



DOI: <https://doi.org/10.38035/gmbr.v2i2>
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The Influence of Discount, Hedonic Shopping Value, and Shopping Lifestyle on Impulse Buying in Purchasing Erigo Fashion Products Through Shopee E-Commerce

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Abstract: This study aims to analyze the effect of discount, hedonic shopping value, and shopping lifestyle on impulse buying in the purchase of Erigo fashion products through the Shopee e-commerce platform. This study employed a quantitative approach using an associative research method. The sample consisted of 150 respondents selected through purposive sampling. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS 4.0 software. The results indicate that discount, hedonic shopping value, and shopping lifestyle have a positive and significant effect on impulse buying. The findings suggest that consumers' impulse buying behavior toward Erigo products on Shopee is influenced by price discounts, enjoyable shopping experiences, and consumers' shopping lifestyles.

Keyword: Discount, Hedonic Shopping Value, Impulse Buying, Shopping Lifestyle

INTRODUCTION

The rapid growth of e-commerce has transformed consumer purchasing behavior from planned transactions into more spontaneous purchasing decisions. Indonesia is one of the largest e-commerce markets in Southeast Asia, with Shopee consistently maintaining its position as the leading marketplace through various promotional strategies, including discounts, free shipping, and interactive shopping features. Along with this development, the local fashion industry has also experienced significant expansion, encouraging brands such as Erigo to strengthen their digital marketing strategies. Nevertheless, the increasing number of online transactions has also been accompanied by a growing tendency of consumers to make unplanned purchases, indicating that impulse buying has become an important phenomenon in the digital marketplace (Kotler & Keller, 2016; APJII, 2025; Mehrabian & Russell, 1974).

Despite the growing literature, several research gaps remain. Previous studies have reported inconsistent findings regarding the influence of Discount, Hedonic Shopping Value, and Shopping Lifestyle on Impulse Buying. Some studies found that discounts significantly increase impulse buying, whereas others reported insignificant effects depending on consumer characteristics and shopping contexts. Likewise, most prior studies investigated these variables separately or focused on different product categories and marketplaces, such as cosmetics, food products, or social commerce, leaving limited empirical evidence regarding local fashion brands on Shopee (Jaya & Ramdan, 2023; Widyawati et al., 2023; Mustajib et al., 2024; Ananda, Y. P., 2022).

Based on these gaps, this study offers several novelties. First, it focuses specifically on Erigo as one of Indonesia's leading local fashion brands marketed through Shopee, providing empirical evidence from the domestic fashion industry. Third, this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the structural relationships among the proposed variables. Therefore, this study aims to analyze the influence of Discount, Hedonic Shopping Value, and Shopping Lifestyle on Impulse Buying in purchasing Erigo fashion products through Shopee while contributing to consumer behavior literature and providing managerial implications for fashion retailers (Hair et al., 2022; Mehrabian & Russell, 1974).

Literature Review And Hypothesis Development

1. Theoretical Foundation: Impulsive Buying Theory

Grounded in the Impulse Buying Theory established by (Rook, 1987) and expanded by Beatty and Ferrell (1998), this study posits that unplanned purchasing decisions are driven by a complex interplay of external promotional stimuli, internal emotional states, and enduring personal tendencies. Unlike deliberate transaction processes rooted solely in functional utility, online impulse buying emerges when external marketing cues such as attractive discount incentives (X1) interact with internal consumer dynamics. Specifically, hedonic shopping value (X2) captures the emotional, experiential, and entertainment-seeking aspects of browsing, while shopping lifestyle (X3) represents an individual's ongoing behavioral pattern and self-expression through retail engagement. By integrating these external price based triggers, transient affective states, and persistent behavioral orientations into a unified structural model, this framework provides a comprehensive rationale for explaining consumers' spontaneous purchase responses (Y) within the digital fashion ecosystem.

2. Conceptualization of Variables

Discount

Is defined as a temporary reduction in product prices or promotional incentives offered by sellers to increase consumers' perceived economic value and encourage purchase decisions (Kotler & Keller, 2016). In e-commerce, discounts are commonly presented through price reductions, vouchers, cashback, and promotional campaigns that stimulate consumers to purchase products immediately before the promotional period ends. Therefore, discounts function as external marketing stimuli capable of increasing consumers' purchase intentions and encouraging impulsive buying behavior (Kotler & Keller, 2016; Pandowo et al., 2024).

Hedonic Shopping Value

Refers to the emotional and experiential value obtained during the shopping process. Unlike utilitarian shopping, which emphasizes functional benefits, hedonic shopping is motivated by enjoyment, excitement, entertainment, fantasy, and emotional satisfaction (Babin et al., 1994). Within Shopee's shopping environment, consumers may experience pleasure while browsing fashion products, exploring promotional offers, and interacting with various

platform features. Consequently, consumers with stronger hedonic shopping values tend to purchase products based on emotional gratification rather than rational evaluation, increasing the likelihood of impulse buying (Arnold & Reynolds, 2003; Babin et al., 1994).

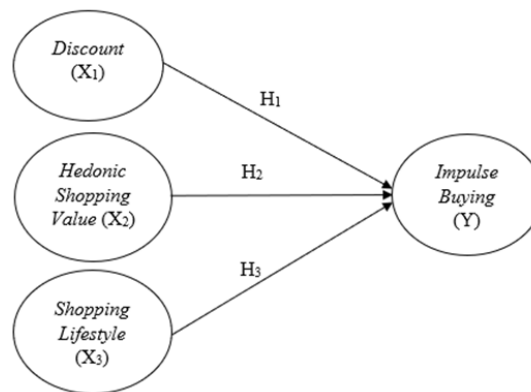
Shopping Lifestyle

Describes consumers' patterns of spending time and financial resources on shopping activities as part of their lifestyle and self-expression. Individuals with a high shopping lifestyle generally perceive shopping not merely as a necessity but also as a recreational activity and a means of expressing personal identity (Cobb & Hoyer, 1986). In the digital era, fashion consumers frequently follow product trends, promotional campaigns, and marketplace recommendations, making them more susceptible to spontaneous purchasing decisions. Therefore, shopping lifestyle is considered an important psychological factor influencing impulse buying behavior in e-commerce (Kotler & Keller, 2016; Pandowo et al., 2024).

Impulse Buying

Is defined as an unplanned, spontaneous, and immediate purchase decision triggered by strong emotional impulses rather than careful consideration (Beatty & Ferrell, 1998). Consumers engaging in impulse buying generally experience a sudden urge to purchase products without prior planning and often prioritize emotional satisfaction over rational evaluation. In online shopping environments such as Shopee, impulse buying may occur due to attractive promotional offers, enjoyable shopping experiences, and consumers' shopping-oriented lifestyles, making it one of the most important outcomes in digital consumer behavior research (Beatty & Ferrell, 1998; Verplanken & Herabadi, 2001).

3. Hypothesis Development



Source: Developed by the authors (2026)

Figure 1. Research Framework

H1. Discount has a positive and significant effect on Impulse Buying in purchasing Erigo fashion products through Shopee.

Discount is one of the most effective promotional strategies used by e-commerce platforms to stimulate consumers' purchase decisions by increasing the perceived value of a transaction. Based on the Impulse Buying Theory (Rook, 1987; Beatty & Ferrell, 1998), discounts function as external promotional stimuli that interact with consumers' internal states, ultimately triggering spontaneous, unplanned purchasing behavior. In the context of Shopee, promotional programs such as price discounts, vouchers, and limited-time offers create attractive shopping opportunities that motivate consumers to make spontaneous purchases without extensive prior planning. Previous studies have consistently reported that discounts

positively influence impulse buying because consumers perceive discounted products as offering greater economic benefits and increased purchase attractiveness (Kotler & Keller, 2016; Pandowo et al., 2024; Jaya & Ramdan, 2023).

H2. Hedonic Shopping Value has a positive and significant effect on Impulse Buying in purchasing Erigo fashion products through Shopee.

Hedonic Shopping Value reflects the emotional, experiential, and entertainment-oriented aspects of shopping that encourage consumers to seek pleasure and enjoyment beyond functional benefits. According to the Impulse Buying Theory (Rook, 1987; Beatty & Ferrell, 1998), impulse buying is largely driven by internal affective states, in which hedonic value plays a central role in shaping consumers' emotional readiness to make unplanned purchases. In the context of Shopee, consumers may experience enjoyment while browsing fashion products, exploring promotional offers, and discovering new trends, which can stimulate spontaneous purchasing decisions. Previous studies have demonstrated that consumers with higher hedonic shopping value are more likely to engage in impulse buying because shopping provides emotional satisfaction, excitement, and pleasure (Babin et al., 1994; Arnold & Reynolds, 2003; Pandowo et al., 2024).

H3. Shopping Lifestyle has a positive and significant effect on Impulse Buying in purchasing Erigo fashion products through Shopee.

Shopping Lifestyle refers to consumers' patterns of spending time, money, and attention on shopping activities as part of their daily lifestyle and self-expression. Within the framework of Impulse Buying Theory (Rook, 1987; Beatty & Ferrell, 1998), shopping lifestyle represents an enduring personal tendency that shapes how consumers respond to promotional stimuli, making individuals with a stronger shopping-oriented lifestyle more prone to spontaneous, unplanned purchasing. Consumers with a stronger shopping lifestyle tend to perceive shopping as an enjoyable activity rather than merely fulfilling functional needs, making them more responsive to promotional stimuli and more likely to make unplanned purchases. In the context of Shopee, easy access to fashion products, personalized recommendations, and various promotional programs further reinforce this tendency. Previous studies have consistently reported that shopping lifestyle positively influences impulse buying because consumers with shopping-oriented lifestyles are more likely to purchase products spontaneously (Kotler & Keller, 2016; Cobb & Hoyer, 1986; Pandowo et al., 2024).

METHODS

1. Research Design and Operational Framework

This study employed a quantitative explanatory research design to examine the influence of Discount (X_1), Hedonic Shopping Value (X_2), and Shopping Lifestyle (X_3) on Impulse Buying (Y) in purchasing Erigo fashion products through Shopee. The proposed research model was developed based on the Impulse Buying Theory (Rook, 1987; Beatty & Ferrell, 1998), where Discount represents an external promotional stimulus, Hedonic Shopping Value reflects consumers' emotional and experiential state, and Shopping Lifestyle reflects an enduring personal tendency toward shopping engagement, with these factors jointly shaping Impulse Buying as the resulting spontaneous purchasing behavior. Primary data were collected through a cross-sectional online questionnaire using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Hair et al., 2022; Rook, 1987; Beatty & Ferrell, 1998).

2. Population, Sampling Strategy, and Sample Size Determination

The target population for this study consists of consumers who have purchased Erigo fashion products via Shopee within the last six months. Given that the exact number of Erigo consumers on Shopee is unknown, this study employs a non-probability sampling technique known as purposive sampling. Respondents were selected based on the following criteria: aged between 18 and 37 years, having purchased Erigo products via Shopee in the past six months, and residing in Jakarta.

According to (Hair et al., 2017), the minimum sample size for Structural Equation Modeling (SEM) should be five to ten times the number of research indicators, with a recommended sample size ranging from 100 to 200 respondents. As this study employed 21 measurement indicators, the minimum required sample size was 105 respondents (21×5). Therefore, the 150 valid responses collected in this study exceeded the minimum requirement and were considered adequate for PLS-SEM analysis.

3. Measurement of Latent Variables

Discount

Was measured using five indicators reflecting consumers' perceptions of price reductions and promotional value (Fadly, 2023).

Hedonic Shopping Value

Was measured using five indicators capturing emotional enjoyment, excitement, and shopping pleasure (Giveline et al., 2024).

Shopping Lifestyle

Consisted of six indicators reflecting consumers' shopping habits, interests, and lifestyle orientation (Tirtayasa et al., 2022).

Impulse Buying

Was measured using five indicators representing spontaneous, unplanned, and immediate purchasing behavior (Biby, 2026).

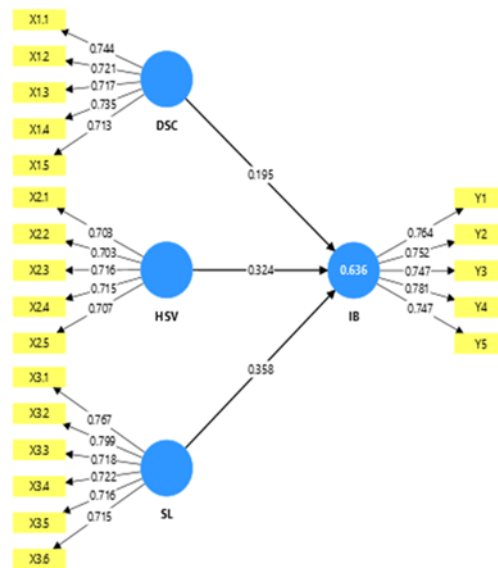
RESULT AND DISCUSSION

Respondent Characteristics

The majority of respondents were female (69.33%), with the dominant age group being 18–22 years old (61.33%) and South Jakarta as their place of residence (42.67%). All respondents (100%) were consumers who had purchased Erigo products on Shopee within the last six months, thereby meeting the study's sample criteria.

Data Analysis Technique

This study employs Variance-Based Structural Equation Modeling (PLS-SEM) SmartPLS 4.0.



Source: Data processed using SmartPLS 4.0 (2026)

Figure 1. Initial PLS-Path Model

Measurement Model Assessment (Outer Model)

Convergent Validity

Table 1 Outer Loading Test Results

Variabel	Indikator	Outer Loading	Keterangan
Discount (X1)	X1.1	0.774	Valid
	X1.2	0.721	Valid
	X1.3	0.717	Valid
	X1.4	0.735	Valid
	X1.5	0.713	Valid
Hedonic Shopping Value (X2)	X2.1	0.703	Valid
	X2.2	0.703	Valid
	X2.3	0.716	Valid
	X2.4	0.715	Valid
	X2.5	0.707	Valid
Shopping Lifestyle (X3)	X3.1	0.767	Valid
	X3.2	0.799	Valid
	X3.3	0.718	Valid
	X3.4	0.722	Valid
	X3.5	0.716	Valid
	X3.6	0.715	Valid
Impulse Buying (Y)	Y.1	0.764	Valid
	Y.2	0.752	Valid
	Y.3	0.747	Valid
	Y.4	0.781	Valid
	Y.5	0.747	Valid

Source: Data processed using SmartPLS 4.0 (2026)

The outer loading test results show that all indicators have values above 0.70, with the Discount variable ranging from 0.713 to 0.774, Hedonic Shopping Value from 0.703 to 0.716, Shopping Lifestyle from 0.715 to 0.799, and Impulse Buying from 0.747 to 0.781.

Table 2 Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Discount (X1)	0,527
Hedonic Shopping Value (X2)	0,502
Shopping Lifestyle (X3)	0,548
Impulse Buying (Y)	0,575

Source: Data processed using SmartPLS 4.0 (2026)

The Average Variance Extracted (AVE) values for all variables also exceeded 0.50, ranging from 0.502 to 0.578; thus, all constructs met the criteria for convergent validity.

Discriminant Validity

Table 3 Discriminant Validity Test Results (Cross-Loading)

	<i>Discount (X1)</i>	<i>Hedonic Shopping Value (X2)</i>	<i>Shopping Lifestyle (X3)</i>	<i>Impulse Buying (Y)</i>
X1.1	0,744	0,534	0,632	0,491
X1.2	0,721	0,562	0,549	0,519
X1.3	0,717	0,450	0,550	0,469
X1.4	0,735	0,505	0,524	0,517
X1.5	0,713	0,471	0,567	0,533
X2.1	0,559	0,703	0,568	0,471
X2.2	0,553	0,703	0,537	0,548
X2.3	0,552	0,716	0,540	0,486
X2.4	0,384	0,715	0,419	0,528
X2.5	0,423	0,707	0,525	0,512
X3.1	0,598	0,509	0,767	0,599
X3.2	0,574	0,602	0,799	0,615
X3.3	0,556	0,519	0,718	0,560
X3.4	0,606	0,499	0,722	0,446
X3.5	0,496	0,544	0,716	0,531
X3.6	0,631	0,561	0,715	0,533
Y.1	0,530	0,531	0,624	0,764
Y.2	0,650	0,558	0,628	0,752
Y.3	0,507	0,542	0,582	0,747
Y.4	0,439	0,568	0,455	0,781
Y.5	0,495	0,532	0,512	0,747

Source: Data processed using SmartPLS 4.0 (2026)

The results indicate that each indicator has a higher cross-loading value on its original construct compared to other constructs. All variables in the study met the criteria for discriminant validity.

Reliability Test

Table 4. Reliability test results

	<i>Cronbach's Alpha</i>	<i>Composite Reliability (rho_a)</i>	<i>Composite Reliability (rho_c)</i>	<i>Keterangan</i>
<i>Discount (X1)</i>	0,776	0,776	0,848	Reliabel
<i>Hedonic Shopping Value (X2)</i>	0,753	0,753	0,835	Reliabel
<i>Shopping Lifestyle (X3)</i>	0,835	0,839	0,879	Reliabel
<i>Impulse Buying (Y)</i>	0,816	0,817	0,871	Reliabel

Source: Data processed using SmartPLS 4.0 (2026)

The results indicate that all variables have Cronbach's Alpha and Composite Reliability values above 0.70; therefore, the research instrument is deemed reliable and consistent.

Structural Model Assessment (Inner Model)

Table 5. R-Square Test Results

<u>Variabel</u>	R-Square	R-Square Adjusted
Impulse Buying (Y)	0,636	0,629

Source: Data processed using SmartPLS 4.0 (2026)

The results show an R-square value of 0.636, indicating that the variables Discount, Hedonic Shopping Value, and Shopping Lifestyle collectively explain 63.6% of the variance in the Impulse Buying variable.

Table 6. F-Square Test Results

<u>Variabel</u>	Impulse Buying (Y)
Discount (X1)	0,038
Hedonic Shopping Value (X2)	0,123
Shopping Lifestyle (X3)	0,115

Source: Data processed using SmartPLS 4.0 (2026)

The results indicate that all three variables have a small effect, with F-square values ranging from 0.02 to 0.15. Hedonic Shopping Value has the highest F-square value (0.123), followed by Shopping Lifestyle (0.115) and Discount (0.038).

Table 7. Path Coefficient Test Results

hypothesis	path influence	path coefficient	t-statistic	p-value	Result
H1	Discount → Impulse Buying	0,195	2,146	0,032	Received
H2	Hedonic Shopping Value → Impulse Buying	0,324	3,681	0,000	Received
H3	Shopping Lifestyle → Impulse Buying	0,358	3,273	0,001	Received

Source: Data processed using SmartPLS 4.0 (2026)

The results show that all path coefficients are positive, with t-statistics above 1.96 and p-values below 0.05; consequently, H1, H2, and H3 are all accepted. These findings confirm that discounts, hedonic shopping value, and shopping lifestyle have a positive and significant effect on the impulse buying behavior of Erigo consumers on Shopee.

The Effect of Discount on Impulse Buying

The results indicate that Discount has a positive and significant effect on Impulse Buying ($\beta = 0.195$, $t = 2.146$, $p = 0.032$); therefore, H₁ is supported. This finding suggests that attractive discount programs offered by Erigo through Shopee encourage consumers to make spontaneous purchasing decisions by increasing the perceived value of the transaction. The results are consistent with (Ningrum and Pudjoprastyono, 2023), who argued that consumers experience greater satisfaction when discounts meet their expectations, thereby increasing the

likelihood of unplanned purchases. Accordingly, the greater the perceived attractiveness of the discount, the stronger consumers' tendency to engage in impulse buying.

The Effect of Hedonic Shopping Value on Impulse Buying

The findings reveal that Hedonic Shopping Value has a positive and significant effect on Impulse Buying ($\beta = 0.324$, $t = 3.681$, $p < 0.001$); therefore, H_2 is supported. This result indicates that consumers who perceive shopping as an enjoyable, entertaining, and emotionally rewarding experience are more likely to make impulsive purchase decisions. The finding supports the study of (Giveline et al., 2024), which emphasized that hedonic shopping motivation enhances consumers' emotional involvement during the shopping process, leading to greater impulse buying behavior. Thus, higher levels of hedonic shopping value are associated with a stronger tendency to purchase products spontaneously.

The Effect of Shopping Lifestyle on Impulse Buying

The results demonstrate that Shopping Lifestyle has a positive and significant effect on Impulse Buying ($\beta = 0.358$, $t = 3.273$, $p = 0.001$); therefore, H_3 is supported. Among the three independent variables, Shopping Lifestyle exhibits the strongest influence on consumers' impulse buying behavior. This finding is in line with Farida et al. (2025), who reported that shopping lifestyle is reflected in consumers' frequency of accessing shopping platforms, browsing products, and following current shopping trends, all of which contribute to spontaneous purchasing behavior. Therefore, consumers with a stronger shopping-oriented lifestyle are more likely to engage in impulse buying when purchasing Erigo fashion products through Shopee.

Managerial Implications, Limitations, And Future Directions

1. Managerial Implications

Based on the findings of this study, Erigo can capitalize on consumers' impulse buying tendencies as an opportunity to increase sales. However, the company should not solely focus on generating short-term spontaneous purchases but should also develop strategies to build long-term relationships with consumers so that impulse buying can be transformed into repeat purchases and customer loyalty. Furthermore, Erigo should continuously innovate its product offerings while keeping pace with evolving fashion trends and changes in consumer behavior to maintain its competitiveness in the increasingly competitive fashion industry.

2. Research Limitations

This study has several limitations that should be considered when interpreting the findings. First, the respondents were limited to consumers who had purchased Erigo fashion products through Shopee, which may limit the generalizability of the findings to other fashion brands or e-commerce platforms. Second, this study employed a cross-sectional research design, which only captured consumers' behavior at a single point in time and therefore could not explain changes in purchasing behavior over time. Third, this research only examined three independent variables Discount, Hedonic Shopping Value, and Shopping Lifestyle while other factors, such as electronic word-of-mouth, online customer reviews, perceived trust, and sales promotions, may also influence impulse buying but were not included in the proposed research model.

3. Future Directions

Future studies are encouraged to extend this research by examining different product categories and e-commerce platforms to improve the generalizability of the findings. Researchers may also incorporate additional variables, such as electronic word-of-mouth,

online customer reviews, trust, perceived value, or fear of missing out (FoMO), to obtain a more comprehensive understanding of consumers' impulse buying behavior. Furthermore, future research could employ longitudinal research designs to investigate changes in consumers' purchasing behavior over time and compare different consumer segments based on age, income, or shopping experience.

CONCLUSION

This study concludes that Discount, Hedonic Shopping Value, and Shopping Lifestyle have a positive and significant influence on consumers' impulse buying behavior in purchasing Erigo fashion products through Shopee. These findings indicate that attractive discount strategies, enjoyable shopping experiences, and consumers' shopping-oriented lifestyles encourage spontaneous purchasing decisions. Among these factors, consumers' psychological and lifestyle characteristics also play an important role in stimulating impulse buying behavior. Therefore, understanding these factors can help companies develop more effective marketing strategies while maintaining their competitiveness in the increasingly dynamic e-commerce fashion industry.

Suggestions

First, for Erigo the company should continue to implement attractive discount strategies while ensuring that promotional activities provide real value to consumers. In addition, Erigo is encouraged to continuously innovate its product designs, follow current fashion trends, and create engaging online shopping experiences that enhance consumers' hedonic value. The company should also focus on developing long-term customer relationships so that impulse purchases can be transformed into repeat purchases and customer loyalty.

Second, for future researchers it is recommended to expand the scope of research by involving different fashion brands and e-commerce platforms to improve the generalizability of the findings. Future studies are also encouraged to include additional variables, such as electronic word-of-mouth (e-WOM), online customer reviews, perceived trust, perceived value, or Fear of Missing Out (FoMO), to provide a more comprehensive understanding of impulse buying behavior. Furthermore, employing a longitudinal research design would enable researchers to examine changes in consumers' purchasing behavior over time and compare different consumer segments based on demographic characteristics such as age, income, and shopping experience.

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