

The Effect of Sales Promotion, E-Service Quality, and Price on Impulse Buying in The Shopee Application (Case Study on Shopee Consumers in Jakarta)

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ABSTRACT

The trend of e-commerce users in Indonesia has grown quite large in recent years. One of the major E-Commerce in Indonesia is Shopee, Shopee is the first leader in the number of e-commerce visits in Indonesia during the pandemic starting from October to December 2021 with a total number of visitors of 93.4 million visits/month or 33.7 % percentage of traffic share. This research with a quantitative approach aims to determine, prove and analyze the effect of sales promotion, e-service quality and price on impulse buying for Shopee consumers in Jakarta. By using purposive sampling method, the number of samples in this study was 110 respondents. Descriptive analysis techniques and partial least squares inferential analysis were used in this study to analyze the data that had been collected by distributing questionnaires. The significance level was set at 5%, and the SmartPLS software (V.3.30) was used to process and analyze the data. The research results show that: (1) Sales promotion has a positive and significant influence on impulse buying with a path coefficient of 0.697. (2) E-Service Quality has a positive and significant influence on impulse buying with a path coefficient of 0.453. (3) Price has a positive and significant influence on impulse buying with a path coefficient of 0.281. As for sales promotion, e-service quality and price together, they contributed to impulse buying by 0.681 or 68.1%, while the remaining 12.3% was due to other factors outside this research model.

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1. INTRODUCTION

Marketing is a business function and a series of activities in creating, communicating, and delivering value to consumers and managing customer relationships through activities that benefit the company and its stakeholders (Kotler & Keller, 2018:9). The rapid advancement of this era and its increasing modernity motivate various types of system innovations, both directly and indirectly, such as in marketing systems, sales systems, and transaction methods. The potential of the digital world through the internet continues to grow rapidly, especially for businesses marketing their products or services through electronic media and the internet, which supports the current trend towards a more modern lifestyle (Themba, 2021).

E-commerce (electronic commerce) is a business activity that uses the internet and electronics to connect organizations with customers and the audience in exchanging or selling products and data electronically (Sulistiyawati & Widayani, 2020). This supports the increase in online shopping, reaching a 400% growth rate from 2020 to 2021 (as cited in CNN Indonesia, 2020). In this era, the majority of people conduct transactions online via mobile phones, with a growth rate of up to 45%. In contrast, in-person purchases at physical stores have decreased by up to 50%. This shift is also supported by various online shopping methods facilitated by devices such as computers, tablets, TV Shopping, Smarthome voice assistants, and wearable devices (as cited in Databoks.com, 2020).

Table 1. E-commerce Pandemic Traffic

No.	E-Commerce	Traffic (Million)/Month	Traffic Share
1.	Shopee	93,4	33,7%
2.	Tokopedia	86,1	29,7%
3.	Bukalapak	35,3	7,7%
4.	Lazada	22,0	7,4%
5.	Blibli	18,0	4,8%
6.	JD.id	9,3	1,8%

Source: katadata.co.id (2022)

In late 2021, Shopee emerged as the leading e-commerce platform in Indonesia during the pandemic, garnering the highest number of monthly visits at 93.4 million, representing a substantial 33.7% of the total traffic share. Tokopedia followed in second place with 86.1 million monthly visits, while Bukalapak trailed with 35.3 million visits per month. Other e-commerce platforms like Lazada, Blibli, and JD.id also had varying levels of monthly visits. Shopee's rise in popularity can be attributed to its strategy of offering significant discounts and free shipping through vouchers distributed widely on the internet, especially on social media. These discounts act as incentives for consumers to engage with Shopee's advertising campaigns. Consequently, this approach has led to a phenomenon where Shopee is widely used by the masses, often resulting in impulsive buying, particularly among teenagers, who are enticed by the attractive offers (Anshari, 2018).

"Impulse buying" refers to purchases made by customers at the location after reviewing products, often driven by attractive store incentives. The introduction of new features, like Shopee Live in August 2020, has made it easier for sellers to promote their products and interact with buyers in real-time through video streaming on the Shopee app.

Sales promotion is a significant factor influencing impulse buying in the context of e-commerce. Intense competition among online platforms encourages creativity in marketing and sales promotions. Sales promotion involves using various incentive tools, often with short-term effects, to stimulate quick and widespread purchases of goods and services by consumers. Discounts are particularly effective incentives for encouraging impulse buying.

Additionally, the quality of service is crucial for online purchases. Electronic service quality, as defined by Kotler & Keller (2016), relates to a website's functionality and efficiency in facilitating purchases, delivering products, and providing customer service. Good service quality enhances user satisfaction and comfort, making customers more at ease with the efficiency and convenience offered by platforms like Shopee.

Research by Markplus.Inc, as cited in Handoyo (2020), reveals that Shopee, Lazada, and Tokopedia are the top three e-commerce brands in Indonesia, with strong brand recognition. This success is attributed to increased promotions, a positive brand image, free shipping, and competitive pricing, which are crucial elements of their e-commerce strategies. The survey categorized customers into age groups and found that Shopee is particularly dominant in the category of brands offering the most affordable pricing, especially among customers under 19 years old, at 42.8%. Tokopedia and Bukalapak also have significant market shares in this category, at 19.8% and 17.5%, respectively. Overall, Shopee is perceived as the e-commerce brand with the most affordable pricing according to customers. However, it's worth noting that affordability is not solely determined by product prices; other factors also play a role (Handoyo, 2020).

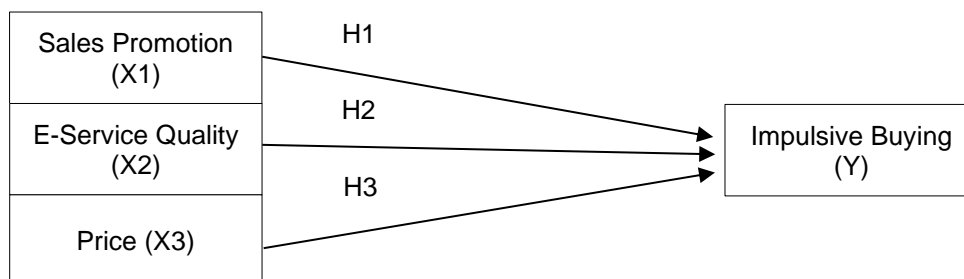
Based on previous research by Anshari (2018), Tumanggor (2019), and Mutanafisa (2021), it is evident that sales promotion significantly influences impulse buying. This is supported by studies conducted by Fadilata (2022) and Laura and Ramandha (2022), which reveal that e-service quality also affects consumer impulse buying. Additionally, research by Salsabila (2022) and Brabo (2021) indicates that price has a significant impact on impulse buying. In contrast, studies by Irfandi (2021) and Welsa, Cahyo, & Saputri (2022) show that sales promotion does not have a significant influence on impulse buying. Furthermore, research by Sirait (2017) demonstrates that e-service quality does not have a significant impact on impulse buying.

Based on the facts and issues mentioned above, the researcher is interested in gaining a deeper understanding of this matter. Therefore, the researcher is interested in conducting a study titled "The Influence of Sales Promotion, E-Service Quality, and Price on Impulse Buying in Shopee E-Commerce (A Study on Shopee Consumers in Jakarta)."

2. RESEARCH METHOD

The research discussed the concepts of population and sample as outlined by Sugiyono (2019:39). The population in this study refers to all Shopee consumers living in Jakarta. Due to limitations in data, resources, and time, a sample was selected using non-probability sampling, with the lemeshow method used to determine the sample size. This method resulted in a sample size of 100 individuals. The research sample consists of consumers who have used Shopee more than three times, are at least 17 years old, and reside in Jakarta.

Framework Of Thought



Hypotheses

H₁: The Sales Promotion variable is expected to have an impact on Impulse Buying.

H₂: The e-Service Quality variable is expected to have an impact on Impulse Buying.

H₃: The Price variable is expected to collectively influence Impulse Buying.

3. RESULTS AND DISCUSSIONS

Table 2. Results of the Analysis of Respondent's Answer Index Regarding Sales Promotion

Statement items	1		2		3		4		5		Index
	F	%	F	%	F	%	F	%	F	%	
SP1	2	2%	2	2%	2	2,00%	44	44,00%	50	50,00%	69,60%
SP2	0	0%	4	4%	4	4,00%	45	45,00%	47	47,00%	67,00%
SP3	3	3%	4	4%	12	12,00%	36	36,00%	45	45,00%	66,20%
SP4	2	2%	3	3%	12	12,00%	37	37,00%	46	46,00%	66,40%
SP5	0	0%	18	18%	3	3,00%	28	28,00%	51	51,00%	62,40%
SP6	1	1%	6	6%	1	1,00%	44	44,00%	48	48,00%	67,40%
SP7	5	5%	2	2%	2	2,00%	51	51,00%	40	40,00%	68,80%
SP8	1	1%	4	4%	3	3,00%	49	49,00%	43	43,00%	66,80%
Average Index											66,83%

Source: Data Processed (2023)

The average response index for the Sales Promotion variable is 66.83, which, based on the interpretation using the three-box method, can be considered moderate. This means that many respondents agree with each statement representing the Sales Promotion variable. This indicates that the statements obtained from the indicators representing the Sales Promotion variable can provide an explanation regarding this matter.

Table 3. Results of the Analysis of Respondent's Answer Index Regarding E-Service Quality

Statement items	1		2		3		4		5		Index
	F	%	F	%	F	%	F	%	F	%	
ESQ1	2	2%	5	5%	8	8,00%	46	46,00%	39	39,00%	65,00%
ESQ2	0	0%	2	2%	6	6,00%	56	56,00%	36	36,00%	65,20%
ESQ3	2	2%	14	14%	18	18,00%	45	45,00%	21	21,00%	55,80%
ESQ4	1	1%	1	1%	5	5,00%	47	47,00%	46	46,00%	68,20%
ESQ5	1	1%	7	7%	12	12,00%	45	45,00%	35	35,00%	62,20%
ESQ6	13	13%	25	25%	22	22,00%	25	25,00%	15	15,00%	53,80%
ESQ7	8	8%	6	6%	14	14,00%	29	29,00%	43	43,00%	66,60%
ESQ8	1	1%	4	4%	7	7,00%	50	50,00%	38	38,00%	65,00%
Average Index											62,73%

Source: Data Processed (2023)

The average index for the E-Service Quality variable is 62.73, which, based on the interpretation using the three-box method, can be considered moderate. This means that many respondents agree with each statement representing the e-service quality variable. This indicates that the statements obtained from the indicators representing the e-service quality variable can provide an explanation regarding that variable.

Table 4. Results of the Analysis of Respondent's Answer Index Regarding Price

Statement items	1		2		3		4		5		Index
	F	%	F	%	F	%	F	%	F	%	
P1	2	2%	1	1%	4	4,00%	57	57,00%	36	36,00%	66,80
P2	0	0%	2	2%	5	5,00%	54	54,00%	39	39,00%	66,00
P3	2	2%	0	0%	3	3,00%	53	53,00%	42	42,00%	68,60
P4	0	0%	2	2%	3	3,00%	54	54,00%	41	41,00%	66,80
P5	1	1%	1	1%	3	3,00%	44	44,00%	51	51,00%	69,60
P6	1	1%	1	1%	3	3,00%	48	48,00%	47	47,00%	68,80
P7	0	0%	2	2%	4	4,00%	55	55,00%	39	39,00%	66,20
P8	3	3%	4	4%	10	10,00%	36	36,00%	47	47,00%	67,00
Average Index											67,48

Source: Data Processed (2023)

The average index for the Price variable is 67.48, which, based on the interpretation using the three-box method, can be considered moderate. This means that the statements representing each of the indicators for the Price variable can explain that variable.

Table 5. Results of the Analysis of Respondent's Answer Index Regarding Impulse Buying

Statement items	1		2		3		4		5		Index
	F	%	F	%	F	%	F	%	F	%	
IB1	0	0%	4	4%	2	2,00%	52	52,00%	42	42,00%	66,40
IB2	4	4%	2	2%	4	4,00%	53	53,00%	37	37,00%	67,40
IB3	0	0%	4	4%	6	6,00%	47	47,00%	43	43,00%	65,80
IB4	4	4%	0	0%	3	3,00%	47	47,00%	46	46,00%	70,20
IB5	0	0%	4	4%	2	2,00%	47	47,00%	47	47,00%	67,40
IB6	2	2%	2	2%	2	2,00%	37	37,00%	57	57,00%	71,00
Average Index											68,03

Source: Data Processed (2023)

The average index for the Impulse Buying variable is 68.03, which can be interpreted as moderate. This means that many respondents agree with each statement, indicating that the

statements obtained from the indicators representing the Impulse Buying variable can explain that variable.

Validity Test

Table 6. Loading Factor

Sales Promotion	E-Service Quality	Price	Impulse Buying
SP1	0,911	ESQ1 0,878	P1 0,855
SP2	0,890	ESQ2 0,776	P2 0,892
SP3	0,897	ESQ3 0,901	P3 0,924
SP4	0,887	ESQ4 0,877	P4 0,848
SP5	0,677	ESQ5 0,905	P5 0,836
SP6	0,905	ESQ6 0,836	P6 0,911
SP7	0,896	ESQ7 0,761	P7 0,885
SP8	0,906	ESQ8 0,639	P8 0,758

Source: PLS Output (2023)

Based on Table 6, all the results in the loading factors for each factor are above 0.5 in each variable, indicating the presence of validity in the factors used. The lowest value is found in the statement item ESQ8, which is 0.639, while the highest value is in the statement item IB4, with a value of 0.945.

Table 7. Fornell Lacker Criterion

	Sales Promotion	E-Service Quality	Price	Impulse Buying
Sales Promotion	0,926			
E-Service Quality	0,921	0,936		
Price	0,687	0,636	0,865	
Impulse Buying	0,874	0,897	0,651	0,964

Source: PLS Output (2023)

Based on the test results as shown in Table 7 above, the discriminant validity test using the Fornell Lacker Criterion includes Impulse Buying (Y) obtaining 0.964, Sales Promotion (X1) obtaining 0.926, E-Service Quality (X2) obtaining 0.936, and Price obtaining 0.865. It can be concluded that the discriminant validity test for all variables is considered valid.

Table 8. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Sales Promotion	0,764
E-Service Quality	0,682
Price	0,748
Impulse Buying	0,804

Source: PLS Output (2023)

Based on the output from SmartPLS 3.3.0 as shown in Table 8, it indicates that all variables are considered valid because the test results are above 0.5 for all variables.

Reliability Test

Table 9. Composite Reliability and Cronbach's Alpha

Variabel	Composite Reliability	Cronbach's Alpha
Sales Promotion	0,961	0,955
E-Service Quality	0,945	0,932
Price	0,958	0,952
Impulse Buying	0,953	0,951

Source: PLS Output (2023)

The data presented in Table 9 reveals that all constructs have composite reliability values exceeding 0.7, indicating that the modeling has met the standard requirements. Among the

constructs, e-service quality has the lowest composite reliability at 0.9451, while sales promotion has the highest at 0.961.

Cronbach's alpha values, which measure internal consistency, range from 0.932 for e-service quality to 0.955 for sales promotion. Importantly, all variables demonstrate high reliability, as they all exceed the 0.80 threshold recommended by Solimun et al. (2017:39). This suggests that the research instrument is valid and reliable.

Inner Model

Table 10. R-Square

	R-Square	R-Square Adjusted
Impulse Buying	0,881	0,877

Source: PLS Output (2023)

Based on the data presented in Table 10 above, it can be observed that the influence of sales promotion, e-service quality, and price contributes to impulse buying by 0.877 or 87.7%. The remaining 12.3% is influenced by other independent variables not used in this study, such as hedonic behavior, digital marketing, celebrity endorsers, and others..

Table 11. Q-Square

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Sales Promotion 800.000	800.000	118,753	0,692
E-Service Quality Price	800.000	800.000	
Impulse Buying	600.000	184.975	

Source: PLS Output (2023)

Based on the test results in Table 11 above, it is known that the Q-Square value is 0.692, which is above 0. This indicates that the model has predictive relevance.

Hypothesis Test

In this study, based on the two-tailed table, the t-table value is known to be 1.984, which is obtained from the equation $df = N - k$ or $df = 100 - 4 = 96$, with a confidence level or significance level $\alpha = 0.05$. The results of data processing related to the partial significance test are as follows:

Table 12. T-Statistics

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Sales Promotion (X1) → Impulse Buying (Y)	0.697	4.707	0,000
E- Service Quality (X2) → Impulse Buying (Y)	0.453	4.648	0,000
Price (X3) → Impulse Buying (Y)	0.281	2.282	0,002

Source: PLS Output (2023)

Based on Table 12 above, it can be observed that the calculation results show that the sales promotion variable (X1) has an original sample value or positive correlation of 0.697. From the data processing results, it is found that the t-value is 4.707, which is greater than the t-table value of 1.984, and the significance value (P Values) is 0.000, which is less than 0.05. This means that the sales promotion variable has a positive and significant influence on impulse buying. Based on this result, the research hypothesis that sales promotion has an impact on impulse buying is accepted.

Table 12 also shows that the calculation results indicate that the e-service quality variable (X2) has a positive original sample value of 0.453. From the data processing, it is found that the t-value is 4.648, which is less than the t-table value of 1.984, and the significance value (P Values) is 0.000, which is less than 0.05. This means that the e-service quality variable has an influence on impulse buying. Based on this result, the research hypothesis that e-service quality has an impact on impulse buying is accepted.

Furthermore, based on Table 12 as shown above, it can also be observed that the calculation results show that the price variable (X3) has a positive original sample value of 0.281. From the data processing, it is found that the t-value is 2.282, which is greater than the t-table value of 1.984, and the significance value (P Values) is 0.002, which is less than 0.05. This means that the price variable has a positive and significant influence on impulse buying. Based on this result, the research hypothesis that price has an impact on impulse buying is accepted.

Discussion

Impact of Sales Promotion on Impulse Buying

The results of the analysis show that the sales promotion variable has a positive and significant influence on impulse buying. This means that each indicator of the sales promotion variable in this study, including Rebates, Price Packs / Cents-Off-Deals, and Promotional Products, can affect impulse buying. Respondents' answers indicate that promotions offering discounts are one of the indicators that can influence impulse buying among Shopee consumers in Jakarta. Previous research, such as the study by Muhammad Fadil Anshari (2018), also supports the idea that sales promotion significantly increases impulse buying among consumers.

Impact of E-Service Quality on Impulse Buying

The analysis results demonstrate that the e-service quality variable has a positive and significant influence on impulse buying. This implies that each indicator of the e-service quality variable in this study, including Efficiency, Fulfillment, System Availability, and Privacy, can affect impulse buying. Respondents' answers suggest that the efficiency of using the application is one of the indicators that can influence impulse buying among Shopee consumers in Jakarta. Previous research, like the study by Rania Feni Salsabila (2022), supports the notion that e-service quality significantly enhances impulse buying among consumers.

Impact of Price on Impulse Buying

The analysis results indicate that price has a positive and significant influence on impulse buying, with an original sample value of 0.281. This suggests that each statement related to the price variable in this study, including Affordability, Price-Quality Match, Price-Benefit Match, and Price Competitiveness, can affect impulse buying. Respondents' answers show that affordability, as well as the alignment of price with product quality and competitiveness, are indicators that can influence impulse buying among Shopee consumers in Jakarta. Previous research, such as the study by Rania Feni Salsabila (2022) and Nora Andira Brabo (2021), also supports the idea that price has a positive and significant impact on impulse buying.

4. CONCLUSION

The research findings reveal significant insights into the factors influencing impulse buying behavior among Shopee consumers in Jakarta. Firstly, it is evident that sales promotion plays a pivotal role in stimulating impulse purchases. Promotions such as rebates, price packs, and promotional products have a substantial positive impact on encouraging consumers to make unplanned purchases. This aligns with the initial hypothesis and emphasizes the importance of crafting effective sales promotion strategies to drive impulse buying.

Secondly, the study underscores the significance of e-service quality in shaping impulse buying behavior. Factors like efficiency, fulfillment, system availability, and privacy in e-service quality greatly influence consumers' impulsive purchase decisions. These findings highlight the critical role of providing a seamless and trustworthy online shopping experience to enhance impulse buying.

Lastly, affordable pricing, product quality match, benefit-price alignment, and price competitiveness emerge as vital determinants of impulse buying. The research reaffirms that competitive pricing and perceived value for money are powerful drivers of spontaneous purchases.

In summary, this research illuminates how sales promotion, e-service quality, and pricing strategies can substantially impact impulse buying among Shopee customers in Jakarta. The study's

insights can serve as valuable guidance for e-commerce platforms and marketers seeking to optimize their strategies and enhance impulse buying behavior in the digital marketplace.

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