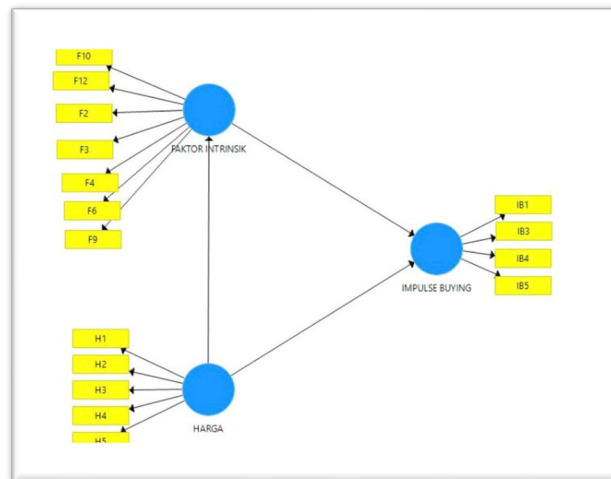
Based on the results of the hypothesis test that has been tested by the researcher, it obtained results such as the table above as follows:

The intrinsic factor variable to the impulse buying variable indicates the path coefficient value of 0.653 which means there is a significant positive influence on the impulse buying variable. Furthermore, the result of the T value where the criterion of the value T must be above 1.96 is considered to have a significant effect, while if the value of T is below 1.96 then the hypothesis is considered to have no significant effect. The statistical value t is 8.406 which means that the value is greater than 1.96 and the value of P Value of 0.000 which indicates a significant influence. It can be concluded that intrinsic factor variables have a positive effect on impulse buying variables, and therefore hypothesis tests regarding intrinsic factor variables that affect impulse buying variables can be said to be valid or accepted.

Then on the price variable against the impulse buying variable shows the value of the path coefficient of 0.199 which means there is a significant positive influence on the impulse buying variable. The statistical value t obtained is 2.147 and the value of P Value of 0.032 which indicates a significant influence. It can be concluded that price variables have a positive effect on impulse buying variables, and therefore hypothesis tests regarding price variables that affect impulse buying variables can be said to be valid or accepted.

Furthermore, the intrinsic factor variable to the price variable shows a path coefficient value of 0.399 which means there is a significant positive influence on the price variable. The statistical value t obtained is 4,603 and the value of P Value of 0.000 which indicates a significant influence. It can be concluded that intrinsic factor variables have a positive effect on price variables, and therefore hypothesis tests regarding intrinsic factor variables that affect price variables can be said to be valid or accepted.

For the last hypothesis test, namely on the price variable against the impulse buying variable which through intrinsic factor variable shows the value of the path coefficient of 0.261 which means there is a significant positive influence on the impulse buying variable through intrinsic factor. The statistical value t obtained is 3,968 and the value of P Value of 0.000 which indicates a significant influence. It can be concluded that price variables have a positive effect on impulse buying variables through intrinsic factor variables, and therefore hypothesis tests regarding price variables that affect impulse buying variables through intrinsic factor variables can be said to be valid or accepted.



Path Model

5. Conclusion

Some conclusions that are expected to be relied upon to provide answers to the problems formulated in this study in Shopee consumers are as follows:

1. The results of the study conducted by spreading questionnaires to 100 shopee consumer respondents obtained results that intrinsic factor and price to impulse buying as a whole describe positive and quite significant influence. This suggests that Impulse Buying relies heavily on Intrinsic Factor and Price in consumers in purchasing decisions on the Shopee platform.
2. All variables and indicators that have been tested have valid values in the validity and reliability test as evidenced by the results of statistical values T more than 1.96 in accordance with criteria that are considered to have significant effect so that all hypotheses in this study can be accepted and tested for validity. Based on the results of the data obtained said that if there is an increase in shopping enjoyment tendency in intrinsic factor it will increase impulse buying behavior in consumers as well. In addition, the results of the data obtained mention that if the higher the materialism of consumers then of course will increase also their impulse buying behavior. Furthermore, the most dominant intrinsic factor is in terms of culture which is considered to greatly affect the level of consumer impulse buying behavior supported by the surrounding culture supported by the results of data in price variables that say that price factors are considered significant enough to affect consumer buying interest so as to cause impulse buying behavior because consumers are very interested in affordable prices and compete on other platforms that may be. It can be said to trigger the emergence of a culture of hedonism in consumers.

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