

## Effect of Environmental Stimuli and Social Factors Against Impulsive Buying Tendency: Emotions Positive as a Mediation Variable (Case Study on Indomart Consumers in Banda Aceh)

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### ABSTRACT:

This study aims to analyze the effect of environmental stimuli and social factors against impulsive buying tendency case study on Indomart consumers in Banda Aceh. The data analysis method used in this study was through data quality testing to determine the validity of each question item. Furthermore, hypothesis testing is carried out using the path analysis test tool. Based on the results of the research and discussion, it is known that the conclusions of the study are 1) The influence of environmental stimuli has a significant effect on positive emotions in Indomart Superstore consumers in Banda Aceh, 2) Social factors have a significant effect on positive emotions in Indomart Superstore consumer products in Banda Aceh, 3) Environmental stimuli have a significant negative effect on impulse buying at the Indomart Superstore in Banda Aceh, 4) The influence of social factors has a significant effect on impulse purchases at Indomart Superstore in Banda Aceh, 5) The influence of positive emotions has a significant effect on impulsive buying at the Indomart Superstore in the city Banda Aceh, 6) Positive emotions mediate environmental stimuli to impulse buying at Indomart Superstore in Banda Aceh city, and 7) Positive emotions mediate social factors to impulsive buying at Suzuya Superstore in Banda Aceh City.

**Keywords:** Effect of Environmental; Stimuli and Social Factors Against Impulsive Buying Tendency; Emotions Positive; Indomart Consumers.

**JEL Classification:** E01; B55; C31.

### INTRODUCTION

With the development of today's business world and the rapid development of modern markets, it is not uncommon to find many new companies emerging, both companies in the fields of furniture, industry, services, trade, and so on [1,2,3]. The level of purchasing power of the people of Banda Aceh which is increasing or constitutive is also one of the reasons why many subsidiaries are now being established here. Activities to fulfill consumptive needs are carried out by spending [4,5]. Shopping made by consumers is basically not only made for planned purchases but also includes unplanned goods [6,7,8]. Impulsive buying is "a consumer's tendency to buy spontaneously, immediately and kinetically and encouraged the emotional psychology of a product and tempted of persuasion activities undertaken by marketers" driven by emotional psychological aspects of a product and tempted by persuasion activities carried out by marketers [9]. This shows that there are factors that encourage consumers to make impulse purchases. In conducting impulse buying activities, the products purchased by consumers are mostly the desired products, not the products they need. Consumers do not plan to make a purchase at all. The retail business is one of the most emerging businesses in Indonesia. The growth of the retail business was also enlivened by the presence of foreign retailers who brought new formats. Starting from Sogo and Metro which comes

with a format that is more familiar before, namely department stores. The retail business is also a relatively easy business to enter, so it is not surprising that recently more and more new entrepreneurs are entering the retail business, both on a small scale, as well as on a large scale. Many retail companies currently apply the concept of one-stop shopping, which is a concept that can be interpreted as going to one place only but can meet all your needs so that it will be very easy for you to do shopping activities [10,11]. To fulfill this concept, a shop was made, with a very large size so that it could accommodate tens of thousands of types of goods from various types of categories which would be arranged according to their respective departments. Currently, Indomart is facing quite fierce competition. Previously, Indomart was faced with various obstacles and challenges in the form of fire and tsunami disasters, but Indomart still wants to operate again in Banda Aceh due to buying interest and large consumer needs. In terms of competition, Indomart is again faced with the presence of Matahari Department Stores and local Superstores which are mushrooming and continue to expand such as Pante Pirak. motivated Indomart to start expanding. The strategy of conducting expansion is important to attract consumers who are starting to be distracted by the presence of new retailers that apply different concepts and also to get closer to consumers.

## **LITERATURE REVIEW**

### **Impulsive Buying Tendency**

Impulse buying is a purchase that immediately and suddenly without any intention before shopping, to buy a specific product category and to meet certain needs [12]. The behavior occurs after experiencing an urge to buy that is spontaneous without much reflection. Impulse buying is the tendency of consumers to make purchases spontaneously, not reflected, recently and driven by emotional psychological aspects of a product and tempted by persuasion from marketers. The characteristics of impulse buying are described as follows:

1. Feel the power that comes from a product
2. Feel the power to buy the product immediately
3. Ignore all, negative consequences of buying
4. Feelings of joy, even euphoria
5. Unbearable conflict between control and passion

Impulse buying is a process of buying goods that occur spontaneously. Regarding spontaneous purchases, impulse buying occurs when consumers do not have a plan about the brand or product category to be purchased when entering a store [13].

There are three types of impulse buying:

1. Purchases without a plan at all, namely the buyer does not have any plans for the purchase of an item, and buys the item when it is seen.
2. Semi-unplanned purchases, namely consumers have plans to buy an item but do not have a plan for the brand or type/weight, and just buy when they see the item.
3. Unplanned substitute goods, namely the consumer has intended to buy an item with a certain brand, and the goods in question are with another brand.

The nature of impulse buying as "a consumers' tendency to spontaneously, immediately and kinetically". Relationships Nine possible product characteristics can influence impulse buying, namely, low price, need for additional products or brands, mass distribution, self-service [14,15], mass man, prominent product display, short product life, small size, and ease of use. saved. The following is an explanation of the relationship between nine product characteristics that may influence impulse buying, namely:

1. Low price
2. Marginal Need for Item
3. Mass Distribution
4. Self-Services
5. Mass Advertising
6. Prominent Store Display
7. Short Product Life
8. Small Size or Light Weight
9. Ease of Storage;

### **Environmental Stimulus**

Environmental stimuli are external factors from consumers [16]. Environmental stimuli have two very important factors in influencing consumer behavior [17], namely:

- a. Culture "Culture is the most fundamental determinant of a person's wants and behavior" which roughly means that culture is the most basic determinant of a person's behavior and desires. Culture includes all ways or patterns of thinking, feeling and acting as members of society. Consumer behavior is determined by culture, which is reflected in ways, lives, habits, and traditions in the demand for various goods and services in the market where companies are required to fulfill them. Human behavior is largely determined by the culture that surrounds it and its influence will always change over time in accordance with the development of the society.
- b. Social class is a group that is relatively homogeneous and long lasting in a society that is arranged in a sequence of levels and members at each level have the same values, interests or interests, as well as behavior. Stimuli or other stimuli consist of forces and important events in the buyer's environment: the economic, technological, political and cultural environment.

### **Environmental Stimulating Factors**

Factors that influence in creating a store atmosphere, namely:

1. Employee Characteristics and Density  
Namely the general characteristics of the employees they have. Examples: tidiness, level of insight, level of friendliness, and number of employees per 1000 square meters of sales space.
2. Merchandise Type and Density  
Namely the types of goods they offer, how they offer and display these goods determine the atmosphere that retailers want to create.
3. Types of Fixtures and Density  
Equipment must still be appropriate and consistent with the initial theme to be created. The selection of existing furniture and equipment is adjusted to the atmosphere to be achieved. As an example of a blue outlet, a youth distribution that looks trendy and modern chooses furniture that is minimalist and modern in style to support the theme it wants to achieve.
4. Sounds  
Music can have a positive or negative response from customers. Because music can make a consumer stay longer and buy more goods, or even leave the store faster. In addition, music can also control traffic in stores, create a store image and attract and direct the attention of shoppers.
5. Scent  
Scent or smell also has a positive and negative impact on sales. Research shows that people value merchandise more positively, spend more time shopping and are generally in a better mood when they like scents. Retailers use fragrances as an extension of their retail marketing strategy.
6. Visual Factor  
Color can create a mood or focus attention. Blue, green, and violet colors are used to open up closed spaces and create an elegant and clean atmosphere. In addition to color, lighting also has an important influence on the atmosphere of the store. With adequate lighting, visitors will feel comfortable and want to spend a long time in our shop.

The store atmosphere consists of the following four elements

- a. Exterior  
Exterior characteristics have a strong influence on the image of the store, so it must be planned as well as possible. These exterior elements consist of the following sub elements: store front, marquee, entrances (entrance), height and size of building (building height and breadth), uniqueness, parking.
- b. General interior  
The general interior of a store should be designed to maximize visual marketing. The general store interior elements consist of: flooring, colors and lighting, temperature, width of aisles, cleanliness.
- c. shop layout  
Store layouts will invite entry or cause customers to stay away from the store when consumers see the inside of the store through a storefront window or entrance. The elements needed are: Allocation of Floor Space for Selling, Merchandising, Personnel and Customers, Product Grouping (grouping of goods), Traffic Flow.

- d. Interior Display  
Each type of display provides information to customers to influence the atmosphere of the store environment. Interior display consists of: There-setting, Racks and cases, Posters, signs and cards.
- e. Human variables  
Human variables include visitor crowds, visitor density, visitor privacy, customer characteristics, and salespeople as well as salesperson uniforms that support the appearance of the atmosphere.

### Social Factor

Based on the general definition, the social environment includes all social interactions between and among people. Consumers can interact with other people either directly (talking to salespeople) or vicariously (observing other people's clothes) [18]. Social factors influence unplanned purchases [19,20]. Included in the social factors here are store employees and other consumers [21]. It is important to understand the interactive impact of these two factors which can be found in most store environments. Previous research has shown that the behavior of store employees can predict or influence the consumer evaluation process. Meanwhile, store employees who help assist consumers in shopping encourage consumer interest in buying. Crowd or crowding in the store has a negative correlation with satisfaction and the number of purchases.

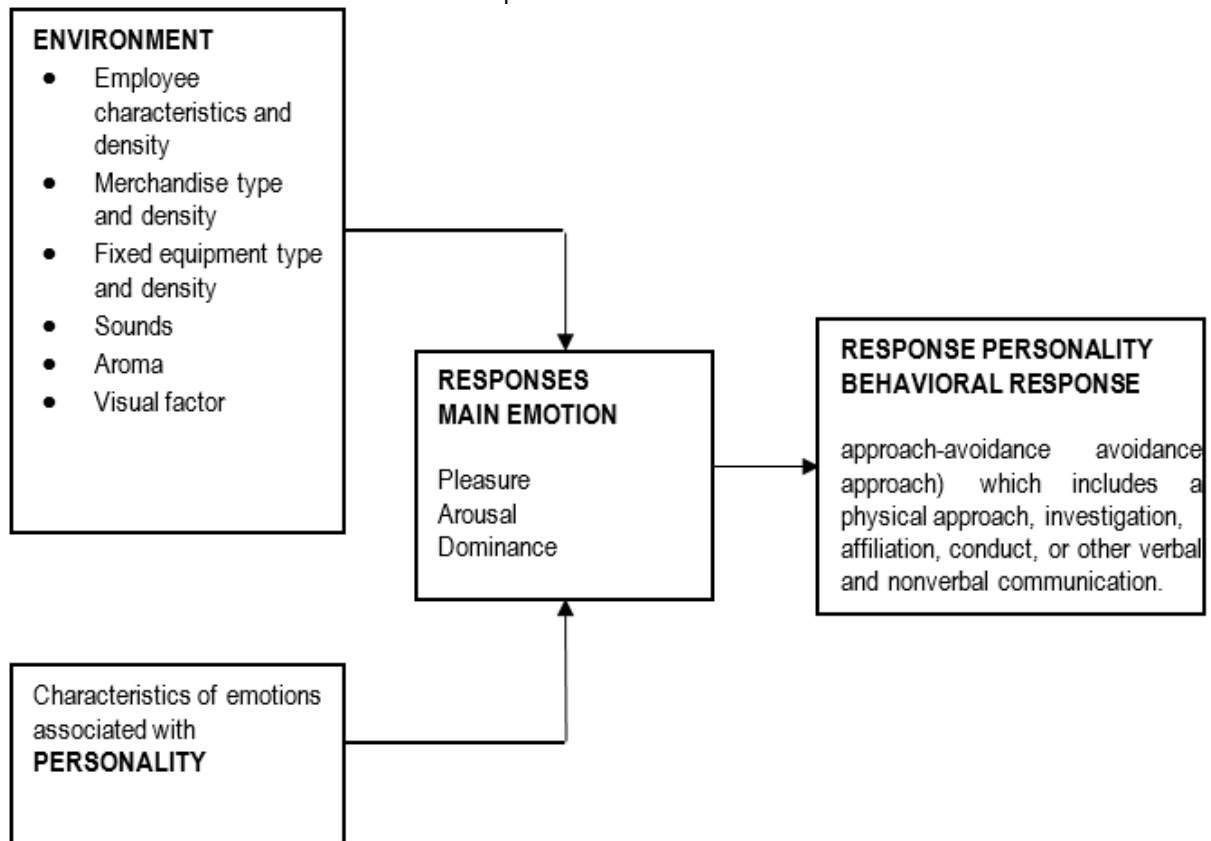


Figure 1. Conceptual Relationship Between Environment, Personality, Emotional Response and Behavioral Response

### Conceptual Framework and Relationships Between Variables

The research conceptual framework is an outline of research which is the basic element of a process of thought flow. The following is a diagram of the thought process framework [22,23,24].

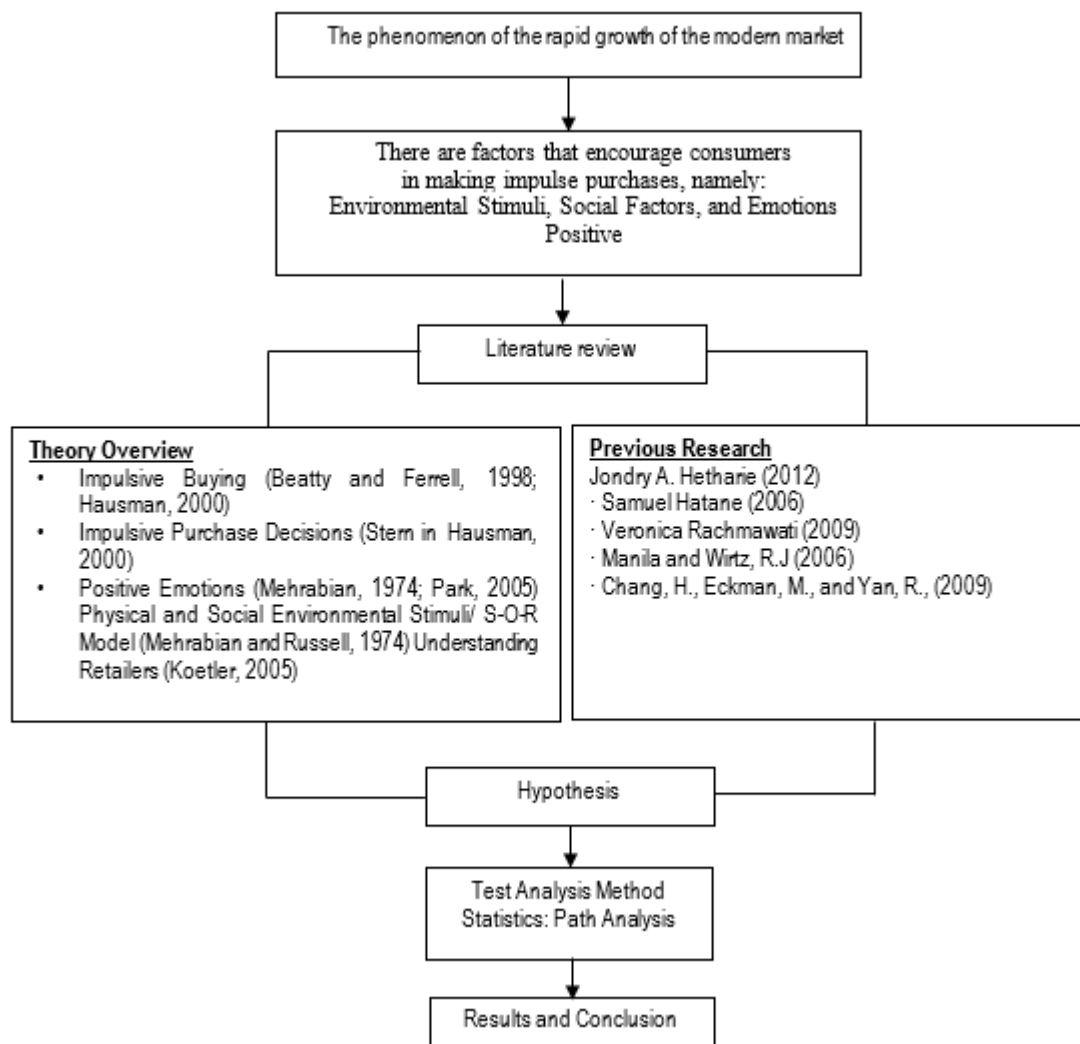


Figure 2. Thinking Process Framework

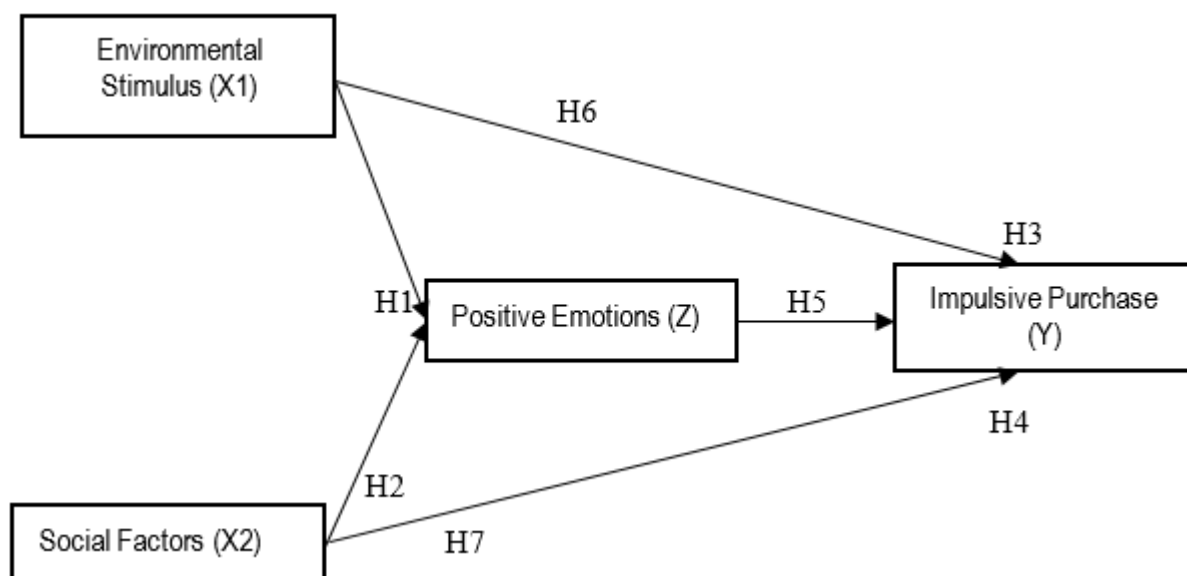


Figure 3. Conceptual Framework and Relationships Between Variables

## Hypothesis

- H1: Environmental stimuli affect positive emotions
- H2: Social factors affect positive emotions
- H3: Environmental stimuli affect impulse buying
- H4: Social factors affect impulse buying
- H5: Positive emotions affect impulse buying
- H6: Environmental stimuli affect impulse buying with positive emotions as a mediating variable
- H7: Social factors influence impulse buying with positive emotions as a mediating variable.

## RESEARCH METHODS

The data analysis method used in this research is by using a statistical software tool known as SPSS (Statistical Product and Service Solution) version 18. Data analysis was carried out through data quality testing to determine the validity of each question item. Furthermore, hypothesis testing is carried out using the path analysis test tool. To complete the path analysis, it is necessary to know the existence of path diagrams and coefficients, as follows:

$$Z = \rho_{zx1}X_1 + \rho_{zx2}X_2 + e_1 \dots\dots\dots (1)$$

$$Y = \rho_{yx1}X_1 + \rho_{yx2}X_2 + \rho_{yz}Z + e_2 \dots\dots\dots (2)$$

Description:

- $X_1$  = Environmental Stimulation
- $X_2$  = Social Factor
- $Y$  = Impulsive Purchase
- $Z$  = Positive Emotions
- $\rho$  = Path coefficient
- $e$  = Error

## Partial Testing (t-test)

This test is used to prove whether the coefficient has a significant effect or not partially between the independent variable (X) on the dependent variable (Y). Decision making basis:

- If statistics  $t_{count} > t_{table}$ , then  $H_a$  is accepted
- If statistics  $t_{count} < t_{table}$ , then  $H_a$  is rejected

To prove the hypothesis, in addition to comparing  $t_{count}$  with  $t_{table}$ , it can be done by using probability values or significant values. At the level of confidence (95% confidence interval) or the error rate (Alpha)  $\alpha$  is 0.05 then if the significant value is between (0-0.5) then  $H_a$  is accepted and vice versa if the significant value is less than 0 or more than 0.05 then  $H_a$  rejected.

## Simultaneous Testing (F Test)

This test is used to determine whether the regression coefficient has a significant effect or not jointly between the independent variables (X) on the dependent variable (Y). The basis for making decisions to test the hypothesis in this study, the researcher used the F test, namely at the confidence level (internal confidence 95%) or the error rate (Alpha)  $\alpha$  0.05.

- If statistics  $t_{count} > F_{table}$ , then  $H_a$  is accepted.
- If statistics  $t_{count} < F_{table}$ , then  $H_a$  is rejected.

## Hypothesis testing

A statistical calculation is said to be significant if the value of the statistical test is in the critical area (the area where  $H_0$  is rejected). On the other hand, it is called insignificant if the statistical test is in the area where  $H_0$  is accepted. Meanwhile, the hypothesis in this study can be described as follows:

- $H_{01}$ : Environmental stimuli have no effect on positive emotions
- $H_{a1}$ : Environmental stimuli affect positive emotions
- $H_{02}$ : Social factors have no effect on positive emotions
- $H_{a2}$ : Social factors affect positive emotions
- $H_{03}$ : Environmental stimuli have no effect on impulse buying

- Ha<sub>3</sub> : Environmental stimuli affect impulse buying  
H0<sub>4</sub> : Social factors have no effect on impulse buying  
Ha<sub>4</sub> : Social factors influence impulse buying  
H0<sub>5</sub> : Positive emotions have no effect on positive purchases  
Ha<sub>5</sub> : Positive emotions affect positive purchases  
H0<sub>6</sub> : Environmental stimuli have no effect on impulse buying with positive emotions as a mediating variable  
Ha<sub>6</sub> : Environmental stimuli affect impulse buying with positive emotions as a mediating variable  
H0<sub>7</sub> : Social factors have no effect on impulse buying with positive emotions as a mediating variable  
Ha<sub>7</sub> : Social factors influence impulse buying with positive emotions as a mediating variable.

## RESULTS

In summary, the description of the research data is presented in the form of the average value (mean), the level of data dispersion (Std. Deviation) and the relationship between variables as shown in the following table:

Table 1. Average Standard Deviation and Correlation Between Variables

	Mean	Std. Deviation	1	2	3	4
Impulsive Purchase	3,62	0,78	1			
Environmental Stimulation	3,60	0,77	0,409	1		
Social Factor	3,60	0,73	0,472		1	
Positive Emotions	3,90	0,73	0,705	0,676	0,556	1

Sumber: Data Primer 2021 (diolah)

Table 2. Description of Impulsive Purchases for Indomart Consumers Banda Aceh, Year 2021

No	Purchase Impulsive	Strongly Disagreed	Not Agree	Not enough Agree	Agree	Strongly agree	Mean
1.	I made a purchase at Suzuya without any plans at all	7	21	36	72	14	3,43
2.	I made a purchase at Indomart without knowing exactly what brand to buy saga	5	20	33	71	21	3,55
3.	I made an unplanned replacement purchase at Indomart	2	14	34	76	24	3,71
4.	I have the power to buy the product immediately	2	16	23	78	31	3,80
Average							3,62

Source: Primary Data (processed), 2021

### Environmental Stimulation (XI)

Respondents' responses to statements regarding environmental stimulation variables at Indomart Banda Aceh can be seen in the following table:

Table 3. Descriptive Environmental Stimuli on Indomart Consumers in Banda Aceh, year 2021

No	Stimulation Environment	Strongly Disagreed	Not Agree	Not enough Agree	Agree	Strongly agree	Mean
1.	The neatness, insight, and level of friendliness of the employees at Indomart has been	2	27	27	83	11	3,49
2.	Indomart has offered (displayed) the types of merchandise well	6	26	26	72	20	3,49
3.	Indomart wears equipment that is modern to support repeat purchases consumer	3	19	42	68	18	3,53

Source: Primary Data (processed), 2021

### Social Factors (X2)

Respondents' responses to statements regarding social factors variables at Indomart in Banda Aceh can be seen in table 4 below:

Table 4. Descriptive Social Factors at Indomart in Banda Aceh, 2021

No	Social Factor	Strongly Disagreed	Not Agree	Not enough	Agree	Strongly agree	Mean
1.	Indomart has quite a lot of consumers every day	3	9	36	83	19	3,71
2.	Indomart has a large area so that mistakes rarely occur when consumers are in the store		15	38	71	26	3,72
3.	Employees help assist consumers in shopping for encourage consumer interest to buy	6	24	41	62	17	3,40
4.	Employees who work at Indomart are able to respond responsively to complaints and resolve consumer problems.	2	21	32	78	17	3,58
Average							3,60

Source: Primary Data (processed), 2021

### Positive Emotions (Z)

Tanggapan responder terhadap pernyataan mengenai variabel emosi positif pada konsumen Indomart di Banda Aceh dapat dilihat pada. Table berikut:

Table 5. Descriptive of Positive Emotions on Indomart Consumers in Banda Aceh, 2021

No	Positive Emotions	Strongly Disagreed	Not Agree	Not enough Agree	Agree	Strongly agree	Mean
1.	I feel happy when I shop at Indomart	-	11	18	69	52	4,08

2.	I feel amazed when I shop at Indomart	3	15	40	69	23	3,63
3.	I feel satisfied when I shop at Indomart	1	13	27	78	31	3,83
4.	I feel relaxed When shopping at Indomart	1	12	17	59	61	4,11
5.	I feel Excited when shopping at Indomart	3	12	42	65	28	3,69
6.	I feel free When choosing products at Indomart	1	16	15	55	63	4,09
Average							3,90

Source: Primary Data (processed), 2021

### Path Analysis Test

To see the effect of exogenous variables, either directly or indirectly, on endogenous variables partially and simultaneously, this study uses path analysis. The regression results are shown in the table below:

Table 6. Regression Results of the Effect of Environmental Stimuli and Social Factors on Positive Emotions

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,183	0,235		5,025	0,000
Environmental Stimulation	0,505	0,068	0,533	7,468	0,000
Social Factor	0,250	0,072	0,250	3,497	0,000

Source: Primary Data (processed), 2021

Table 7. Regression Results of the Effect of Environmental Stimuli, Social Factors and Positive Emotions on Impulsive Purchases

(Constant)	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	0,563	0,268		2,100	0,037
Environmental Stimulation	-0,190	0,083	-0,187	-2,280	0,024
Social Factor	0,184	0,078	0,171	2,346	0,020
Positive Emotions	0,790	0,087	0,736	9,113	0,000

Source: Primary Data (processed), 2021

Based on the results of the path analysis in the table above (using the help of the SPSS program), the path analysis equation can be written as follows:

$$Z = 0,533 X_1 + 0,250 X_2 + e$$

$$Y = -0,187X_1 + 0,171 X_2 + 0,736 Z + e$$

The complete calculation of direct and indirect effects is shown in the table below:

Table 8. Direct and Indirect Effects

Variable Effect	Direct Influence	Influence No Direct	Total
Effect of X <sub>1</sub> to Z	(0,533) x (0,533)		0,284
Effect of X <sub>2</sub> to Z	(0,250) x (0,250)		0,062
Effect of X <sub>1</sub> to Y	(-0,187) x (-0,187)		0,034
Effect of X <sub>2</sub> on Y	(0,171) x (0,171)		0,029
Effect of X <sub>1</sub> to Y through Z		(-0,187)x (0,533)	-0,099
Total Influence			0,352

Source: Primary Data (processed), 2021

To see the effect of environmental stimuli, social factors on positive emotions and their impact on impulse buying that occurred at Indomart Banda Aceh are described as follows:

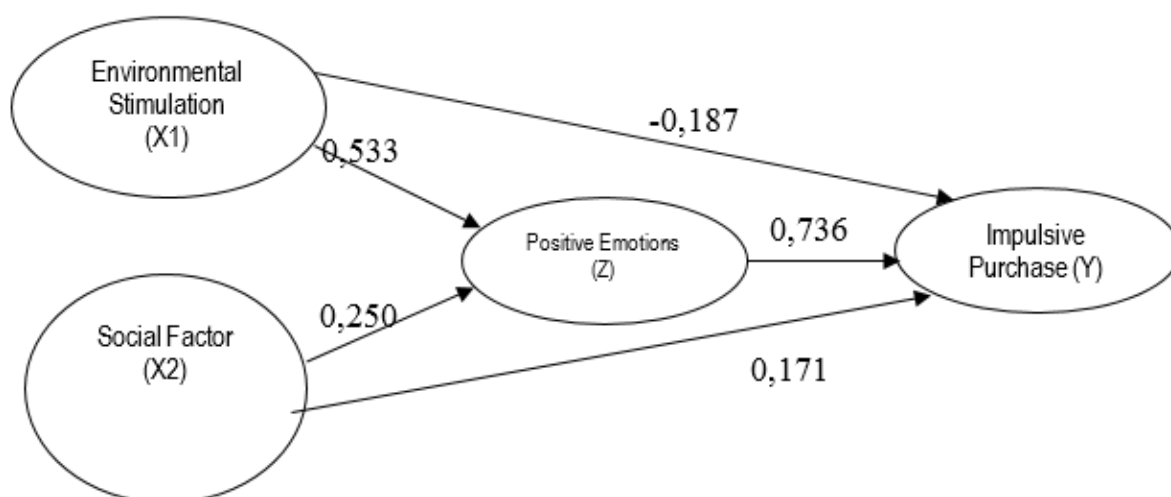


Figure 4. The influence of environmental stimuli, social factors on impulse buying and positive emotions as mediating variables

### Partial Test Results (t-test)

The t-test was conducted to determine how the influence of environmental stimuli, social factors, positive emotions on impulse buying partially. Partial hypothesis testing is carried out for Hypothesis 1 (H<sub>1</sub>), Hypothesis 2 (H<sub>2</sub>), Hypothesis 3 (H<sub>3</sub>), Hypothesis 4 (H<sub>4</sub>), Hypothesis 5 (H<sub>5</sub>), Hypothesis 6 (H<sub>6</sub>), Hypothesis 7 (H<sub>7</sub>). From the partial test it can be concluded that:

1. H<sub>1</sub> accepted, because environmental stimuli affect positive emotions
2. H<sub>2</sub> accepted, because social factors affect positive emotions
3. H<sub>3</sub> accepted, because environmental stimuli affect impulse buying
4. H<sub>4</sub> accepted, because social factors affect impulse buying
5. H<sub>5</sub> accepted, because positive emotions affect impulse buying
6. H<sub>6</sub> accepted, because environmental stimuli affect impulse buying with positive emotions as a mediating variable
7. H<sub>7</sub> accepted, because social factors affect impulse buying with positive emotions as a mediating variable.

The effect of mediation occurs if there are the following 4 criteria:

- a. The independent variable affects the mediating variable.
- b. The independent variable affects the dependent variable.
- c. The mediating variable must influence the dependent variable
- d. The mediating effect occurs when the influence of the independent variable on the dependent variable becomes insignificant or decreases if the mediating variable is included in the model. Full mediation

(full/perfect mediation) occurs if the influence of the independent variable on the dependent variable becomes insignificant, when the mediating variable is included in the model. Partial mediation occurs when the influence of the independent variable on the dependent variable decreases when the mediating variable is included in the model.

### Simultaneous Testing Results (f-test)

Simultaneous testing to see how much influence the exogenous variables together have on the endogenous variables. The influence of environmental stimuli, social factors and positive emotions on impulse buying on Indomart consumers in Banda Aceh city as shown in the table below:

Table 9. FTest Results Environmental Stimulation and Social Factors on Positive Emotions

Model	Sum Of Square	Df	Mean Square	F	Sig
Regression	40,280	2	20,140	73,272	0,000
Residual	40,406	147	0,275		
Total	80,686	149			

Source: Primary Data (processed), 2021

## CONCLUSION

Based on the results of research and discussion that have been stated previously, the conclusions of this study are as follows:

1. The influence of environmental stimuli has a significant effect on positive emotions on Indomart Superstore consumers in the city of Banda Aceh.
2. The influence of social factors has a significant effect on positive emotions on consumer products Indomart Superstore in Banda Aceh city.
3. Environmental stimuli have a significant negative effect on impulsive purchases at the Indomart Superstore in Banda Aceh city.
4. The influence of social factors has a significant effect on impulse buying at the Indomart Superstore in the city of Banda Aceh.
5. The influence of positive emotions has a significant effect on impulse buying at the Indomart Superstore in the city of Banda Aceh.
6. Positive emotions mediate environmental stimuli towards impulse buying at the Indomart Superstore in Banda Aceh city.
7. Positive emotions mediate social factors towards impulse buying at Suzuya Superstore in Banda Aceh city.

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