

Research Article

From Vibes to Purchase: The Emotional Bridge Between Promotion, Atmosphere, and Impulse Shopping

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Abstract

This study examines the effect of Promotion and Store Atmosphere on Impulsive Buying with Positive Emotions as a mediating variable. Using a quantitative, associative approach, data were collected from 100 Lion Superindo consumers via purposive sampling and analyzed using Partial Least Squares (PLS-SEM). The findings show that Promotion and Store Atmosphere have a positive and significant effect on Positive Emotions. Promotion does not directly influence Impulsive Buying, whereas Store Atmosphere has a positive, significant effect on it. Furthermore, Positive Emotions significantly mediate the relationship between Promotion and Impulsive Buying, but not between Store Atmosphere and Impulsive Buying. The R-square value indicates moderate explanatory power, suggesting that other external factors may also influence the model. Managerially, retail managers should enhance promotional strategies that evoke positive emotions and design store atmospheres that improve customer comfort to stimulate spontaneous purchasing behavior. These results highlight the importance of emotional factors in bridging marketing stimuli and consumer impulsive buying behavior, providing strategic insights for retailers to improve customer engagement and sales performance.

Keywords: Promotion, Store Atmosphere, Positive Emotion, Impulsive Buying

JEL Classification: M31, D12, M37

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1. Introduction

Consumer spending remains one of the strongest drivers of Indonesia's economic growth. According to the Central Statistics Agency (BPS, 2022), household consumption reached IDR 2.42 quadrillion in the first quarter of 2022, up 4.34% from the previous year. Within this category, food and beverage consumption contributed the largest share at IDR 995.39 trillion. This steady growth demonstrates that domestic consumption is a crucial driver of Indonesia's retail sector, particularly grocery and supermarket businesses. However, in a competitive retail landscape, consumer behavior increasingly shows a tendency toward impulsive purchases, where buying decisions are made spontaneously without prior planning (Utami, 2019). Understanding the emotional and environmental triggers behind such behavior is therefore important for retailers aiming to maintain market share and profitability.

Marketing promotion has long been recognized as a key factor influencing consumer purchasing behavior. Promotion serves not only as an information channel but also as a persuasive tool that shapes consumers' attitudes and motivates purchase behavior (Tjiptono, 2018). Research by Maulana (2018) confirmed that promotional activities, such as discounts and advertisements, can directly enhance impulsive buying. Conversely, Alifiyah and Prabowo (2021) found no significant relationship, indicating inconsistent evidence on how promotions trigger spontaneous purchases. This inconsistency suggests that promotional effects depend on intermediary variables, such as emotional states, that mediate consumers' cognitive responses to marketing stimuli. Hence, there is a need to re-examine the role of promotion not merely as an economic incentive but as an emotional catalyst that may induce impulse buying through positive affective experiences.

Apart from promotional activities, the physical and psychological design of the store environment known as store atmosphere also plays a pivotal role in influencing consumer emotions. Store atmosphere encompasses visual, auditory, and olfactory elements, such as lighting, music, layout, and aroma, which together create a holistic sensory experience (Levi & Weitz, 2021). Prior studies show that a pleasant store atmosphere can encourage longer shopping durations and heighten the probability of unplanned purchases (Artana et al., 2019). However, Trihudyatmanto's (2020) findings show contrasting results, suggesting that environmental cues alone may not always lead to impulsive behavior. These mixed results raise the possibility that emotional factors may bridge the link between environmental stimuli and purchase responses, making emotions an essential component in understanding consumer behavior in retail contexts.

Emotions represent the affective states that accompany human decision-making processes. Positive emotions, such as joy or satisfaction, are believed to enhance spontaneous consumer reactions by reducing cognitive control and increasing hedonic motivations (Putra, 2018). In retail psychology, emotional arousal serves as an internal driver that converts environmental or promotional stimuli into purchasing impulses (Anggraeni et al., 2020). Consumers experiencing positive emotions during shopping are more likely to engage in unplanned purchases because emotional pleasure can override rational evaluations of need and value (Fahd, 2019). Despite this evidence, limited empirical research in the Indonesian retail context has examined the simultaneous influence of promotion and store atmosphere on impulse buying behavior, with positive emotions as a mediating variable.

This study, therefore, aims to fill the existing research gap by analyzing the effects of promotion and store atmosphere on impulsive buying, with positive emotions as a mediating factor, in the context of PT. Lion Super Indo. Previous studies have often examined these variables separately, but few have explored their integrated influence in a single empirical model using a mediation approach (Kurniawan & Kunto, 2018). The novelty of this research lies in identifying the emotional mechanism through which marketing strategies and environmental cues jointly shape impulsive purchase behavior. In practice, the study provides insights for retail managers on designing promotional programs and store environments that elicit positive consumer emotions, thereby enhancing spontaneous purchasing tendencies and strengthening customer engagement.

In summary, this research seeks to answer the following questions: (1) How do promotion and store atmosphere affect positive emotions? (2) Do positive emotions mediate the relationship between promotion, store atmosphere, and impulsive buying? Moreover, (3) Which variable exerts the most decisive influence on impulsive buying behavior in retail settings? By addressing these questions, the study contributes to the theoretical understanding of emotional marketing and provides strategic implications for retail management in Indonesia's dynamic consumer market.

2. Literature Review and Hypothesis

Literature Review

Promotion

Promotion is a one-way flow of information or persuasion designed to direct a person or organization to take action, thereby initiating an exchange in marketing. Promotion is an activity

aimed at influencing consumers to become familiar with the company's products, become happy, and buy them. Promotion is a tool a company uses to inform consumers about the advantages of its products. Promotion is defined as an activity carried out by a company to communicate the benefits of its products and to convince consumers to buy.

Positive Emotions

Positive emotions are feelings that can bring pleasure to someone who experiences them. Positive emotions can arise before a person's mood, from a person's affective tendencies, and in response to a supportive environment, such as interest in goods, services provided to consumers, or sales promotions. According to Sumarwan (2021), emotions are a consumer response to a specific environment, while mood is an unfocused condition that has previously occurred. Consumers in a good mood will stay longer in the store and be more interested in making purchases. Positive emotions mean emotions that are in line (congruent) with a person's goals, for example, emotions of happiness or love, and conversely, negative emotions are not in line (incongruent) with a person's goals, for example, anger or sadness.

Impulse buying

Impulse buying is the act of buying without a prior problem or intention to buy formed before entering the store. According to Utami (2017), "Unplanned buying behavior (impulse buying) is a buying behavior that is done in a store, where the purchase is different from what the consumer had planned when they entered the store." Impulse buying is the act of purchasing an item when the buyer did not intend to do so beforehand.

Hypothesis

The Influence of Promotion on Positive Emotions as Mediator

Research conducted by Kurniawan and Kunto (2018) found that promotion has a positive influence on impulsive buying as an intervening variable. Based on previous research conducted by Rahmawati (2018), and Rani & Nindyakirana, Ida Maftukhah (2019) in the study showed that promotion has a positive and significant influence on Positive Emotions as a mediator., Based on the results of the study above, the following hypothesis can be made:

H1: Promotion has a positive and significant effect on Positive Emotions as a mediator.

The Influence of Store Atmosphere on Positive Emotions as a Mediator

Positive emotions can be traced to before a person's mood occurs, to a person's affective tendencies and reactions to a supportive environment, such as interest in a product or the presence of a Promotion (Rachmawati, 2019). Based on the research results of Afrina Novia (2020), and Saputro Ikhsan Banu (2019), Store Atmosphere has a positive and significant effect on Positive Emotions, which serves as a mediator. Based on the description above, the following hypothesis can be made:

H2: Store Atmosphere has a positive and significant effect on Positive Emotions, which serves as a mediator.

The Influence of Positive Emotions on Impulsive Buying.

A person who experiences a relatively high sense of pleasure or joy from Positive Emotions will spend more time shopping, which will encourage impulse buying (Rahmawati, 2019). This is because the Positive Emotions felt when shopping will affect Impulsive Buying. Often, Positive Emotions act as a stimulus to purchase; therefore, consumers who engage in impulse buying spend more when shopping. Based on the research results of Ayi Muhyidin, Erry Sunarya, Asep M (2019), Ade Ayu Anggraeni et al. (2020), and Veronica Rachmawati (2009), Positive Emotions have a positive and significant effect on Impulse buying. Based on the description above, the following hypothesis can be concluded.

H3: Positive Emotions have a positive and significant effect on impulse buying

The Effect of Promotion on Impulse Buying.

Impulse buying is a shopping behavior that occurs unplanned, emotionally attracted, where the decision-making process is carried out quickly without thinking wisely and considering all the

information and alternatives available Based on the research results of Roby Irzal Maulana (2018), Pricyilia Wauran, Jane Grace Poulan (2019) showed that promotion has a positive and significant effect on Impulse buying. Based on the description above, the following hypothesis can be concluded.

H4: Promotion has a positive and significant effect on impulse buying.

The Influence of Store Atmosphere on Impulse Buying

The influence of Store Atmosphere on impulse buying among department store consumers. Store atmosphere is one external factor that may influence a person's impulse buying behavior. This opinion shows a relationship between Store Atmosphere and impulse buying. Many factors, including low prices, high-quality products, promotional offers, and situational factors, can influence impulse buying (unplanned purchases). The results of this study are in line with the theory that, to attract consumers, entrepreneurs can maximize the marketing mix products, prices, locations (places of business), and promotions. Based on the research results of Artana I Putri et al. (2019), Nursoleha Anita and Hartono (2020), and M. Trihudyatmanto (2020), Store Atmosphere has a significant effect on Impulse buying. Based on the previous research mentioned above, the following hypothesis can be made:

H5: Store Atmosphere has a positive and significant effect on impulse buying

The Influence of Emotions on Promotion and Impulse Buying

Shows that sales promotion influences consumers' positive emotions and impulse buying at Planet Sports. With a good sales promotion, it can generate product response and influence consumers to make purchases. The results of the study show that the larger and more attractive the sales promotion carried out by business actors, the higher the Positive Emotion pulse felt by consumers, which encourages impulsive purchases. Based on the previous research mentioned above, the following hypothesis can be made:

H6: Positive Emotions Mediate Promotion on Impulse Buying

The Influence of Positive Emotions on Store Atmosphere and Impulse Buying

States that Store Atmosphere has a positive and significant effect on impulsive buying mediated by Positive Emotions. The role of Store Atmosphere in retail outlets can provide a feeling of comfort to consumers, which later affects the emotions felt, thereby extending the time consumers spend in the store and increasing the probability of impulsive purchases. Indicates that Positive Emotions act as an intervening variable, mediating the effect of store atmosphere on impulse buying. The results of this study are supported, which found that store environmental stimuli influence impulsive buying and store social factors, both of which are mediated by consumers' Positive Emotions. Based on the previous research mentioned above, the following hypothesis can be made:

H7: Positive Emotions Mediate Store Atmosphere on Impulse Buying

Conceptual Framework

The conceptual framework serves as a reference for researchers to choose a research direction aligned with the research objectives. This study aims to determine whether intervening variables influence the outcome. In this study, the independent variables are Promotion and Brand Image, the dependent variable is Customer Loyalty, and the intervening variable is Positive Emotions. The conceptual framework in this study is as follows:

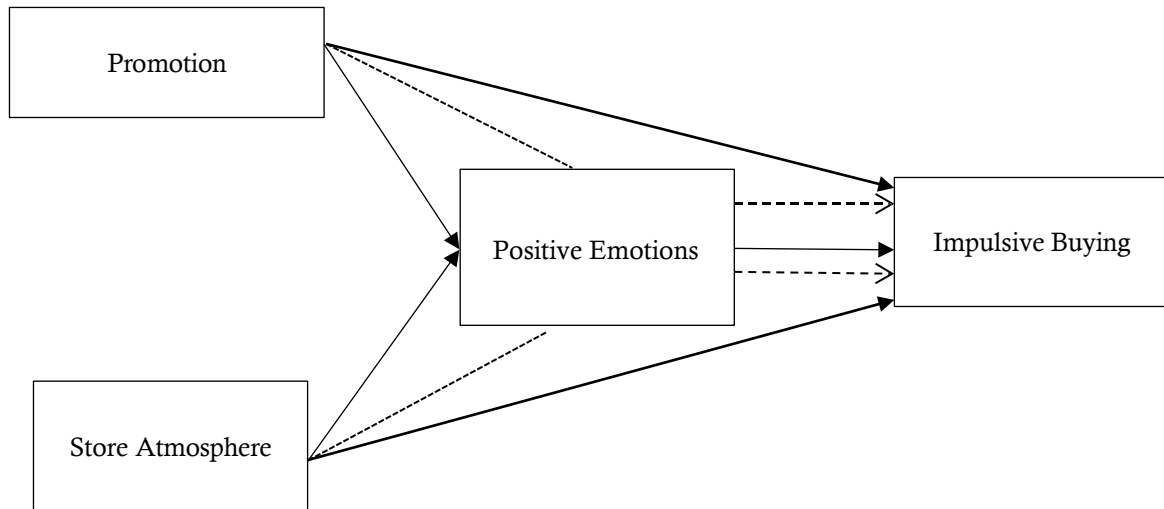


Figure 1. Conceptual Framework

3. Data and Method

Type of Research

The research method used in this study is the associative method with a quantitative approach. The associative method aims to explain the causal relationships and influences between variables through hypothesis testing. According to Sugiyono (2018), associative research aims to determine the influence or relationship between two or more variables.

Population and Sample

Population

According to Sugiyono (2018), a Population is a general area consisting of objects/subjects that have specific characteristics and qualities, which researchers use in their studies; then, conclusions are drawn. The population used in this study was customers of PT. Lion Super Indo, and the customer population was unknown.

Sample

A sample is a portion of the subjects in the population being studied, which, of course, can represent the population. According to Sugiyono (2018), a sample is a part of the population's number and characteristics. The sample used must be able to represent and reflect the existing population. Sampling in this study used the purposive sampling method.

Data Collection Method

Types of Data and Data Sources

The subject data used in this study are drawn from primary and secondary sources. Primary data are obtained directly from respondents in the field. This study was conducted on customers of PT. Lion Superindo was a research subject that was carried out directly. While secondary data is data obtained by researchers from existing sources, in this study, secondary data was obtained from journals, books, previous research, and the internet.

Data Collection Techniques

Data collection in this study uses a set of questions or written statements for respondents to answer. The author's approach is a survey administered via a questionnaire. This research used a questionnaire to collect data. According to Sugiyono (2018), a questionnaire is a data collection technique that involves giving respondents a set of written questions or statements to answer. Completing this questionnaire is based on the experience and perceptions of the parties concerned, as needed for the research.

Data Analysis Method

Data analysis in this study used the Partial Least Squares (PLS) method through WarpPLS software version 8.0. Partial Least Squares is a causal model that explains the influence between variables on construct variables. This method is widely used in management and marketing. PLS is an alternative to multiple regression and principal component regression because it is more robust, meaning the model changes little when new samples are drawn from the total population.

4. Results

Structural Model Evaluation

This study conducted a structural model evaluation to determine the most appropriate model for examining the influence of Promotion and Store Atmosphere on Impulsive Buying at PT. Lion Superindo, with Positive Emotions as an intervening variable. The results of the structural model evaluation using specific criteria are shown in Table 1.

Table 1. Structural Model Evaluation Results

Evaluation Measures	Criteria Rules	Model Test Results
R-square	Robust model ≥ 0.70 , strong 0.46 – 0.70, moderate	$R^2 = 0,446$ $R^2 = 0,360$
Q-square predictive relevance	$Q^2 > 0$ = model has predictive relevance	$Q^2 = 0,461$ $Q^2 = 0,383$
Tenenhaus Goodness of FIT (GoF)	$Q^2 < 0$ = model has less predictive relevance	GoF = 0,508

Source: Processed data (2023)

Based on the results of the determination coefficient test shown in Table 1 above, the R-square value for the Positive Emotion variable is 0.446 (moderate), indicating that the Promotion and Store Atmosphere variables can explain 44.6% of the variation in Positive Emotion. In comparison, the remaining 55.4% is explained by other variables not discussed in this study. While the R-square value for the Impulsive Buying variable is 0.360 (moderate), which means that 36.0% of the variation can be explained by variations in Promotion, Store Atmosphere, and Positive Emotion, the remaining 64% can be explained by other variables.

Then the Q^2 results of 0.461 and 0.383 indicate that the model has strong predictive relevance, as > 0 . The results suggest that Promotion, Store Atmosphere, and Positive Emotion are powerfully relevant to predicting Impulsive Buying. The Tenenhaus Goodness of Fit (GoF) was 0.508, indicating that the model is highly suitable, as it falls within the criterion of ≥ 0.36 . Meanwhile, the output from the structural equation model is shown in Figure 2.

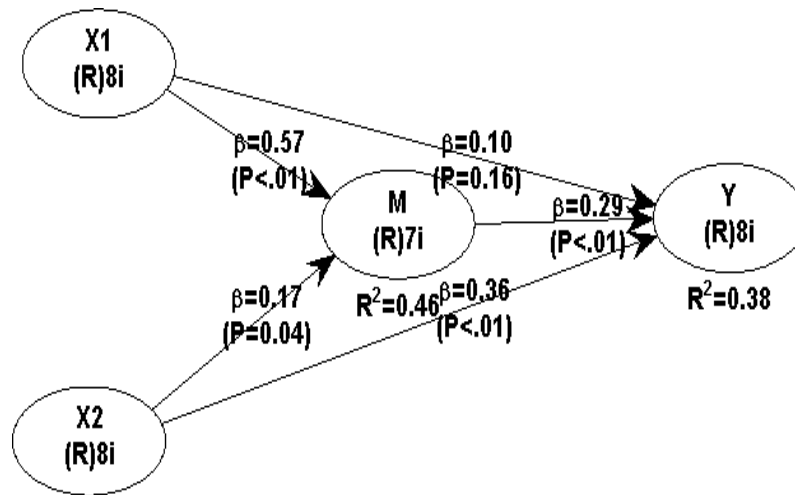


Figure 2. Path Diagram Between Variables

Research Hypothesis Testing

Based on the results of the previously conducted structural model evaluation, the path analysis of the influence among the research variables is shown in Table 2, which shows the results of testing hypotheses 1, 2, 3, 4, 5, 6, and 7 of this study.

Table 2. Results of Research Hypothesis Testing

Relationship of Variables	Koefisien	P-value	Description
Promotion -> Impulsive Buying	0,097	0,161	Not Significant
Store atmosphere -> Impulsive Buying	0,358	<0,001	Significant
Promotion -> Positive Emotion	0,567	<0,001	Significant
Store atmosphere -> Positive Emotion	0,173	0,037	Significant
Positive Emotion -> Impulsive Buying	0,286	0,001	Significant
Promotion -> Positive Emotion -> Impulsive Buying	0,162	0,009	Significant
Store atmosphere -> Positive Emotion -> Impulsive Buying	0,049	0,240	Not Significant

Source: Processed data (2023)

Based on the hypothesis testing contained in Table 2, the test results are significant with a p-value of 0.0161 (> 0.05). Thus, the hypothesis that Promotion has a positive and significant influence on Impulsive Buying is rejected, with the coefficient value of 0.097.

5. Discussion

The Effect of Promotion on Positive Emotions

The findings indicate that promotion positively influences consumers' positive emotions. Promotional activities such as discount offers, advertisements, and loyalty programs evoke pleasant feelings excitement, satisfaction, and joy when consumers perceive the value to be favorable. This aligns with previous studies suggesting that effective promotional communication not only informs but also generates emotional resonance with consumers (Rahmawati, 2018; Rosyida & Anjarwati, 2019). Similarly, Nindyakirana and Maftukhah (2016) emphasized that sales promotion can elicit positive affective responses, thereby heightening consumers' enthusiasm during shopping. Therefore, promotion functions as both a cognitive and emotional stimulus, enhancing consumers' mood states and predisposing them toward favorable purchasing behavior.

The Effect of Store Atmosphere on Positive Emotions

The store atmosphere was also found to enhance consumers' positive emotions significantly. Environmental cues such as lighting, aroma, temperature, music, and spatial layout shape consumers' affective experiences. When the environment is aesthetically pleasing and comfortable, customers tend to feel relaxed and delighted. This finding corroborates prior

research by Novia (2020) and Saputro (2019), which demonstrated that a well-designed store environment enhances emotional satisfaction and creates a more enjoyable shopping experience. Consistent with Afrina (2020), this study confirms that store atmosphere plays an integral role in creating affective bonds between the retail space and its customers, thereby stimulating positive emotional engagement.

The Effect of Positive Emotions on Impulsive Buying

The results confirm that positive emotions significantly affect impulsive buying behavior. Consumers experiencing pleasure, excitement, or happiness while shopping are more likely to make spontaneous purchasing decisions. Such emotions reduce rational control and increase affect-driven behavior. This finding is consistent with research by Anggraeni et al. (2020) and Muhyidin, Sunarya, and Ramdan (2019), who reported that positive affect serves as a psychological trigger that enhances impulsive tendencies. Similarly, Rachmawati (2019) noted that consumers in a positive mood are more receptive to unplanned purchases due to heightened emotional arousal. Hence, emotional management in retail contexts can effectively increase the likelihood of impulsive buying.

The Effect of Promotion on Impulsive Buying

Although promotion is designed to attract attention and stimulate sales, the study found that it does not directly influence impulsive buying. This suggests that promotional cues alone may not suffice to elicit spontaneous purchases without the mediation of affective responses. These findings resonate with Sihombing and Sukati (2022), who noted that promotional stimuli often require emotional reinforcement to trigger impulsive behavior. However, they contrast with studies by Maulana (2018) and Wauran and Poluan (2019), who found a direct positive relationship. The discrepancy may stem from contextual differences such as product category, target market, or promotional design. It implies that promotional effectiveness depends heavily on consumers' emotional involvement.

The Effect of Store Atmosphere on Impulsive Buying

The store atmosphere exerted a strong positive influence on impulsive buying. A pleasant, immersive store environment can extend consumers' time in-store, thereby increasing the likelihood of unplanned purchases. This supports prior findings by Artana et al. (2019) and Nursoleha and Hartono (2020), who argued that the store atmosphere acts as a situational stimulus that shapes consumer emotions and impulsive responses. The physical and psychological comfort experienced within a store environment fosters spontaneous purchase intentions. Consequently, retailers should focus on atmospheric design elements that encourage exploration and emotional connection to enhance impulsive buying behavior.

The Mediating Effect of Positive Emotions between Promotion and Impulsive Buying

The analysis further reveals that positive emotions mediate the relationship between promotion and impulsive buying. This indicates that promotional activities indirectly influence unplanned purchases by arousing emotions. Effective promotions generate pleasure and excitement, which in turn encourage spontaneous buying decisions. This is consistent with the findings of Isnaini and Rahmidani (2021) and Tindaresa and Nindys (2023), who highlighted the mediating role of emotional states in transforming promotional stimuli into impulsive action. Thus, emotional appeal is an essential link connecting promotional strategy to consumer impulse behavior.

The Mediating Effect of Positive Emotions between Store Atmosphere and Impulsive Buying

Unlike in the previous mediation, positive emotions did not significantly mediate the relationship between store atmosphere and impulsive buying. Although the store atmosphere influences both emotions and purchase behavior, the indirect effect via positive emotions appears weak. This suggests that consumers respond directly to atmospheric stimuli without necessarily first experiencing heightened emotions. Similar observations were reported by Dakhi (2022), who found that store atmosphere directly affects impulse buying independent of emotional mediation. Conversely, Saputro (2019) argued for a significant mediating role of emotions. The divergence implies that contextual factors, such as consumer involvement and store familiarity, may shape

how atmosphere transforms into impulse behavior in the context of PT. Lion Super Indo's store design appears to stimulate impulsive purchases without deep emotional processing directly.

6. Conclusion

This study concludes that promotion and store atmosphere play crucial roles in shaping consumers' positive emotions and impulsive buying behavior. Promotion and store atmosphere were found to significantly influence positive emotions, indicating that practical promotional activities and pleasant store environments can generate feelings of happiness, satisfaction, and enthusiasm among shoppers. Positive emotions, in turn, significantly encourage impulsive buying, showing that consumers who experience emotional pleasure are more likely to make spontaneous purchases. However, promotion did not directly affect impulsive buying, suggesting that its impact is primarily emotional rather than behavioral. Meanwhile, store atmosphere directly influenced impulsive buying, demonstrating that environmental stimuli can independently drive unplanned purchasing decisions. Furthermore, positive emotions mediated the relationship between promotion and impulsive buying, but not between store atmosphere and impulsive buying, emphasizing the complex interplay of emotional and environmental factors in consumer behavior.

From a managerial perspective, these findings highlight the importance of retail managers designing promotional strategies that evoke positive emotions rather than merely convey information. Promotions that engage consumers emotionally through interactive campaigns, personalized discounts, or sensory cues are more likely to enhance shopping enjoyment and stimulate spontaneous purchases. In addition, retailers should focus on improving store atmosphere elements such as lighting, layout, scent, and music to create a comfortable, engaging environment that supports both emotional satisfaction and purchasing behavior. Integrating emotional marketing with environmental design will enable retail companies like PT. Lion Super Indo to strengthen customer engagement, extend in-store time, and increase sales through emotionally driven impulsive buying.

Recommendation

Based on the research findings, it is recommended that retail managers, particularly at PT. Lion Super Indo conducts A/B experiments to test the effectiveness of different promotional formats and store atmosphere designs in stimulating positive emotions and impulsive buying. Future initiatives should quantify key performance indicators, such as impulse lift and dwell time, to evaluate how emotional and environmental adjustments affect purchasing behavior. Retailers are also advised to segment shoppers based on demographic and psychographic profiles to tailor marketing strategies that align with distinct emotional triggers and shopping motivations. Continuous monitoring and quarterly performance evaluations should be implemented to ensure data-driven decision-making and sustained improvement in customer engagement and sales outcomes.

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