The Effect of Thematic Store Atmosphere on Impulse Buying Behavior Mediated by Affection and Impulse Buying Tendency

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Purpose: This study focuses on identifying aspects that can influence the behavior of consumers who make purchases at thematic cafes in Malang. This study uses a thematic store atmosphere as an independent variable, impulse buying behavior as a dependent variable, as well as positive emotion and impulse buying tendency as mediating variables.

Design / Method / Approach: Quantitative approaches and explanatory research are used in this study. The respondents in this study were consumers who had visited the thematic cafe in Malang city, and a purposive sampling technique with a total sample of 200 respondents was used to determine the number of samples. The data collection method used a questionnaire, and the data were analyzed by PLS-SEM.

Findings: The findings of this study indicate that the thematic store atmosphere does not have a significant effect on impulse buying behavior. Meanwhile, positive emotion and impulse buying tendency were able to perfectly mediate the relationship between the thematic store atmosphere and impulse buying behavior.

Practical Implications: A thematic cafe with an atmosphere designed according to the concept of a theme that is carried out very well can produce feelings of pleasure, excitement or comfort so that consumers feel like exploring or enjoying the atmosphere of the cafe so as to encourage unplanned purchases.

Originality / Value: The thematic store atmosphere is based on the thematic cafe trend in the city of Malang. The researcher also tries to make this research more comprehensive by examining the relationship between an impulse buying tendency and positive emotion both of which are mediating variables.

Paper type: Empirical

Keywords: thematic store atmosphere, impulse buying behavior, positive emotion, impulse buying tendency, thematic cafe.

Reference to this paper should be made as follows:
Palilingan, V. N., Hussein, A. S., & Prabandari, S. P. (2022). The Effect of Thematic Store Atmosphere on Impulse Buying Behavior Mediated by Affection and Impulse Buying Tendency. European Journal of Management Issues, 30(1), 58-65. doi:10.15421/192206.
Вплив атмосфери тематичного магазину на поведінку імпульсивної купівлі, спричиненої емоційною складовою та імпульсивною тенденцією відносно придбання товару

Мета роботи: Промисловість харчових продуктів і напоїв є однією з провідних галузей, що підтримує зростання виробництва та національної економіки в Індонезії. Ефективність сектору харчової промисловості завжди зростає і з кожним роком розвивається в позитивному напрямку. Це дослідження дозволить виявити аспекти, які можуть вплинути на поведінку споживачів, які здійснюють покупки в тематичних кафе Малангу. Це дослідження використовує тематичну атмосферу кафе як незалежну змінну та імпульсивну поведінку відносно купівлі як залежну змінну. При цьому позитивні емоції та імпульсивна тенденція придбання товару сприймаються як опосередковані змінні.

Дизайн / Метод / Підхід дослідження: Це дослідження базується на кількісних підходах та пояснювальних дослідженнях. Респонденти в цьому дослідженні - споживачі, які відвідали тематичні кафе в місті Маланг, і для визначення кількості зразків була використана цілеспрямована методика вибірки із загальної вибірки 200 респондентів. Метод збору даних використовувався за допомогою анкети, а самі дані були процесувані за допомогою аналізу PLS-SEM.

Результати дослідження: Результати цього дослідження свідчать про те, що тематична атмосфера кафе не має суттєвого впливу на поведінку імпульсивних покупок. Тим часом позитивні емоції та тенденція до імпульсивних покупок змогли ідеально опосередковати зв'язок між тематичною атмосферою кафе та імпульсивною поведінкою придбання товарів.

Практична цінність дослідження: Тематичне кафе з атмосферою, розробленою відповідно до концепції теми, яка дуже добрже впроваджена, може викликати відсутність задоволення, хвалявання або комфорт, щоб споживачі відчували бажання досліджувати або насолоджуватися атмосферою кафе, що, в свою чергу, спонукає до незапланованих покупок.

Оригінальність / Цінність дослідження: Тематична атмосфера кафе заснована на тренді тематичного кафе в місті Маланг. Автори також намагаються зробити це дослідження більш комплексовим, досліджуючи зв'язок між імпульсивною тенденцією відносно придбання товару та позитивними емоціями, обидві з яких є опосередкованими змінними.

Тип статті: Емпірічний

Ключові слова: тематична атмосфера кафе, імпульсивна купівельна поведінка, позитивні емоції, тенденція імпульсивних покупок, тематичне кафе.
1. Introduction

The food and beverage industry is currently growing rapidly and is becoming one of the leading sectors that supports manufacturing growth and the national economy since 2021 (Siregar, 2021). Although throughout 2020 the food and beverage industry experienced a negative performance of 6.89% due to the effects of the Covid-19 pandemic, in the 3rd and 4th quarters of 2019 the food and beverage industry grew again and was positive (Data Industri, 2021). The development of the food and beverage industry is driven by a number of social and economic trends such as changes in people’s lifestyles.

Lifestyle changes that occur in the community have triggered the emergence of many new cafes in Indonesia (Priambudi, 2020), one of which is in the city of Malang. The city of Malang is the second-largest city in East Java both in terms of area and population after the city of Surabaya (Kusnadjar, 2019), the second student city after Yogyakarta (Wilaja, 2010) and has a society that is classified as consumptive (Badan Pusat Statistik, 2020) that makes entrepreneurs see a good opportunity for the growth of their business.

The culture of dining in cafes has become a new lifestyle because it is very fun to sit together, chat, relax, or do tasks at the cafe accompanied by food ordered by consumers. However, in fact, this activity is a challenge for entrepreneurs. Some people spend a lot of time in cafes with minimum purchases plus minimum prices, but with the duration of a chat together or just sit quietly doing tasks that are not short. Therefore, entrepreneurs need to encourage consumers to buy impulsively because it is very important to increase sales income of cafes.

Impulse buying has increased over the past two decades as a result of economic and social improvements as a dramatic increase in personal income, lifestyle, and credit availability has made impulse buying a widespread phenomenon (Park & Dhandra, 2017). Bhakat and Muruganantham (2018) states that impulse buying is a phenomenon that accounts for the large volume of products sold every year, also food and beverages are the most frequently spent spontaneously (Gaille, 2017).

It is very important for restaurant management to know the factors that influence consumers’ impulsive buying behavior. The cafe business provides many opportunities for consumers to make impulse purchases, because situational motives such as a cafe atmosphere affect impulse buying behavior in food and beverage consumption (Miao & Mattila, 2018). Attractive menu variants or affordable prices are no longer a top priority for consumers, but the atmosphere of a cafe is also an important factor in determining where consumers will decide to go (Su, & Lu, 2018).

Cafes with a thematic topic are currently popping up in the city of Malang and are liked by many people. Thematic cafes have organizational concepts and narratives that are made visible and real in the interior and exterior of a restaurant. Eating is not the only, or even central, hallmark of visits to thematic cafes (Sørensen et al, 2020). Attractive thematic cafe atmospheres will encourage consumers to purchase and make it possible to spend more money than planned (Sujana, Suwendra, & Suwena 2020). The atmosphere of a cafe is an important stimulant that can produce the desire to buy impulsively (Graa, Dani-Elkebir, & Bensaid, 2014).

The inconsistency of the results of previous studies that resulted in differences in researches (Gudonavičienė & Alijašienė, 2015; Saad & Metawile, 2015; Atilukul & Kesari, 2018; Jawar & Kushwahaa, 2018) has become a research gap that is interesting for further research on how the actual influence of a thematic story atmosphere affects impulse buying behavior and how to overcome the research gap found. Therefore, the writer inserted mediator variables to bridge the research gap in this study. To cover the research gap in this study, the writer included the mediator variables that are positive emotions and an impulse buying tendency. It is supported by previous researches that explain that positive emotions and an impulse buying tendency are able to mediate the relationship between a thematic store atmosphere and impulse buying behavior (Nandhu, Andriani, & Edriana, 2017; Bhakat & Muruganantham, 2018; Ahmad et al., 2019; Ahrs, & Kwon, 2020; Parsad, Prashar, & Tata, 2017). This research aims to provide the behavior of consumers who make purchases at thematic cafes in Malang and uses a thematic store atmosphere, impulse buying behavior, positive emotions and an impulse buying tendency.

2. Theoretical Background

2.1. Thematic Store Atmosphere

A thematic cafe is a cafe that emphasizes a unique concept in terms of building characteristics, decoration, architecture, a cafe atmosphere, props, a musical style, and personality designated in a particular place or a combination of all with not much attention paid to the food. The indicators used to measure a thematic store atmosphere were adapted from Jackson (2015), namely a store exterior, a general interior and a store layout.

2.2. Impulse Buying Behavior

Heryian and Tamilaras (2020) define impulse buying behavior as sudden buying behavior, where the speed of an impulse decision-making process inhibits thoughtful and deliberate consideration of information, and alternative choices are available. The indicators used to measure impulse buying behavior were adapted from Fauzi, Welsa, and Susanto (2015), namely spontaneity, out of control, non-cognitive evaluation, and disregard of consequences.

2.3. Positive Emotion

Positive emotions are an emotional reaction that is able to bring positive feelings to someone who experiences it. This includes interest, a sense of amusement, pride, joy, pleasure, satisfaction, affection, admiration, relief and excitement. The indicators used to measure positive emotions in the adaptation by Zhang, Dong and Zhao (2021) are joy, interest, contentment, and love.

2.4. Impulse Buying Tendency

Impulse Buying Tendency is a tendency, preference or inclination of an individual to make unplanned purchases and purchase spontaneously with little or no deliberation or consideration of possible consequences (Badgaiyan, Verma & Dixit, 2016). The indicators that are used to measure impulse buying were adapted from Verplanken and Herubadi (2001), namely cognitive aspects and affective aspects.

The hypothesis of this study are:

H1: Thematic Store Atmosphere has a significant effect on Impulse Buying Behavior.

H2: Thematic Store Atmosphere has a significant effect on Positive Emotion.

H3: Positive Emotion has a significant effect on Impulse Buying Behavior.

H4: Thematic Store Atmosphere has a significant effect on Impulse Buying Tendency.

H5: Impulse Buying Behavior has a significant effect on Impulse Buying Behavior.

H6: Impulse Buying Tendency has a significant effect on Positive Emotion.

H7: The effect of Thematic Store Atmosphere on Impulse Buying Behavior is mediated by Positive Emotion.
H8: The effect of Thematic Store Atmosphere on Impulse Buying Behavior is mediated by Impulse Buying Tendency.

3. Research and Methodology

3.1. Conceptual Framework of the Research

This study investigates four main constructs consisting of one independent variable (thematic store atmosphere) and one dependent variable (impulse buying behavior). In addition, this study also adds two mediator variables (positive emotions and impulse buying tendency). For more details, see Fig. 1.

![Conceptual framework of the Research](image)

Source: developed by the authors

This research was conducted in an effort to test, explain, and confirm the theory in a knowledge by using a quantitative approach and used explanatory research.

3.2. Participants and Data Collection

Customers of thematic cafes in Malang City are people who have visited thematic cafes at least twice. Since there are certain criteria for selecting the sample, a non-probability approach with a purposive sampling technique was used to select the sample in this study, and the sample in this study amounted to 200. The data collection technique in this study used a questionnaire. This research was being conducted from June to July 2021.

3.3. Data Analysis

The method of data analysis used SEM (Structural Equation Modeling) based on Partial Least Square (PLS) that uses SmartPLS 3.0 software application.

3.4. Measurements

All indicators to measure the four variables were adopted from several previous studies. The indicator of thematic store atmosphere variables was adopted from Jackson (2015) which consisted of 3 indicators. Impulse buying behavior variables were adopted from Fauzi et al., (2019) that were measured through 4 indicators. Positive emotion variables were measured through 4 indicators from Zhang, et al. (2021). Impulse buying tendency variables were measured through 2 indicators from Verplanken and Herabadi (2001).

4. Result

Based on the consumers' latest education, it is known that 15.5% or 27 respondents have the latest education of high school/equivalent, then 1.0% or 2 respondents have the latest education diploma, then 75.0% or 150 respondents have the latest undergraduate education, amounting to 10.0% or 20 respondents have the latest master's education and 5.0% or 1 respondent chose not to answer. Based on the consumers' work, it is known that 42.0% or 84 respondents are private employees/BUMN (Badan Usaha Milik Negara) or state-owned enterprise, 33.5% or 71 respondents are students (i), and 22.5% or 45 respondents are entrepreneurs.

Based on monthly income, the majority of visitors to thematic cafes in Malang City are those who have a monthly income of Rp 3,000,000 (USD 208.47) up to Rp 6,000,000 (USD 416.95) that is equal to 45.0% or 90 respondents. Based on the frequency of visits, it shows that most of the respondents in this study are visitors to thematic cafes in the city of Malang who have visited thematic cafes more than twice with a total of 180 respondents, and the remaining 20 people are respondents who visited thematic cafes twice.

Tab. 1 indicates that the scale, magnitude, and statistical congruence have been accepted. The average variance extracted (AVE) value of all latent variables shows a score of .834 for the Thematic Store Atmosphere variable, .582 for the Impulse Buying Tendency variable, and .802 for the variable of Positive Emotions, and .659 for the variable of Impulse Buying Behavior. The value of Cronbach’s alpha is worth high enough reliability criteria; Thematic Store Atmosphere has the highest Cronbach’s alpha value. Sequentially, the value of Cronbach’s alpha for the four variables used in this study ranged from .836 to .978, so it was acceptable.

| Variable | Composite Reliability | Cronbach’s Alpha | AVE |
|----------|-----------------------|------------------|-----|
| Thematic Store Atmosphere | .980 | .978 | .834 |
| Impulse Buying Tendency | .873 | .836 | .582 |
| Positive Emotion | .970 | .963 | .802 |
| Impulse Buying Behavior | .939 | .926 | .659 |

Source: completed by the authors

Composite reliability (CR) values are .980, .873, .970, .939 (above .80), it can be concluded that all constructs are reliable, both according to composite reliability and Cronbach’s alpha. The R-square value of the variable of impulse buying behavior in this research model is .837. The goodness of Fit (GoF) in this study is calculated using the equation $Q^2 = 1 - \frac{\sum(1 - R_i^2)}{N - 1} = 1 - \frac{(1 - .925) + (1 - .872)}{4} = .925$. A score of .925 in the calculation Q-Square indicates that the model in this study can be said to have good goodness of fit.

Tab. 2 presents the hypothesis testing results. The direct influence is presented, a thematic store atmosphere has an insignificant effect on impulse buying behavior, with a path coefficient of .044 and a p-value of .262 (more than the significance value of .05), and then H1 is rejected, which means that the thematic store atmosphere does not have a significant influence on impulse buying behavior.

The effect of a thematic store atmosphere on positive emotions is known to be significant with a path coefficient of .131 and a p-value of .022 (under the critical value of .05). Based on these findings, H2 is accepted, which means that the thematic store atmosphere has a significant effect on positive emotions.

The influence of positive emotions on impulse buying behavior is known to be significant with a path coefficient of .708 and a p-value of .000 (under the critical value of .05). Based on these findings, H3 is accepted, which means that positive emotions have a significant effect on impulse buying behavior.
The thematic store atmosphere is not able to make consumers purchase impulsively. According to Mehrabian and Russell (1974), a stimulus will be processed by the internal state of an individual so that it will produce a response. So, a thematic cafe atmosphere which is a stimulus must be processed or evaluated first by the internal state of a consumer so that it can encourage consumers to buy impulsively.

This study is in accordance with the research conducted by Jhawar and Kushwaha (2018) which revealed that the involvement of a store atmosphere does not encourage someone to make a sudden purchase. Atulkar and Kesari (2018) show that there is a gap between a store atmosphere and impulse buying behavior when the results are not significant or negative because the attractiveness and enjoyment of a store encourage consumers to be less likely to be engaged in impulse buying. Gudonavičienė and Alijošienė (2015); Saad and Metawie (2015) also support this research where the researcher reveals that a store atmosphere has no significant effect on consumers' impulsive buying behavior.

### 5.2. Effect of Thematic Store Atmosphere on Positive Emotions

The results show that a thematic store atmosphere has a significant effect on positive emotions. This result means that the thematic atmosphere of a cafe that is designed very attractively according to the theme carried will attract the eyes of consumers so that it will create feelings of pleasure, enthusiasm and even enthusiasm in consumers' minds.

These results are consistent with the previous research by Sharma, Joshi, and Kumar (2019) which revealed that the overall perception of a store environment has a significant positive effect on consumers' positive emotions. Chang, Chang, and Yeh (2013) revealed that positive emotions related to feelings of enthusiasm, movement, activities and alertness stem from reactions to atmospheric stimuli in an environment. Barros et al. (2019), Nandha et al. (2017), and Grau et al. (2014) also revealed the same thing that the atmosphere of a store that seeks to attract consumers' attention will help create feelings of pleasure and excitement for consumers in doing exploration and buying in a cafe.
5.3. Effect of Positive Emotions on Impulse Buying Behavior

The results show that positive emotions have a significant effect on impulse buying behavior. This means that the more positive the feelings of thematic cafe consumers are, the more they will be able to create or increase impulse buying for thematic cafe customers. These results are in accordance with a previous research conducted by Nandha et al. (2017) which revealed that positive emotions are one of the most important aspects that need to be considered in influencing consumers or potential consumers because they can encourage consumers to buy uncontrollably or unexpectedly. Graa et al. (2014) also revealed that positive emotions felt by consumers were able to produce unplanned purchases. Consumers’ positive emotions such as happiness and pleasure can encourage the creation of impulse buying behavior by consumers themselves (Chang et al., 2013; González-Rodríguez, Domínguez-Quintero, & Paddison, 2019).

5.4. Effect of Thematic Store Atmosphere on Impulse Buying Tendency

The results show that a thematic store atmosphere has a significant effect on an impulse buying tendency. This means that the better the atmosphere of a thematic café is, the greater the incentive for consumers’ inclination or desire to make purchases without thinking at the thematic café is. The results of this study are also in accordance with the research conducted by Saad and Metowie (2015) which suggests that a good atmosphere from a store will affect consumers who have a tendency to buy impulsively. This is also supported by the previous study conducted by Bhakat and Muruganantham (2018), it concludes that when consumers have a tendency to buy impulsively, the atmosphere of a store will encourage consumers’ inclination and desire to buy impulsively.

5.5. Influence of Impulse Buying Tendency towards Impulse Buying Behavior

The results show that an impulse buying tendency has a significant influence on impulse buying behavior. This means that an individual who has a tendency to buy impulsively will create an impulsive buying behavior in another individual. This study is in accordance with the previous research by Mossey, Narvalza Cantín, and Gibaja Martíns (2019) where the tendency to buy impulsively is the most influential factor in determining an individual’s impulsive buying behavior. Atulkar & Kesari (2018) also revealed that impulse buying tendencies are closely related to consumer impulse buying behavior, where high impulse buying tendencies can make consumers decide to make purchases spontaneously, without any hesitation, and unexpectedly.

5.6. Effect of Impulse Buying Tendency on Positive Emotions

The results show that an impulse buying tendency has a significant effect on positive emotions. This means that the more individuals have a high tendency to buy impulsively, the more impulsive buying behavior an individual will have. Such traits as the tendency to buy impulsively are one of the most important elements for predicting a person’s emotions and behavior, and it is revealed that individual traits, which contain the tendency to buy, are a predictor of emotions (Sharma, Joshi, & Kumar, 2019). The results of this study are also in accordance with the research conducted by Ahmad et al., (2019) it also states that there is a positive relationship between impulse buying tendencies and a positive mood because every time consumers find an opportunity to shop instantly, they tend to show feelings of pleasure and satisfaction, they are happy and fulfilled. Anant et al., (2016) also found that the tendency of impulse buying has a significant positive effect on positive emotions or feelings.

5.7. Effect of Thematic Store Atmosphere on Impulse Buying Behavior through Positive Emotions

The results show that a thematic store atmosphere has a significant effect on impulse buying behavior through positive emotions. The impact of mediation of positive emotions is known to be complete mediation, thus it can be interpreted that in order for a thematic store atmosphere to have a significant influence on impulse buying behavior, it must be passed through positive emotions.

According to Mehrabian and Russell (1974), a stimulus will be processed by the internal state of an individual so that it will produce a response. The internal state is an internal process that allows an individual to evaluate, select, organize, and interpret external stimuli so that the process affects an individual’s behavior (Baron, & Paulus, 1991). Positive emotions become an important part of responding to environmental stimuli that are presented so that environmental interpretation affects what is felt by an individual (Hulim & Brata, 2016).

5.8. Effect of Thematic Store Atmosphere on Impulse Buying Behavior through Impulse Buying Tendency

The results show that a thematic store atmosphere has a significant effect on impulse buying behavior through an impulse buying tendency. The mediating impact of an impulse buying tendency is known to be complete mediation, thus it can be interpreted that in order for the thematic store atmosphere to have a significant influence on impulse buying behavior, it must be passed through an impulse buying tendency. The impulse buying tendency bridges the influence of a thematic store atmosphere on consumers’ impulse buying behavior in thematic cafes in the city of Malang. The thematic store atmosphere is able to create and increase impulse buying behavior by creating an impulse buying tendency for consumers of thematic cafes in the city of Malang.

According to Mehrabian and Russell (1974), a stimulus will be processed by an individual’s internal state so that it will produce a response. The results of this study are in accordance with a precedent which revealed that an impulse buying tendency is an internal condition in which an individual has a tendency or preference to buy urgently or suddenly that cannot be resisted (Asif & Rahmadi, 2017). This irresistible urge or tendency to buy urgently or suddenly can generally result in a purchase when consumers believe that the action is normal, resulting in impulse buying behavior (Rook & Fisher, 1995).

6. Conclusion and Recommendation

6.1. Conclusion

The results of this study can conclude that a thematic store atmosphere has no direct effect on impulse buying behavior. The atmosphere of a thematic cafe cannot directly make consumers immediately make an impulse purchase because the influence of the environment must get individual’s internal processes first before the occurrence of an impulse buying response or action. Therefore, the store atmosphere of a cafe that is designed in such a way using an attractive theme will be able to make consumers make purchases unexpectedly or suddenly if consumers feel comfortable and happy with the atmosphere of a cafe. Likewise, the thematic cafe atmosphere will be able to increase the frequency of consumers buying impulsively when they are able to encourage consumers or create tendencies such as the desire to buy in a hurry or urgently.
6.2. Recommendations for Future Research

a. It is recommended for further research to expand the knowledge about the food and beverage industry, especially in the cafe sector by using several types of cafes or restaurants, by adding new theories, and taking different approaches so that research and discussions on cafe sector become better and continue to grow.

b. Further research can add other variables or replace the mediator variables in this study, such as testing a thematic store atmosphere on impulse buying behavior in the mediation of variables such as discounts, self-service outlets, or promotions.

c. This research in the future still needs to be enriched by increasing the number of respondents used as research samples, because a large number of research samples is expected to provide better research results.

d. Further research is also expected to collect and survey respondents directly to ensure more reliable respondents. Thus, it can minimize errors in research.

6.3. Limitation

Research on restaurants and tourist attractions that have their own uniqueness, it is hoped that in the future tourist attractions will be able to present a unique nuance that is different from the others.

7. Funding

This study received no specific financial support.

8. Competing interests

He autors declare that they have no competing interests.

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