

## DAFTAR PUSTAKA

- Adriyanto, Suyadi, Fanani. 2016. Pengaruh fashion involvement dan positive emotion terhadap impulse buying (survey pada warga kelurahan tulusrejo kecamatan lowokwaru kota malang). *Jurnal Administrasi Bisnis (JAB)* Vol. 31, No.1 Februari 2016.
- Angga, Hidayah, Wasil. 2018. Pengaruh store atmosphere terhadap impulse buying pada bisnis ritel. *Journal FEB UNMUL*.
- Amiri,F., Jasour, J., Shirpour, M., & Alizadeh, T. 2012. Evaluation Of Effective Involvement Factors Effects On Impulse Buying Of Customers and Conditional Of Interrelation Between These Factors. *Journal of Basic and Applied Scientific Research*. Vol 2(9), pp.9419-9419.ISSN 2090- 4304.
- Anin F, Anastasya et.al. 2008. Hubungan Self Monitoring dengan Impulsive Buying Terhadap Produk Fashion Pada Remaja. *Jurnal Psikologi*.Volume 35 NO 2, pp, 181-193. Fakultas Psikologi Universitas Gajah Mada.
- Cahyono, Khuzaini, Widiarto. 2012. Shopping life style memediasi hubungan antara hedonic dan utilitarian value terhadap impulse buying. *Jurnal Ekonomi dan Keuangan*, Vol. 20, No. 2, Juni 2016 : 151 - 207
- Chusniasari. (2015). Pengaruh Shopping Lifestyle, Fashion Involvement dan Hedonic Shopping Terhadap Impulse Buying Behavior Pelanggan. *Jurnal Ilmu dan Riset Manajemen* Volume 4, Nomor 12, Desember 2015.
- Darma, L. A., & Japarianti, E. (2014). Analisa Pengaruh Hedonic Shopping Value terhadap Impulse Buying dengan Shopping Lifestyle dan Positive Emotion

- sebagai variable Intervening pada Mall Ciputra World Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 8, No. 2, Oktober 2014.
- Deviana, Giantari, 2016. Pengaruh Shopping Lifestyle dan Fashion Involvement terhadap impulse buying behavior masyarakat di kota Denpasar. *E-Jurnal Manajemen Unud*, Vol. 5, No.8, 2016: 5264-5273.
- Fitriani, Diana. 2018. Pengaruh hedonic shopping value dan store atmosphere terhadap impulsive buying pada konsumen carrefour di Pontianak. *Jurnal Ekonomi dan Bisnis* Vol. 11, No. 1 – Februari 2018.
- Gede Manik, Sri Suprapti. 2018. Pengaruh Atmosfer Toko Dan Daya Tarik Promosi Penjualan Terhadap Kepuasan Pelanggan Dan Niat Beli Ulang (Di Matahari Mall Bali Galeria Kuta). *E-Jurnal Ekonomi dan Bisnis Universitas Udayana* 7.7 (2018): 1803-1834.
- Ghozali, Imam. (2012). *Konsep, Teknik, dan Aplikasi SmartPLS 2.0 M3*. Badan Penerbit Universitas Diponegoro.
- Gunawan, Oky. 2016. Pengaruh sales promotion dan store atmosphere terhadap impulse buying dengan positive emotion sebagai variabel intervening pada planet sports tunjungan plaza Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 10, No.1, April 2016.
- Hair, J., Anderson, R., Tattham, R., & Black, W. (2010). *Multivariate DataAnalysis, 7th Edition*. Uppersaddle River, New Jersey: Pearson Education.
- Hermanto, Yulia. (2016). Pengaruh fashion involvement terhadap impulse buying behaviour masyarakat surabaya dengan hedonic shopping motivation dan positive emotion sebagai variabel intervening pada merek ZARA. *Jurnal Manajemen Pemasaran*, Vol. 10, No.1, April 2016.

Japarianto, Sugiharto. 2011. Pengaruh shopping life style dan fashion involvement terhadap impulse buying behavior masyarakat high income Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 6, No.1, April 2011 : 32-41.

Kim, H. 2005. Consumer profiles of apparel product involvement and values. *Journal of Fashion Marketing and Management*. 9 (2).

Kotler, P., dan K. L. Keller. 2009. Manajemen Pemasaran. Jakarta: Salemba Empat.

Manilall Dhurup. (2014). Impulsive Fashion Apparel Consumption: The Role of Hedonism, Fashion Involvement and Emotional Gratification in Fashion Apparel Impulsive Buying Behaviour in a Developing Country. *Mediterranean Journal of Social Sciences MCSER Publishing, Rome-Italy*. May 2014. Vol 5 No 8.

Muruganantham, Bhakat. (2013). A Review of Impulse Buying Behaviour. *International Journal of Marketing Studies*. Vol 5, pp. 1918-7203.

Pattipeilohy, Victor Ringhard., Rofiaty, and M. S. Idrus. 2013. The Influence of the availability of Money and Time, Fashion Involvement, Hedonic Consumption Tendency and Positive Emotions towards Impulse buying Behavior in Ambon City. *Journal of Business and Behavioral Sciences*, 3(8), pp: 36-49.

Rachmawati, V. Agustus 2009. Hubungan antara Hedonic Shopping Value, Positive Emotion, dan Perilaku Impulse Buying pada Konsumen Ritel. Universitas Kristen Widya

Schiffman, L. dan K. Leslie Lazar. 2008. Consumer Behaviour 7th. Edition. (Perilaku Konsumen). PT. Indeks. Jakarta.

Sekaran, Uma. 2006. *Metodologi Penelitian untuk Bisnis*. Jakarta: Salemba Empat.

Sugiyono. 2006. Metode Penelitian Bisnis. Bandung: Alfabeta.

Supriono. 2018. Pengaruh store atmosphere terhadap impulse buying (studi pada pengunjung mall di kota Malang). *Journal of Applies Bussiness Administration* Vol. 2, No. 1, Maret 2018, hlm. 109-115.

Tambuwun, Martje., (2016). Shopping Lifestyle as intervening relation between Hedonic Motive and gender on Impulse Buying. Surabaya: Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA). *International Journal of Business and Finance Management Research* (2016).

Temaja, Rahanata, Kerti Yasa. 2015. Pengaruh fashion involvement, atmosfer toko dan promosi penjualan terhadap impulse buying pada matahari department store di kota Denpasar. Bali : Universitas Udayana (UNUD). *E-Jurnak Unud*, Vol.4, No. 6.

Tifferet Sigal & Herstein,Ram. 2012. Emerald Article: Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product & Brand Management*.Vol. 21 Iss: 3 pp. 176 – 182.

Tikker, Aprilian Bionita & Merinda Pandowo. 2016. The Effect Of Hedonic Motives And Shop Environment On Impulse Buying In Manado Towards Retailer Stores (Case At Matahari Dept. Store). *Jurnal EMBA*. Vol.1, No.1, Hal 1274-1282.

Tirmizi, Rehman, Saif. (2009). An Empirical Study of Consumer Impulse Buying Behaviour In Local Markets. *European Journal of Scientific Research*. Vol 28, pp. 522-532.