

The Effect of Price Discounts, Bonus Packs, and Store Atmosphere on Impulse Buying through Positive Emotion Mediation in Retail Consumers

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ABSTRACT

This study aims to analyze the influence of price discounts, bonus packs, and store atmosphere on impulse buying with positive emotions as mediators in Alfamart consumers. The study used a quantitative method with purposive sampling on 120 consumers of Alfamart Raya Dukuhwaluh. The data were analyzed using SEM-PLS to test the relationships between variables. The results showed that the three independent variables had a positive and significant effect on positive emotion. Towards impulse buying, price discounts have a negative and insignificant effect, bonus packs have a positive and significant effect, while store atmosphere has a positive but insignificant effect. Positive emotions have a positive and significant effect on impulse buying and mediate the influence of the three independent variables. These findings confirm the key role of positive emotions in encouraging impulsive shopping behaviors and supporting effective marketing strategies.

INTRODUCTION

The recent economic instability has had a real impact on various business sectors, including the retail industry that interacts directly with end consumers. The competition faced by the retail industry does not only come from fellow business actors, but also from the dynamics of consumer behavior that continue to grow (Pamungkas et al., 2025). In mid-2025 alone, the retail business sector in Indonesia will begin to experience a slowdown in growth that is increasingly visible (Akbar & Putri, 2025). One of the main factors that put pressure on the retail industry is the weakening of people's purchasing power (Akbar & Putri, 2025). Data from GoodStats shows that, currently Indonesia is in seventh place with the lowest purchasing power index in the world (Alfathi, 2025). Quoting from Compass (2025), the decline in purchasing power was influenced by several factors, including inflation which drove up the price of goods, decreased income, increased termination of employment, high debt burden, economic uncertainty, and changes in people's consumption patterns.

The decline in people's purchasing power has resulted in modern retail business actors who have expanded to various regions facing a dilemma due to this phenomenon (Purwantono, 2025). This condition is now experienced by PT Sumber Alfaria Trijaya Tbk (AMRT). According to the president director of PT Sumber Alfaria Trijaya Tbk (AMRT), the phenomenon of declining people's purchasing power has indeed had an impact on changes in consumer spending patterns at Alfamart (Wahyudi, 2025). As a result, most customers switch to lower-priced products with a shopping value per transaction that tends to decline (Wahyudi, 2025). However, in the midst of these challenges, Alfamart is still one of the minimarket retail chains with the highest visitation rate in Indonesia, which competes closely with Indomaret (Reynaldy, 2024). Survey from Populix (2024), confirming that Alfamart is one of the leading brands in the minimarket category, due to its high brand awareness and frequency of consumer visits. The massive expansion of outlets accompanied by service standardization in various regions has also strengthened its position in the market (Reynaldy, 2024).

This massive expansion strategy is one of the ways of PT Sumber Alfaria Trijaya Tbk (AMRT) to overcome fierce competition and changes in consumer behavior (Supriadi, 2025). As of December 2024 alone, Alfamart has operated 23,277 outlets with a distribution of 25% in Greater Jakarta, 40% in other parts of Java, and 35% outside Java, as well as 359 stock points from subsidiaries (Jurnallugas.com, 2025). In addition, in 2025 PT Sumber Alfaria Trijaya Tbk (AMRT) has budgeted funds of up to IDR 5 trillion for massive expansion with plans to add 1,000 new outlets (Supriadi, 2025). The effectiveness of this expansion strategy is reflected in the development of the outlet network in various regions. One of the significant achievements can be seen in the Purwokerto area and its surroundings, where based on data SSCpurWokerto (2024), Alfamart shows significant market dominance in the Purwokerto area and its surroundings with the number of outlets reaching 67 outlets. More than its main competitor, Indomaret (34 outlets). This condition underscores the company's commitment to massive expansion to strengthen market penetration

to various regions. In this massive expansion process, Alfamart as one of the modern retail industries must be able to focus on several key aspects, namely maintaining superior product and service quality, creating a supportive business environment, designing targeted marketing strategies, and meeting all customer needs well (Nartanti & Gunawan, 2025). Nurhidayah & Makmur (2022), said that one of the strategies that Alfamart can use to compete in the retail industry is to increase the potential for consumer impulse purchases.

Impulse buying is a buying behavior that is often found in retail stores (Pamungkas et al., 2025). Vauza et al. (2025), explains that impulse buying is a buyer's habit when making transactions without prior planning, is spontaneous, and is driven by a strong desire to immediately own an item without considering the consequences. The triggering factor can be in the form of attractive product layouts, discounts, promos, or services that make consumers want to buy. Retail business people can take advantage of this impulse buying pattern as a strategy to increase sales (Ernanda, 2023). Sari et al. (2024), said that the purpose of this strategy is to stimulate consumer buying interest so that companies can make profits. In the modern era, impulsive shopping behavior is becoming more and more common, especially since consumers have limited time to study products in depth before purchasing. This situation is what retail business people are taking advantage of optimally today (Sari et al., 2024). The phenomenon of impulse buying can occur when a person responds to a stimulus, which can trigger impulsive purchasing decisions (Salsabila & Andriana, 2024). Nurhidayah & Makmur, (2022), mentioning that there are several stimuli that can trigger positive emotions for consumers, including price discounts, bonus packs, and store atmosphere.

The first factor that can affect impulse buying is price discount (Salsabila & Andriana, 2024). Kotler & Armstrong, (2018:335), explains that a discount is a direct price reduction given to buyers, both for large transactions and purchases within a certain period of time. Barutu et al. (2024), adding that the massive price discounts provided by retail industry players have the potential to increase consumer interest in visiting stores and making purchases. Haryanto & Haryanto (2025) say that when consumers are aware of an interesting product, they tend to consider it in the decision-making process. This kind of situation is able to stimulate customers to make impulse buying (Fahmi & Retnowati, 2024). Previous research from Arianty et al. (2024), Setiawan & Ardani (2022), Maharani & Giantari (2024) and Ariyanti & Purba (2023), showing that price discounts have a significant positive impact on positive emotions and impulse buying. Contrary to these findings, the results of another study from Bambang et al. (2023), Sari et al. (2024) and Peranginangin & Romadlon (2023), presenting the results that price discounts do not have a significant positive impact on impulse buying.

In addition to price discounts, retail companies usually use bonus pack strategies to attract customers to make impulse buying (Febriyanti & Pentawis, 2023). Belch (2012:535, in Nurhidayah & Makmur, 2022), explained that the bonus pack is a form of promotion that provides an additional number of products to consumers without price changes, thereby creating added value in the purchase process. This strategy not only increases the appeal of the product, but also

successfully drives spontaneous purchase decisions (Safitri & Mutmainah, 2023). Previous studies of Cahyani et al. (2024); Salsabila & Andriana (2024); Suryani & Dharmayasa (2024) and (Febriyanti & Pentawis, 2023), showing the results that the bonus pack makes a positive and significant contribution to positive emotion and impulse buying. In contrast to these findings, another conclusion from Aditya et al. (2021), Putri et al. (2020), Zacharias & Lao (2023) and Gunawan & Pratiwi (2024), indicating that the bonus pack did not have a significant positive impact on Impulse Buying.

The next factor that can affect impulse buying is store atmosphere (Nurhidayah & Makmur, 2022). Impulse buying often occurs due to the influence of the environment around the shopping place caused by the atmosphere of the store that the seller deliberately designed to attract the attention of customers (Jamalina et al., 2025). Barutu et al. (2024), explaining that the store atmosphere is a store environment that is specifically designed to influence shopper behavior through various sensual elements. The more attractive the store's atmosphere setting, the greater its appeal to consumers (Barutu et al., 2024). Previous studies from Bambang et al. (2023); Setiawan & Ardani (2022); Arianty et al. (2024) and Ariyanti & Purba (2023), showing the finding that store atmosphere is able to positively and significantly affect positive emotion as well as impulse buying. In contrast to the results of the study, research research from Wiranata & Suryadi (2022), Barutu et al. (2024) and Fazri et al. (2020), showing that store atmosphere does not have a significant positive influence on Impulse Buying.

In addition to the three factors above, positive emotions also play an important role in influencing impulse buying (Cahyani & Purwanto, 2022). Park et al. (2006:31, in Hardiana & Khalisyah, 2021), explaining that positive emotions are pleasant feelings such as happy, joyful, or happy that arise when a person is shopping or making a purchase decision. Positive feelings can arise from various sources, both from within a person and environmental influences (Dian & Susanti, 2023). In this condition, consumers tend to buy goods spontaneously without considering the function of the product in depth (Wijaya & Cardinal, 2023). Previous studies from Bambang et al. (2023), Arianty et al. (2024), Salsabila & Andriana (2024), Ariyanti & Purba (2023), Febriyanti & Pentawis (2023), showing the findings that positive emotion has a positive and significant impact on impulse buying and positive emotion is also able to mediate the effect of price discount bonus packs, and store atmosphere on impulse buying positively and significantly.

Based on this description, this research has a novelty value because it not only tests price discounts and bonus packs like previous studies, but also adds store atmosphere and positive emotions within the framework of SOR theory. This approach broadens the understanding of the role of external stimuli and consumer psychological conditions in influencing impulse buying, thereby providing a deeper theoretical and practical contribution. This research is a development research from the research Ramadan & Ekasari (2022), which uses price discounts and bonus packs as independent variables and impulse buying as dependent variables. In addition, the author also added two new variables, namely store atmosphere as an independent variable and also positive emotion

as a mediating variable from the research conducted by Arianty et al. (2024). This study is expected to be able to present a new and more comprehensive point of view. The findings of this study are expected to contribute benefits to retail companies, especially Alfamart, in designing promotional tactics that are useful to stimulate impulse buying behavior in consumers.

LITERATURE REVIEW

Theory Stimulus-Organism-Response (SOR)

The Stimulus-Organism-Response (S-O-R) Theory stated by Mehrabian and Russell (1974), which explains the three main elements in the theory where stimulus acts as an independent variable, the organism becomes an intermediate or mediating variable, and the response functions as a bound variable (Santoso, 2023). Jacoby (2002, in Shamim & Azam, 2024), describes the Stimulus-Organism-Response (SOR) model that describes how external stimuli shape a person's cognitive and emotional responses, ultimately influencing their actions. This framework shows that various stimuli can change consumer behavior by first influencing their emotional state (Shamim & Azam, 2024). Based on the Stimulus-Organism-Response (S-O-R) model, this study explains that price discounts, bonus packs, and store atmosphere at Alfamart act as external stimuli that trigger psychological reactions in the form of positive emotions (organisms), thereby encouraging impulse buying (response) (Ratuliu & Hayu, 2025).

Impulse Buying

According to Cobb & Hayer (1986, in Ningsih, 2021:18), impulse buying occurs when a consumer walks into a store without having a specific goal of buying a particular brand or product category. Firmansyah (2018:225), said that consumers' impulsive behavior is often influenced by the combination of store stimulus and the fun atmosphere it creates. This stimulus serves as a driver for consumers to make purchases, including impulse or unplanned purchases (Firmansyah, 2018:225). Silvera et al. (2008, in Firmansyah, 2018:225), adding that impulse buying is an effort to fulfill pleasure-based desires, where consumer excitement and convenience encourage spontaneous shopping. In addition, Customers who have positive emotions tend to be more motivated to make purchasing decisions. Therefore, marketing strategies must be designed to evoke these positive emotions, so that they can trigger impulse buying (Salsabila & Andriana, 2024).

The Relationship between Price Discount and Positive Emotion

Alfalisyanto & Haryanto (2023), conveying that price considerations are an inherent part of every consumer decision when buying products. Cheaper price offers, especially for limited-time discounts, are able to encourage consumers to make a purchase immediately (Ariyanti & Purba, 2023). Discounts also provide a feeling of happiness because they help to realize the desire to buy products that were previously considered too expensive or difficult to afford (Ariyanti & Purba, 2023). Study results from Arianty et al. (2024), Maharani & Giantari (2024),

Setiawan & Ardani (2022) and Ariyanti & Purba (2023), confirming that price discounts have a significant positive impact on positive emotions.

H1: Price Discount has a significant positive effect on Positive Emotion

The Relationship of Bonus Packs to Positive Emotion

Bonus packs are one of the promotional strategies where companies provide additional products for free when consumers buy the main product, with the aim of attracting consumer interest and driving purchase decisions (Cahyani et al., 2024). Salsabila & Andriana (2024), said that this strategy has the potential to evoke positive emotions, such as happiness and satisfaction, which can strengthen consumers' motivation to make purchases. Research conducted by Cahyani et al. (2024), Salsabila & Andriana (2024) and Febriyanti & Pentawis (2023), it is proven to present the findings that bonus packs can significantly positively affect positive emotions.

H2: Bonus Packs have a significant positive effect on Positive Emotion

The Relationship of Store Atmosphere with Positive Emotion

Store atmosphere as an external stimulus has a role in shaping consumers' emotional states, which can ultimately encourage or influence spontaneous purchasing decisions (Scott, 2023). The desire to own a product is not only triggered by functional needs, but also by an emotional aspect that strengthens the attachment between the consumer and the desired product (Ariyanti & Purba, 2023). Ariyanti & Purba (2023), adding that when a stimulus is able to encourage customers to buy and feel in control of the purchase decision, this reflects the important role of emotional impulses in the process. Study results from Bambang et al. (2023), Setiawan & Ardani (2022), Arianty et al. (2024) and Ariyanti & Purba (2023), it is proven that store atmosphere is able to influence positive emotions in a significant positive way.

H3: Store Atmosphere has a significant positive effect on Positive Emotion

The Relationship between Price Discount and Impulse Buying

According to Smoke, (2004), impulse buying behavior occurs without prior planning, and arises spontaneously as an immediate response when individuals are exposed to certain stimuli in the shopping environment. According to Ariyanti & Purba, (2023), price discount is one of the stimuli that can trigger impulse purchases, because it is able to provide a significant emotional boost and influence consumers' decisions to make spontaneous purchases without deep rational consideration. Studies conducted by Arianty et al. (2024), Maharani & Giantari (2024), Setiawan & Ardani (2022) and Ariyanti & Purba (2023), confirming that price discounts have a significant positive impact on impulse buying.

H4: Price Discount has a significant positive effect on impulse buying

The Relationship of Bonus Packs with Impulse Buying

According to Sari et al. (2024), Bonus packs are a form of promotion that aims to encourage impulse purchases by consumers. Vauza et al., (2025) Explains that the bonus pack is a promotional strategy that offers additional products for

free or more quantities at normal prices to stimulate consumer buying interest. In practice, this method provides added value in the form of extra products without increasing prices, thus effectively encouraging the purchase of the main product. Research conducted by Cahyani et al. (2024), Suryani & Dharmayasa (2024), Salsabila & Andriana (2024) and Febriyanti & Pentawis (2023), it is proven to present the findings that bonus packs can significantly positively affect impulse buying.

H5: Bonus Pack has a significant positive effect on impulse buying

Store Atmosphere's Relationship with Impulse Buying

According to Kotler & Armstrong, (2018:402), store atmosphere is one of the key elements in a retail store. Retailers must strive to create a distinctive shopping experience that meets consumer desires, as well as being able to drive purchases (Kotler & Armstrong, 2018:402). Jamalina et al. (2025), mentioning that several elements such as lighting, music, aroma, or product arrangement can make the shopping experience more comfortable, making it easier for customers to be tempted to pick up items unplanned. Research conducted by Fazrin & Siregar (2021), Ariyanti & Purba (2023), Setiawan & Ardani (2022) and Arianty et al. (2024), it is proven to present the findings that store atmosphere can significantly positively affect impulse buying.

H7: Store atmosphere has a significant positive effect on impulse buying

The Relationship of Positive Emotion with Impulse Buying

According to Cahyani et al. (2024), positive emotions are emotional states that reflect happiness, enthusiasm, and a pleasant mood, which can affect the way individuals make decisions, particularly in the context of consumer behavior. As a result, unplanned spontaneous purchases often occur. This shows how much positive emotions influence consumers' shopping habits and purchasing choices (Adriyanto et al., 2024). Positive emotions act as an intermediary factor that links external stimuli (such as price discounts, package bonuses, and store atmosphere) to impulsive buying behavior (Ratuliu & Hayu, 2025). The findings of the study results from Ariyanti & Purba (2023), Setiawan & Ardani (2022), Fazrin & Siregar (2021) and Arianty et al. (2024), it is proven to present the findings that positive emotions can significantly positively affect impulse buying.

H8: Positive Emotion has a significant positive effect on impulse buying

The Relationship between Price Discount and Impulse Buying, through Positive Emotion

Term impulse buying refers to spontaneous buying behavior that occurs suddenly, without prior planning, and accompanied by strong emotional urges (Smoke, 2004). This concept is more specific than just an unplanned purchase (Smoke, 2004). This behavior is characterized by a sudden and strong urge to buy a product immediately, without deep rational consideration (Smoke, 2004). In contrast to a rational and thoughtful buying process, impulse buying leads more to spontaneous reactions driven by stimuli and momentary emotions (Smoke,

2004). Analysis results Maharani & Giantari (2024), confirming that the price discount stimulus significantly affects the formation of positive emotions in consumers as organisms, which then triggers a response in the form of impulse buying behavior. Studies conducted by Arianty et al. (2024), Maharani & Giantari (2024), Ratuliu & Hayu (2025), Salsabila & Andriana (2024) and Ariyanti & Purba (2023), it is proven that positive emotion significantly affects impulse buying through the mediation of positive emotion.

H8: Price Discount has a significant positive effect on Positive Emotion-mediated Impulse Buying

The Relationship of Bonus Packs with Impulse Buying, through Positive Emotion

According to Salsabila & Andriana, (2024), nowadays consumers want something that can meet their emotional needs. The urge to satisfy this feeling is one of the reasons for the change in shopping behavior, from initially planned to unplanned or impulse buying (Salsabila & Andriana, 2024). Salsabila & Andriana (2024), explaining 'bonus Packs are able to act as a stimulus that evokes positive emotions through the formation of a sense of thrift, which ultimately encourages impulse buying. Findings from the study Cahyani et al. (2024), Salsabila & Andriana (2024) and Febriyanti & Pentawis (2023), it is proven to present findings that bonus packs can significantly positively affect impulse buying through the mediation of positive emotions.

H9: Bonus packs have a positive and significant effect on Positive Emotion-mediated Impulse Buying

Store Atmosphere's Relationship with Impulse Buying, through Positive Emotion

According to Ratuliu & Hayu (2025), when in a positive mood, consumers usually shop more at familiar stores. They choose the store because the products are according to their tastes and the shopping atmosphere is comfortable. Setiawan & Ardani (2022), emphasizing that emotional responses have a positive effect on the store environment can increase the likelihood of unplanned purchases, as emotions are an important element in influencing purchasing decisions. Jamalina et al. (2025) confirming that the store atmosphere which acts as an external stimulus is able to modify the psychological condition of consumers such as positive emotion (organism), thereby giving rise to behavioral responses in the form of impulse purchases. Research conducted by Setiawan & Ardani (2022), Fazrin & Siregar (2021), Ariyanti & Purba (2023) and Arianty et al. (2024), it is proven to present findings that store atmosphere can significantly influence impulse buying through the mediation of positive emotions.

H10: Store atmosphere has a significant positive effect on Positive Emotion-mediated Impulse Buying.

This research presents a novelty by integrating store atmosphere and positive emotion into the framework of the Stimulus–Organism–Response (SOR) theory in the context of impulse buying behavior in modern retail consumers. Previous studies, such as Ramadan & Ekasari (2022) and Arianty et al. (2024), more emphasis on price discounts and bonus packs as external factors without

examining the role of consumer emotions in depth or the store's atmospheric elements as an environmental stimulus. By adding the store atmosphere variable as an additional stimulus and positive emotion as an organism variable, this study not only enriches the theoretical perspective of SOR but also provides a more comprehensive understanding of how external stimulus triggers the psychological state of consumers which then drives impulsive purchasing behavior. The findings of this study are expected to expand the academic contribution, while providing practical insights for retail managers in designing marketing strategies oriented to consumers' emotional experiences.

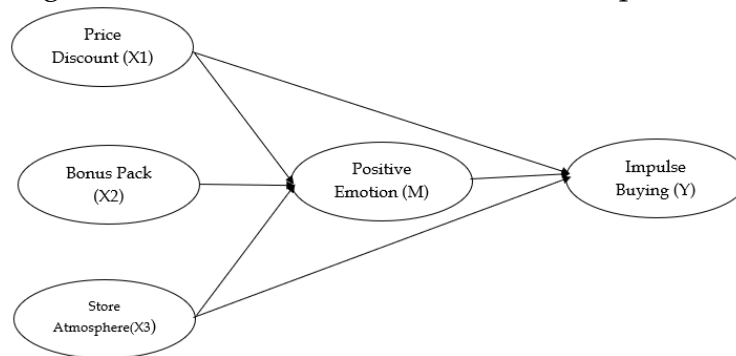


Figure 2. Frame of Mind

METHODOLOGY

This study implements a quantitative method as described by Sugiyono (2023). The location of the research is in Banyumas district, namely at the Alfamart Raya Dukuhwaluh outlet. The research population includes all consumers who have made purchase transactions at Alfamart, both as regular customers and occasional buyers, thus reflecting the diversity of consumer characteristics that are the focus of the research. Due to the absence of accurate data on the total population, the number of samples was determined by applying the Lemeshow formula, which is suitable for unknown populations with a maximum proportion estimation approach and a certain error rate (Riyanto, 2020:465).

The calculation of the number of samples is as follows:

Figure 3. Lemeshow Formula

$$n = \frac{z_{1-\alpha/2}^2 P (1 - P)}{d^2}$$

Information:

- n = Number of samples
- z = z score at 95% confidence = (1.96)
- p = Maximum estimate = 50% = 0.5
- d = Error rate = 10% = 0.1

So the minimum number of samples can be calculated by:

$$n = \frac{(1.96)^2 \times 0.5 (1 - 0.5)}{(0.1)^2} = 96.4$$

Thus, the minimum number of samples is 96 respondents. However, to improve the validity of the results and minimize the risk of generalization errors, the sample count was increased to 120 respondents, as suggested by Sugiyono (2023; 155) and Christopher et al. (2022). The purposive sampling technique was used in the study for sampling, with response criteria among others, respondents were consumers of Alfamart Raya Dukuhwaluh who had shopped at least twice in the last two months and had made impulsive purchases because they were interested in price discounts, store atmosphere, or product bonuses.

Data collection was carried out using questionnaires distributed using a combined method, online via google form and offline through on-site code scanners. The questionnaire uses a 5-point Likert scale, with statement items arranged based on indicators from each variable. This study examines three independent variables, namely, price discount (indicators, 6 statements), bonus packs (3 indicators, 6 statements), and store atmosphere (4 indicators, 10 statements), one mediating variable, namely positive emotion (4 indicators, 4 statements), and one dependent variable, namely impulse buying (4 indicators, 8 statements). Data processing using SmartPLS 3.0, with stages, among others, model evaluation for the relationship between indicators and constructs (outer models), as well as model evaluation that describes the relationships between constructs (inner model), and hypothesis tests (bootstrapping) following the procedures applied by Pratiwi et al. (2022).

RESEARCH RESULT

Respondent Characteristics

Table 1. Respondent Description

Characteristics	Category	Sum	Percentage
Gender	Men - men	60	50%
	Woman	60	50%
Age	16 - 20 Years	31	25,8%
	21 - 25 Years	79	65,8%
	26 - 30 Years	7	5,8%
	> 30 Years	3	2,5%
Work	Students	3	2,5
	Student	98	81,7%
	Employee	6	5%
	Official	1	0,8%
	Self employed	10	8,3%
	Businessman	1	0,8
	Housewives	1	0,8%
Income or Pocket Money	< Rp. 1,000,000	39	32,5%
	IDR 1,000,000 - IDR 2,000,000	50	41,7%
	IDR 2,000,000 - IDR 3,000,000	18	15%
	> IDR 3,000,000	13	10,8%

Based on Table 1, Based on the characteristics of the respondents, it is known that the participants in this study consist of a balanced number of men and women, each of 50%. The majority of respondents were in the age range of 21–25 years old (65.8%) and most of them were students (81.7%). In terms of monthly income or allowance, the most respondents were in the category of IDR 1,000,000–IDR 2,000,000 (41.7%), followed by those with an income of less than IDR 1,000,000 (32.5%). These findings show that the majority of respondents are young students with lower middle income levels.

Convergent Validity

Convergent validity is used to ensure that any statement in the research variable is acceptable. Convergent validity is achieved if each indicator has an outer loading value of >0.70 and an AVE (Average Variance Extracted) value of >0.50 (Hair et al., 2019).

Table 2. Convergent Validity and Reliability

Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Price Discount (PD)		0.815	0.878	0.644
PD 2	0.834			
PD3	0.738			
PD5	0.828			
PD6	0.807			
Bonus Pack (BP)		0.771	0.853	0.592
BP2	0.822			
BP3	0.740			
BP5	0.788			
BP6	0.723			
Store Atmosphere (SA)		0.854	0.892	0.579
SA3	0.748			
SA5	0.742			
SA7	0.763			
SA8	0.766			
SA9	0.781			
SA10	0.764			
Positive Emotion (PE)		0.804	0.871	0.630
PE1	0.785			
PE2	0.836			
PE3	0.841			
PE4	0.705			
Impulse Buying (IB)		0.877	0.907	0.620

IB1	0.740
IB2	0.736
IB3	0.849
IB4	0.823
IB6	0.741
IB8	0.826

Based on the results of the convergent validity test in Table 2, all constructs in the model have met the minimum criteria set. These results show an outer loading value of >0.70 and AVE >0.50, so it can be concluded that each construct is able to explain the variance of its indicators well. Although there were ten statement items that were eliminated due to their outer loading value <0.70, the remaining indicators have shown significant contributions to their respective constructs.

Reliability tests are carried out to ensure that the indicators used are able to measure constructs consistently and stably. The reliability rating is based on Cronbach's Alpha and Composite Reliability values, where both must exceed a threshold value of 0.70 to demonstrate good reliability (Hair et al., 2019). Based on the results shown in Table 2, all Cronbach's Alpha and Composite Reliability values are above 0.70, so it can be concluded that all constructs in this study meet the reliability requirements and can be trusted in the measurement process.

Discriminant Validity

Discriminant validity is used to measure the degree of difference between a construct and its indicators and other constructs. The fulfillment of this validity shows that a constructs is unique and capable of measuring certain phenomena that do not overlap with other constructs. The higher the discriminant validity value, the clearer the distinction between the constructs and the other. This test can be performed using the Fornell-Larcker criterion, where a variable is declared valid if its root AVE is greater than its correlation with other variables (Hair et al., 2019). Based on Table 3, all variables in this research meet these requirements because the root of AVE is higher than the correlation between variables, so that the result of discriminant validity has been achieved.

Tabel 3. Fornell -Larcker Creterion

Variabel	Bonus Pack	Impulses Buying	Positive Emotion	Price Discount	Store Atmosphere
Bonus Pack	0.769				
Impulse Buying	0.622	0.787			
Positive Emotion	0.703	0.624	0.794		
Price Discount	0.533	0.388	0.696	0.803	
Store Atmosphere	0.669	0.539	0.760	0.745	0.761

Determinant Coefficient (R-Square)

R-Square aims to show how much variance can be explained in each endogenous variable, thus serving as a key indicator to assess the extent to which

the model is able to explain the relationships between variables (Hair et al., 2019). In general, an R2 value close to 0.75 is classified as high or substantial, around 0.50 is considered moderate, while a value close to 0.25 reflects a relatively weak clear power (Hair et al., 2019). Thus, the greater the R2 value, the greater the contribution of independent variables in explaining changes in the variables predicted in the researcher's model (Hair et al., 2019).

Table 4. R-Square

	R Square	R Square Adjusted
Impulse Buying	0.471	0.453
Positive Emotion	0.673	0.655

Based on the results of data processing in table 4, it shows that the impulse buying variable has an R² value of 0.471, which indicates that 47.1% of variations in impulse buying can be explained by price discounts, bonus packs, store atmosphere, and positive emotions. However, there is still an opportunity to improve the clarity of the model through the involvement of other variables that are more relevant and have the potential to influence impulse buying. Furthermore, positive emotion obtained an R² value of 0.673, this shows that 67.3% of positive consumer emotional changes can be explained by three main stimuli. These three factors have a strong positive influence in shaping the feelings of pleasure, satisfaction, and enthusiasm that consumers feel when shopping. The rest, which is 52.9% in the impulse buying variable and 32.7% in the positive emotion variable, is likely influenced by other factors that are not included in this study model.

Hypothesis Test Results

Hypothesis testers are carried out to test the significance of the statistical coefficients of paths or hypotheses obtained through the bootstrapping method. The hypothesis is considered significant if the statistical value of the table $t > 1.96$ and the P value < 0.05 . The positive directional relationship has a positive original sample value (O) and the negative directional hypothesis has a negative original sample value (O).

Table 5. Direct Effect Hypothesis Test Results

Variabel	Original Sample	Sample Mean	T Statistics	P Value	Information
PD → PE	0.252	0.254	3.099	0.002	Signifikan
BP → PE	0.327	0.329	3.725	0.000	Signifikan
SA → PE	0.352	0.350	4.041	0.000	Signifikan
PD → IB	(-0.193)	(-0.188)	1.670	0.096	Insignifikan
BP → IB	0.348	0.352	4.093	0.000	Signifikan
IN → IB	0.141	0.148	1.072	0.284	Insignifikan
EP → IB	0.407	0.408	3.531	0.000	Signifikan

Table 6. Inderect Effect Hypothesis Test Results

Variabel	Original Sample	Sample Mean	T Statistics	P Value	Information
PD → PE → IB	0.103	0.107	2.011	0.045	Signifikan
BP → PE → IB	0.133	0.133	2.583	0.006	Signifikan
SA → PE → IB	0.143	0.141	2.786	0.010	Signifikan

Based on the results of hypothesis testing in Table 5, information was obtained about the direct influence between variables in the model. The value of the original sample indicates the magnitude of the coefficient of influence, while the value of T-statistic and p-value determines the significance of the relationship. From these results, the regression equation model can be written as follows:

$$PE = 0.252 PD + 0.327 BP + 0.352 SA \dots\dots\dots (1)$$

$$IB = -0.193 PD + 0.348 BP + 0.141 SA + 0.407 PE \dots\dots\dots (1)$$

So that from the regression equation of each coefficient as well as the results of the T-statistical value test and the p-value value, it can be interpreted as follows:

The Price Discount coefficient to Positive Emotion of 0.252 indicates a positive value, which means that any increase in Price Discount by one unit will drive an increase in Positive Emotion by 0.252 units, assuming the other variables are in a constant or constant condition. Then a T-statistic value of 3.099 and a p-value of 0.002 indicate that this influence is statistically significant. This means that the price discounts provided by the store directly are able to increase the positive emotions felt by consumers.

The Bonus Pack coefficient to Positive Emotion of 0.327 indicates a positive value, which means that any increase in the Bonus Pack of one unit will increase the consumer's Positive Emotion by 0.327 units, if the other variables do not change or are constant. In addition, the T-statistic of 3.725 and the p-value of 0.000, this relationship falls into the statistically significant category. This indicates that the addition of product bonuses is very effective in forming positive feelings in consumers.

The Store Atmosphere coefficient to Positive Emotion is 0.352 which indicates a positive value, so it means that the better the store atmosphere that consumers feel, the more their positive emotions will also increase by 0.352 units for each unit assuming other variables are in constant or constant conditions. Then, a T-statistic value of 4.041 and a p-value of 0.000 indicate that this influence is very significant. Thus, a pleasant store atmosphere can form a positive emotional experience for consumers.

The Price Discount coefficient for Impulse Buying of -0.193 indicates a negative influence. This means that every increase in Price Discount by one unit actually decreases the tendency of consumers to make Impulse Buying by 0.193 units assuming other variables are in a fixed or constant condition. In addition, a T-statistic value of 1.670 and a p-value of 0.096 indicate that this relationship is not statistically significant. Thus, in addition to the negative direction of the relationship, price discounts have also not been proven to be able to encourage or suppress impulse buying behavior directly.

The Bonus Pack coefficient to Impulse Buying of 0.348 indicates a positive value, which means that any increase in the Bonus Pack by one unit will increase the Impulse Buying by 0.348 units assuming other variables are in a constant or constant state. In addition, the T-statistic of 4.093 and the p-value of 0.000, this relationship is statistically significant. This means that attractive product bonus offers are very effective in triggering impulse buying behavior.

The Store Atmosphere Coefficient to Impulse Buying of 0.141 shows a positive influence, namely that an increase in store atmosphere by one unit will increase Impulse Buying by 0.141 units, assuming other variables are in a fixed or constant condition. However, a T-statistic value of 1.072 and a p-value of 0.284 indicate that this effect is not significant. Thus, the store atmosphere has not been directly proven to have a strong impact on impulse purchases.

The Positive Emotion Coefficient for Impulse Buying of 0.407 indicates a positive value, which means that when the positive emotions felt by consumers increase by one unit, then their tendency to make impulse purchases also increases by 0.407 units. In addition, the T-statistic value is 3.531 and the p-value is 0.000, so this result is declared significant. This shows that positive emotions are one of the internal factors that can affect impulse buying behavior.

Furthermore, testing the indirect relationship between variables showed that there was a mediating role of Positive Emotion on the relationship between Price Discount, Bonus Pack, and Store Atmosphere on Impulse Buying. With the regression equation, it can be written as follows:

$$IB = 0.103 PD + 0.133 BP + 0.143 SA \text{ (via Positive Emotion)} \dots\dots\dots (1)$$

So that from the regression equation of the indirect coefficient value (through mediation) as well as the results of the T-statistical value test and the p-value value, it can be interpreted as follows:

The Price Discount coefficient for Impulse Buying through Positive Emotion of 0.103 indicates a positive value, which means that when the Price Discount increases by one unit, Impulse Buying will also increase by 0.103 units through an increase in positive emotions. Then the T-statistic value of 2.011 and the p-value of 0.045 confirm that this indirect relationship is significant. This shows that although the direct influence of Price Discount on Impulse Buying is not significant, through the mediation of Positive Emotion, it becomes statistically significant.

The Bonus Pack coefficient to Impulse Buying through Positive Emotion of 0.133 indicates a positive value, which means that an increase in Bonus Pack by one unit can encourage an increase in Impulse Buying by 0.133 units through an increase in positive emotions. Then the T-statistic value of 2.583 and the p-value of 0.006 indicate that this relationship is significant. This means that positive emotions are an important pathway in explaining how Bonus Packs affect impulse purchase decisions.

The Store Atmosphere coefficient on Impulse Buying through Positive Emotion of 0.143 also shows a positive influence, which means that every increase in Store Atmosphere by one unit can encourage an increase in Impulse Buying by 0.143 units through Positive Emotion. With a T-statistic value of 2.786 and a p-value of 0.010, this relationship is significant. So it can be concluded that

a pleasant store atmosphere is able to encourage impulse purchases indirectly through an increase in positive emotions.

DISCUSSION

Based on the results of the analysis and test results on the hypothesis, this study shows that price discount has a positive and significant effect on positive emotion, so the first hypothesis is accepted. Based on the respondents' descriptive analysis, the respondents' highest answer stated that the size of the discount was the main attraction that was able to arouse feelings of pleasure and satisfaction in consumers. These findings make it clear that consumers' interest in large discounts at Alfamart retail stores, not only reflects economic considerations, but also indicates a positive emotional reaction that arises when consumers feel they are profiting more. These results also confirm that the role of discounts as a stimulus in SOR theory can cause consumer psychological conditions, namely positive emotions before driving a purchase response. The study's findings are supported by studies from Arianty et al. (2024), Maharani & Giantari (2024), Setiawan & Ardani (2022) and Ariyanti & Purba (2023), which shows that price discounts make a significant positive contribution to positive emotion.

The test results on the second hypothesis showed that the bonus pack had a positive and significant effect on positive emotions, so the second hypothesis was accepted. Based on the descriptive analysis of the respondents, the respondents' highest answer stated that consumers felt happy and satisfied with the existence of additional offers such as extra products without additional costs because they were considered to provide more benefits. The findings explain that the assessment of these extra benefits can shape feelings of pleasure and satisfaction, which are part of consumers' positive emotional responses when shopping at Alfamart. In the framework of SOR theory, this shows that bonus packs as a stimulus are able to form organisms in the form of positive emotions before there is a purchase response. These findings are in line with studies from Salsabila & Andriana (2024), Cahyani et al. (2024) and Febriyanti & Pentawis (2023), which suggests that bonus packs can make a significant positive contribution to positive emotion.

The test results on the third hypothesis showed that Store Atmosphere had a positive and significant effect on positive emotions so that the third hypothesis was accepted. Based on the descriptive analysis of the respondents, the highest answer of the respondents stated that visual elements such as posters and images are important parts of the interior display that are able to attract the attention of consumers, so that they can cause enthusiasm and pleasure when shopping at Alfamart. These findings make it clear that the presence of attractive interiors and visuals not only captivates the eye, but also arouses emotional interest during the shopping process. These findings also fit with the concept in SOR theory that environmental stimuli can shape consumer emotional responses. These findings are in line with studies from Bambang et al. (2023), Setiawan & Ardani (2022), Arianty et al. (2024) and Ariyanti & Purba (2023), which shows that store atmosphere is able to capture positive emotions positively and significantly.

The test results on the fourth hypothesis show that price discounts have a negative and insignificant effect on impulse buying, so that hypothesis two is rejected. Based on the descriptive analysis of respondents, the respondents' lowest answer stated that consumers were more cautious and considered discount times before making a decision. These findings show that the price discount strategy used by retailers, especially Alfamart, needs to be designed more strategically in order to be able to evoke consumers' emotional responses. Discounts that last too long or too often tend to be considered mediocre and no longer trigger impulsive impulses, so the strategy can be changed by holding discounts that have a faster validity period because they can trigger the consumer impulse to make a purchase. In the framework of SOR theory, this finding shows that although discounts are a stimulus, they do not arouse emotions (organisms), then it will not produce impulsive behavior in response (Suryani & Dharmayasa, 2024). The findings of this study reinforce the findings of the Bambang et al. (2023), Fitriani & Muhajirin (2022) and Peranginangin & Romadlon (2023), which shows that price discounts do not have a significant positive effect on impulse buying.

The test results on the fifth hypothesis show that the bonus pack has a positive and significant effect on impulse buying, so the fifth hypothesis is accepted. Based on the results of the respondents' descriptive analysis, the highest answer of the respondents stated that when consumers find added value directly, such as additional products or extra benefits without additional fees, they tend to be encouraged to buy even though they initially do not have the intention so that impulsive behavior occurs. These findings show that the bonus pack promotion at Alfamart can trigger impulse buying because consumers feel they get more value, so they are encouraged to buy even though they do not intend to buy at first. In this case, the stimulus (bonus pack) immediately triggers a response (impulse buying) without always going through the emotional stage, especially because of the perception of benefits that can get extra bonuses or more benefits. The findings of this study are supported by research from Cahyani et al. (2024), Suryani & Dharmayasa (2024), Salsabila & Andriana (2024) and Febriyanti & Pentawis (2023), which shows that the bonus pack has a positive and significant influence on impulse buying.

The test results on the sixth hypothesis show that the store atmosphere has a positive and significant effect on impulse buying, so the sixth hypothesis is rejected. Based on the results of the descriptive analysis, The lowest answer of respondents stated that elements such as scent have not been optimal in attracting consumers' attention or creating experiences that trigger impulsive actions. Store atmosphere as a stimulus does not have a significant direct influence on impulse buying. These findings suggest that although the relationship is positive, the influence is not strong enough to drive spontaneous purchases. In the context of SOR theory, these findings suggest that even if an environmental stimulus has been given, a response in the form of impulsive buying behavior does not necessarily arise in the absence of a strong internal impulse. This indicates that the direct influence of the stimulus has not been effective enough to produce a response without the support of a specific

psychological condition. The findings of this study are in line with research findings from Wiranata & Suryadi (2022), Barutu et al. (2024), Fazri et al. (2020), which states that the store atmosphere has no significant influence on impulse buying

The test results on the seventh hypothesis show that positive emotions have a positive and significant effect on impulse buying, so the seventh hypothesis is accepted. Based on the results of the descriptive analysis, the highest answer from the respondents stated that enthusiasm is the strongest emotional impulse in the shopping process. These findings reflect that enthusiasm or enthusiasm is the main trigger in impulse buying actions. When consumers feel positive emotions such as happy, satisfied, or enthusiastic, they tend to make decisions quickly without much consideration. In the framework of SOR theory, this reflects that organisms (in this case positive emotional states) have a direct role in shaping responses, namely impulse buying behavior. Pleasurable emotions can be powerful triggers that lead consumers from affective experiences to real actions. Result This study is in line with the findings of a study from Salsabila & Andriana (2024), Ariyanti & Purba (2023), Setiawan & Ardani (2022), Fazrin & Siregar (2021) and Arianty et al. (2024), which shows that positive emotion has a positive and significant impact on impulse buying.

The test results on the eighth hypothesis show that price discounts have a positive and significant effect on impulse buying through the mediation of positive emotions, so that the eighth hypothesis is accepted. Based on the results of the descriptive analysis, the respondents' highest answer stated that the size of the discount is the main attraction that is able to form feelings of pleasure or satisfaction when shopping, which then triggers an impulsive purchase response. These findings show that although price discounts do not directly affect impulse buying, the results of this study prove that price discounts have a positive and significant effect indirectly through positive emotions. Large discounts create the perception of getting more profits, thus arousing positive emotions in consumers. This emotion is what drives consumers to make impulse purchases at Alfamart. This flow is in line with SOR theory, where external stimuli (price discounts) form organisms (positive emotions), which in turn produce a response in the form of impulse buying. Result The study's findings are consistent with studies from Arianty et al. (2024), Maharani & Giantari (2024), Ratuliu & Hayu (2025), Salsabila & Andriana (2024) and Ariyanti & Purba (2023), which shows that price discounts have a positive and significant effect on impulse buying through the mediation of positive emotion.

The test results on the ninth hypothesis showed that the bonus pack had a positive and significant effect on impulse buying through the mediation of positive emotions, so that the ninth hypothesis was accepted. Based on the results of the descriptive analysis, the respondents' highest answer stated that consumers highly value added value in the form of extra products at no additional cost. These findings show that when consumers feel satisfied or happy because they get extra bonuses and benefits, these positive emotions are able to trigger impulse buying actions. This is in line with the SOR theory framework, where the bonus pack acts as a stimulus capable of forming organisms in the

form of positive emotions, which then encourages a response in the form of impulse buying. These findings are in line with studies from Cahyani et al. (2024), Salsabila & Andriana (2024) and Febriyanti & Pentawis (2023), which shows that the bonus pack has a positive and significant effect on impulse buying through the mediation of positive emotion.

The test results in the tenth hypothesis show that store atmosphere has a positive and significant effect on impulse buying through the mediation of positive emotions, So that the tenth hypothesis is accepted. Based on the results of the descriptive analysis, the respondents' highest answer stated that visual elements such as posters or images can play a big role in creating emotional appeal during the shopping process. When these elements are positively received by consumers, organisms are formed in the form of positive emotions such as comfort, pleasure, and enthusiasm. This emotional condition further plays a role in encouraging responses in the form of impulse buying actions. Within the framework of SOR theory, the store atmosphere acts as a stimulus that forms organisms in the form of positive emotions, which in turn leads to a response in the form of impulse buying. These findings are in line with studies from Setiawan & Ardani (2022), Fazrin & Siregar (2021), Ariyanti & Purba (2023) and Arianty et al. (2024), which shows that store atmosphere has a positive and significant effect on impulse buying through the mediation of positive emotion.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of SOR analysis and theory, this study concludes that price discounts, bonus packs, and store atmosphere are proven to have a positive and significant effect on positive emotions, which means that these three elements are able to evoke positive emotions when consumers shop. However, price discounts have a negative and insignificant effect on impulse buying, while bonus packs have a positive and significant effect, and store atmosphere has a positive but insignificant effect. Positive emotions themselves have a positive and significant effect on impulse buying, which indicates that consumer emotions can be an important bridge between stimulus and impulsive actions. Furthermore, positive emotion has been shown to mediate positively and significantly the relationship between the influence of price discounts, bonus packs, and store atmosphere on impulse buying, which reinforces the concept in SOR theory that emotions play an important role in converting stimuli into behavioral responses. Therefore, the focus of marketing strategy development should be directed at creating a positive emotional experience so that promotion effectiveness increases and impulse purchases can be optimized.

ADVANCED RESEARCH

This research has several limitations that can be improved for future research development. First, the variables used in the model are not yet fully able to explain impulse buying behavior. This can be seen from the R^2 value which is still relatively moderate, which means that there are other factors outside this model that have not been included. Second, the research was only conducted in one modern retail network, namely Alfamart, so the results could not necessarily

represent other retailers. Third, this study is dominated by students and young people so that the results do not comprehensively reflect consumer purchasing behavior. Therefore, future research is expected to be carried out in more types of retail so that the results are more comprehensive. In addition, further research is expected to add other variables such as shopping styles, hedonistic shopping motivation, or visual merchandising in order to enrich the analysis of the influence on impulse buying.

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