International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence of Store Atmosphere and Product Variation on Impulse Buying on the Generation Z at Miniso Royal Plaza Surabaya

Tarissa Cornelia Susantie[1], Andry Herawati[2], Damajanti Sri Lestari[3]

[1,2,3]Bussines Administration Study Program, Faculty of Administration Sciences
University Dr. Soetomo Surabaya

Email: Tarissacorns@gmail.com[1], andry.herawati@unitomo.ac.id[2]

Abstract

The retail business in Indonesia is experiencing rapid growth, marked by the entry of various international brands offering products with unique concepts and a focus on modern lifestyles. Many industries that are currently developing and growing in Indonesia can help the growth of Generation Z businesses. This research aims to analyze the influence of store atmosphere and product variation on impulse buying among Generation Z at Miniso Royal Plaza Surabaya, both simultaneously and partially, and also to identify the dominant variable affecting impulse buying. The sampling technique used is Probability Sampling with the type of Simple Random Sampling, because the population size is unknown, so the sample was determined using the Cochrane formula. Based on the type of research, this study uses associative quantitative research with the method of multiple linear regression analysis. The data collection technique for the sample in this study is through the distribution of questionnaires. The population of this study consists of Generation Z consumers at Miniso Royal Plaza Surabaya, totaling 96 people. The results of this study indicate that store atmosphere and product variety simultaneously and significantly affect impulse buying. Additionally, store atmosphere and product variety partially and significantly influence impulse buying.

Keywords: Store atmosphere, product variation, impulse buying.

INTRODUCTION

Generation Z, born between 1995 and the early 2010s, has now become a significant consumer segment in the global retail market. As digital natives, they grew up

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

alongside technological advancements and the internet, which have shaped their shopping preferences and behaviors. Generation Z also tends to seek interactive, direct, and personalized shopping experiences and is greatly influenced by the various products available in stores.

Retail businesses in Indonesia are experiencing rapid growth, marked by the entry of various international brands offering products with unique concepts and a focus on modern lifestyles. Many industries that are currently developing and growing in Indonesia can help the growth of Generation Z businesses. Due to the intense competition, retailers must continuously innovate to attract customer interest, especially Gen Z, who often make impulsive purchases. Increasing customers tendency for impulsive buying is one of the strategies that retailers can use to remain competitive in the retail industry. Purchases made without prior planning are called impulsive purchases. Due to digitalization and a dynamic lifestyle, sudden and unplanned purchases will increase purchasing power. This impulse arises when someone sees something that catches their attention, usually due to stimuli from the store.

For Generation Z, factors such as the store atmosphere and product variety often lead to this behavior. Elements like layout, lighting, music, aroma, and visuals in the store can influence customers' feelings and emotions, prompting Gen Z to make impulsive purchases. The comfort and pleasant atmosphere of the store greatly influence customer behavior.Additionally, the store design, lighting, music, aroma, and other visual elements can affect customers' feelings and emotions. Previous studies have shown that store atmosphere greatly influences impulsive purchases. For example, a study by Saputri & Jalari, (2023) found that visual merchandise has a significant impact on impulse buying among Gen Z consumers at the Miniso store in Solo City. Product variation, in terms of type, design, and price, also becomes a factor that attracts the attention of Generation Z and triggers impulse buying. The diversity of products can also stimulate consumer interest, leading Generation Z to purchase the items displayed. In addition, it has been proven that product diversity also influences impulsive buying behavior. Research by Ziadatun Ni'mah, (2024) shows that product diversity affects impulsive buying through positive emotion as a mediating variable among Generation Z and millennial customers of Mr. DIY products in Malang.

Miniso is one of the most famous retailers in Indonesia, with several stores across the country, including in Royal Plaza Surabaya. Miniso, part of PT Miniso Lifestyle Trading Indonesia, has been established since 2011. As a subsidiary of Aiyaya, this company was founded by a Japanese designer named Miyake Junya and a Chinese conglomerate.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

From fashion accessories to cosmetics, household goods to electronics, this red and white logo retail company offers unique items for everyday urban life that combine lifestyle concepts with high-quality products at affordable prices. Considering the marketing strategy and store layout, Miniso at Royal Plaza Surabaya becomes an interesting subject of research in this context. Retailers can develop more efficient strategies to attract and retain Generation Z customers by understanding how the store atmosphere and product choices influence their impulsive purchases.

Based on the above description, this study aims to analyze the influence of store atmosphere and product variety on impulse buying among Generation Z at Miniso Royal Plaza Surabaya. It's expected that the results will help develop better retail marketing strategies to attract the attention of Generation Z.

LITERATURE REVIEW

Store Atmosphere

Berman dan Evans (2018:464) Dalam Pranggabayu & Lestari Andjarwati, (2022) that store atmosphere is a feature used by stores to create a first impression and encourage customers to shop further. Fanza Shofaun Nafsi & Prabowo, (2024) store atmosphere can influence customers' feelings and decisions during their visit to the store, encouraging them to make spontaneous purchase decisions. Payanti et al., (2023) that the definition of store atmosphere is the environment in which the store makes customers feel comfortable and gains long-term benefits. From the opinions obtained by the researchers above, it can be concluded that store atmosphere is the store environment created as comfortably as possible so that customers are interested in purchasing the products they desire. Berman dan Evans, (2018:542-552) Store Atmosphere has indicators, namely Eksterior, General Interior, Store Layout, and Interior Display.

Product Variation

Payanti et al., (2023) that product variation is a marketing strategy aimed at increasing product variety within a product category so that customers can choose from a range of products. Kridaningsih, (2020) Product variation is a collection of all types of goods sold by the seller to the buyer, as well as the quantity of goods associated with each item. Prasetyo, (2019) saying that product variation is one of the stimuli provided by marketers to attract consumer interest in the items sold in the store. It can be concluded that product variation is a marketing strategy that involves providing various products within one category as a stimulus used by marketers to attract customer attention to the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

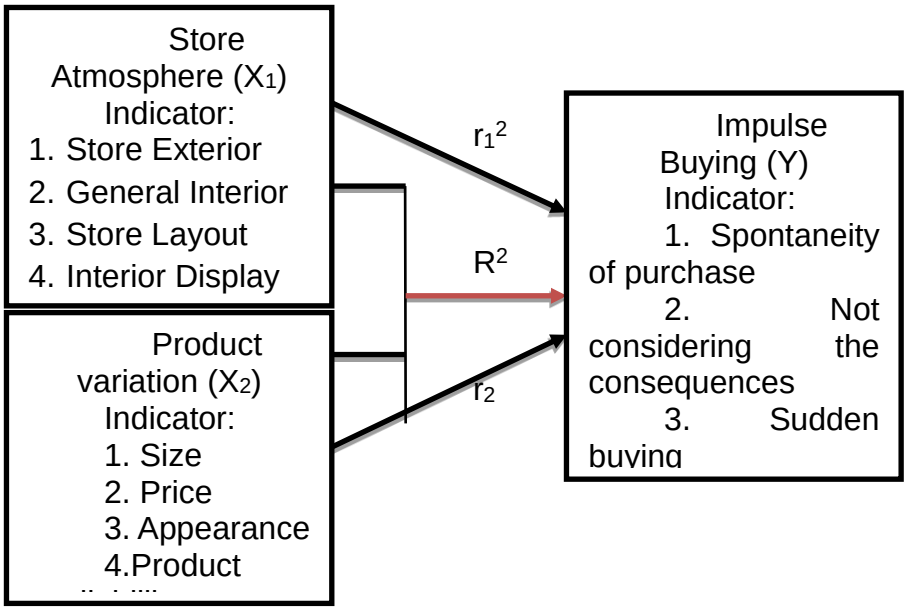
International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

items sold. Kotler&Keller, (2016) product variation has 4 indicators, namely Size, Price, Appearance, Product Availability.

Impulse Buying

Payanti eit al., (2023) It is concluded that the definition of impulse buying is the purchase of goods or services made without planning and done consciously by the buyer. Sahri & Sari, (2023) Impulse buying is an unplanned and sudden purchase that occurs after experiencing a spontaneous urge to buy a lot. Sinaga & Marpaung, (2023) saying that impulse buying is a purchase that occurs when consumers see a particular product or brand, then become interested in obtaining it, usually due to an attractive stimulus from the store. From the opinions obtained by the researchers, it can be concluded that impulse buying is a type of purchase that occurs suddenly, without prior planning, and triggered by a spontaneous urge recognized by the buyer when they see an attractive product or brand. Stimuli from the environment, such as attractive offers or the appearance of products in the store, usually influence the urge to buy. Rook, (2011:12) Impulse buying has indicators that consist of the spontaneity of purchases, not considering the consequences, sudden desire to buy, and difficulty resisting the urge.

Conseptual Framework



Source : Data processed in 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Information:
R^2 : The simultaneous effect of variables X1 and X2 on Y
r_1^2 , r_2^2 : The influence of variables X1 and X2 on Y partially

Based on the conceptual framework displayed in the image, this study formulates the following hypotheses: (H1) store atmosphere and product variety simultaneously have a significant influence on impulse buying among Generation Z at the Miniso Royal Plaza Surabaya store: (H2) store atmosphere and product variety partially also have a significant influence on impulse buying among Generation Z at the same location: and (H3) store atmosphere and product variety together show a dominant influence on impulse buying among Generation Z at that store.

RESEARCH METOD

The type of research in this study uses a quantitative method with a causal associative approach. In this study, data was collected through the distribution of online questionnaires using Google Form. The population in this study consists of Generation Z customers who have visited and shopped at Miniso Royal Plaza Surabaya. A total of 96 respondents, the sampling technique used in this study is probability sampling with the type of simple random sampling.

RESULT AND DISCUSSION

Validity Test

Table 1. Result of the validity test

Variable	Item Question	r_{value}	r_{table}	Result
Store Atmosphere *(X_1)*	X1.1	0,544	0,200	Valid
	X1.2	0,750	0,200	Valid
	X1.3	0,757	0,200	Valid
	X1.4	0,773	0,200	Valid
	X1.5	0,797	0,200	Valid
	X1.6	0,777	0,200	Valid
	X1.7	0,698	0,200	Valid
	X1.8	0,606	0,200	Valid
Product Variation (X_2)	X2.1	0,751	0,200	Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Impulse Buying (Y)	X2.2	0,831	0,200	Valid
	X2.3	0,849	0,200	Valid
	X2.4	0,758	0,200	Valid
	X2.5	0,684	0,200	Valid
	X2.6	0,779	0,200	Valid
	Y1.1	0,613	0,200	Valid
	Y1.2	0,723	0,200	Valid
	Y1.3	0,660	0,200	Valid
	Y1.4	0,698	0,200	Valid
	Y1.5	0,687	0,200	Valid
	Y1.6	0,804	0,200	Valid
	Y1.7	0,709	0,200	Valid
	Y1.8	0,530	0,200	Valid

Source : Data processed in 2024

Based on the validity test results in the table above, it shows that the overall value obtained (rhitung) from each statement of the variable indicator is greater than rtabel 0.200, this it can be declared valid.

Reliability Test

Table 2. Result of the reliability test

Variable	Cronbach's Alpha	Standard	Keterangan
Store Atmosphere (X_1)	0,854	0,60	Reliabel
Product Variation (X2)	0,889	0,60	Reliabel
Impulsei Buying (Y)	0,793	0,60	Reliabel

Source : Data processed in 2024

Based on the results of the reliability test in the table above, the measure used to assess reliability is Cronbach's alpha. According to Sugiyono, (2017) to determine the testing, the researcher also uses a threshold value of 0.6. Therefore, an instrument is

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

declared reliable if the Cronbach's alpha value is ≥ 0.6 conversely, if the Cronbach's alpha value is ≤ 0.6, the item cannot be declared reliable.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.659	3.593		2.410	.018
Store Atmosphere	.279	.085	.279	3.266	.002
Procuct Variation	.437	.079	.469	5.498	.000
a. Dependent Variable: Impulse Buying					

Source : Data processed in 2024

Based on Table 3, the multiple linear regression equation model can be obtained as follows:

$$Y = 8{,}659 + 0{,}279X_1 + 0{,}437X_2 + e$$

Then the interpretation of the equation is as follows :

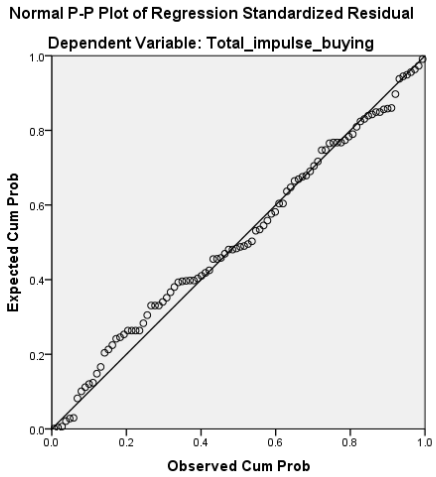
1. Based on the equation above, the constant value (a) is 8.659, which means if the store atmosphere and product variation variables have a value of 0, then the impulse buying value is 8.659.
2. The coefficient value of the store atmosphere variable (X1) is 0.279, meaning if the store atmosphere increases by 1, impulse buying will increase by 0.279. The regression coefficient is positive between store atmosphere and impulse buying. This indicates that as the store atmosphere increases, impulse buying will also increase.
3. The coefficient value of the product variation variable (X2) is 0.437, meaning if the product variation increases by 1, impulse buying will increase by 0.437. The regression coefficient is positive between product variation and impulse buying. This indicates that as product variation increases, impulse buying will also increase.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Classical Assumption Test
Normality Test

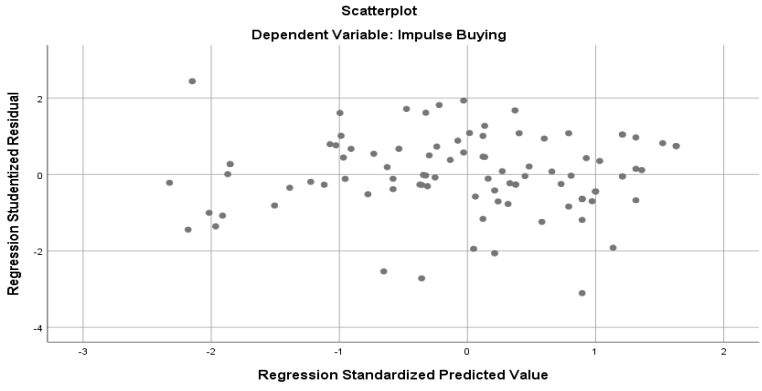
Table 4. result of the *Probability Plots* test



Based on the image above from the normality test results using probability plots. It can be seen in the image above that if the data spreads around the diagonal line and follows its direction, it can be concluded that the regression model meets the normality test assumption.

Heteroskedasticity Test

Table 5. result of the Heteroskedasticity test



Source : Data processed in 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

In the image, the results of the heteroscedasticity test show that there is no clear pattern, as the points are scattered above and below the number 0 on the Y-axis, indicating that heteroscedasticity does not occur.

Multicollinearity Test

Table 6. result of the multicollinearity test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Store Atmosphere	.966	1.035
	Product Variation	.966	1.035
a. Dependent Variable: Impulse Buying			

Source : Data processed in 2024

Based on the table above, it shows that the Tolerance values for the store atmosphere variable (X1) and the product variety variable (X2) are the same, which is 0.966, a value greater than 10. Meanwhile, the VIF values for the store atmosphere variable (X1) and the product variety variable (X2) are also the same, which is 1.035, a value less than 10.

Therefore, it can be concluded that in this analysis, there are no signs of multicollinearity among the independent variables in in the regression model.

Hypothesis Test

Simultaneous Test (F-Test)

Table 7. Results of the F-Test Analysis

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Reigreission	673.944	2	336.972	24.601	.000b
	Reisidual	1273.890	93	13.698		
	Total	1947.833	95			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Product Variation, Store Atmosphere						

Source : Data processed in 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on the table above, it can be seen that with df (n1) = 1, df (n2) = 94, the F_{table} value is 3.942. Thus, the result of the simultaneous test or F test obtained an F_{hitung} value of 24.601 and an F_{table} value of 3.942. Therefore, this value shows $F_{hitung} > F_{table}$ with a significance level of 0.000 < α 0.05. Based on the hypothesis, it can be interpreted that H_0 is rejected and H_1 is accepted, so overall the independent variables, namely store atmosphere and product variation, have an influence on impulse buying as the dependent variable.

Coefficient Of Determination (Adjusted R^2)

Table 8. Simultaneous coefficient of determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588[a]	.346	.332	3.70105
a. Predictors: (Constant), Product Variation, Store Atmosphere				
b. Dependent Variable: Impulse Buying				

Source : Data processed in 2024

Based on the table above, the value of the coefficient of determination (R2) can be seen in the Adjusted R Square column, which is 0.332. This value explains that the influence of the store atmosphere variable and product variation on the impulse buying variable is 0.332 (33.2%), while 66.8% is influenced by other variables outside the research model

Partial Test (T-Test)

Table 9. table of t-test analysis results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	8.659	3.593		2.410	.018
	Store Atmospheire	.279	.085	.279	3.266	.002
	Product Variation	.437	.079	.469	5.498	.000
a. Dependent Variable: Impulse Buying						

Source : Data processed in 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

1. Results of the test on the influence of store atmosphere (X1) on impulse buying (Y).

Based on the table above, the t value obtained is 3.266 and the t value is 1.985, thus it can be concluded that t value > t value and a significant value of 0.002 < 0.05 is obtained. Based on the hypothesis, it can be interpreted that H_1 is accepted and H_0 is rejected.Therefore, the store atmosphere variable partially has a positive and significant effect on impulse buying.

2. Results of the test on the influence of product variety (X2) on impulse buying (Y).

Based on the table above, the t value obtained is 5.498 and the t value is 1.985, thus it can be concluded that t value > t value and a significant value of 0.000 < 0.05 is obtained. Based on the hypothesis, it can be interpreted that H_2 is accepted and H_0 is rejected. This, the product variation variable partially has a positive and significant effect on impulse buying.

Coefficient Of Determination (Adjusted R^2)

Table 10. Coefficient of Determination

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	8,659	3,593		2,410	,018			
	Total_store_atmosphere	,279	,085	,279	3,266	,002	,365	,321	,274
	Total_variasi_produk	,437	,079	,469	5,498	,000	,521	,495	,461

a. Dependent Variable: Total_impulse_buying

Source : Data processed in 2024

Based on Table 10, the coefficient of determination (r2) value can be seen in the store atmosphere variable, which is 0.321. To obtain r2, we square it: $(0.321)^2$, resulting in 0.103 with a percentage of 10.3%. The product variation variable is 0.495, and to obtain r2, we square it: $(0.495)^2$, resulting in 0.245 with a percentage of 24.5%. Therefore, it can be concluded that the dominant variable is product variation, with a percentage of 24.5% compared to the store atmosphere variable, which has a percentage of only 10.3%.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

CONCLUSION AND SUGGESTIONS

Conclusion

This research aims to determine and analyze the influence of Store Atmosphere and Product Variety on Impulse Buying among Generation Z at Miniso Royal Plaza Surabaya. Based on the research results and discussions aligned with the research objectives, the following conclusions can be drawn :

1. Store atmosphere and product variety simultaneously have a positive and significant effect on impulse buying among Generation Z at Miniso Royal Plaza Surabaya, evidenced by an F_{value} of 24.601 and a table value of 3.942.
2. Store atmosphere partially has a positive and significant effect on impulse buying among Generation Z at Miniso Royal Plaza Surabaya, evidenced by a t_{value} of 3.266 and a table value of 1.985. Product variety partially has a positive and significant effect on impulse buying among Generation Z at Miniso Royal Plaza Surabaya, evidenced by a t_{value} of 5.498 and a table value of 1.985.
3. The dominant variable affecting impulse buying is the product variety variable, with a percentage of 24.5% compared to the store atmosphere, which has a percentage of only 10.3%.

SUGGESTIONS

1. The company must continuously improve store features such as design, lighting, music, and visuals to attract more customers, especially Generation Z, who are very concerned about the store atmosphere. There is a possibility that variations of currently popular products will attract attention and other incentives. There are many market research rules that are better to meet consumer needs.
2. The company must continuously improve store features such as design, lighting, music, and visuals to attract more customers, especially Generation Z, who are very concerned about the store atmosphere. There is a possibility that variations of currently popular products will attract attention and other incentives. There are many market research rules that are better to meet consumer needs.

REFERENCES

Angeilita, A., & Rachmi, A. (2021). Peingaruh Storei Atmospheirei Dan Keiragaman Produk Teirhadap Impulsei Buying Di Miniso Lippo Plaza Sidoarjo. Jurnal Aplikasi Bisnis, 7(2), 65–68. http://eiprints.ukmc.ac.id/4346/

Arya, G. R. W., & Teilagawathi, N. L. W. S. (2021). Efeik Keiragaman Produk dan Harga

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Produk teirhadap Impulsei Buying. Jurnal Ilmiah Akuntansi Dan Humanika, 11(1), 11–19. https://eijournal.undiksha.ac.id/indeix.php/JJA/articlei/vieiw/27608%0Ahttps://eijournal.undiksha.ac.id/indeix.php/JJA/articlei/vieiwFilei/27608/18206

Fanza Shofaun Nafsi, & Prabowo, B. (2024). Peingaruh Storei Atmospheirei, Product Quality, dan Pricei Discount teirhadap Impulsei Buying pada Geirai Miniso: Studi pada Konsumein Geirai Miniso Royal Plaza Surabaya. Al-Kharaj: Jurnal Ekonomi, Keiuangan & Bisnis Syariah, 6(6), 3823–3835. https://doi.org/10.47467/alkharaj.v6i6.1226

Kridaningsih, A. (2020). Peingaruh Harga Dan Variasi Produk Teirhadap Keiputusan Peimbeilian Amino Dari Ultimatei Nutrition Di Kota Mojokeirto. Jurnal Bisnis, Manajeimein, Dan Akuntansi, 7(2), 153–162. https://doi.org/10.54131/jbma.v7i2.108

Payanti, N. M. A. D., Imbayani, I. G. A., & Prayoga, I. M. S. (2023). How Shopping Lifeistylei Modeirateis thei Effeict of Product Varieity and Storei Atmospheirei on Impulsei Buying. Journal of Inteirnational Confeireincei Proceieidings, 6(7), 90–101. https://doi.org/10.32535/jicp.v6i7.2821

Pranggabayu, B., & Leistari Andjarwati, A. (2022). Peingaruh Heidonic Shopping Motivation Dan Storei Atmsopheirei Teirhadap Impulsivei Buying (Studi Pada Peingunjung Miniso Tunjungan Plaza). SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teiknologi, Dan Peindidikan, 1(6), 951–966. https://doi.org/10.54443/sibatik.v1i6.112

Praseityo, Y. (2019). PENGARUH VARIANCE PRODUK DAN FAKTOR SITUASIONAL TERHADAP IMPULSE BUYING KONSUMEN PADA LINGGAJATI PLAZA. 1–23.

Praseityo, Y. (2020). Peingaruh Variancei produk dan Faktor Situasional teirhadap Impulsei Buying Konsumein Pada Linggajati Plaza. 16(1), 1–23.

Sahri, V. B. P., & Sari, D. K. (2023). Peingaruh Kualitas Peilayanan, Pricei Discount, Storei Atmospheirei teirhadap Peimbeilian Impulsif deingan Shopping Emotion Seibagai Variabeil Inteirveining pada Konsumein Miniso Sunrisei Mall Mojokeirto. Innovativei Teichnologica: Meithodical Reiseiarch Journal, 2(3), 1–12. https://doi.org/10.47134/innovativei.v2i3.1

Saputri, N. W., & Jalari, M. (2023). Peingaruh Storei Atmospheirei, Visual Meirchandisei dan Peirilaku Heidonism teirhadap Impulsei Buying Studi Empiris Customeir Gein Z Geirai Miniso Cabang Kota Solo. Edunomika, 7(2), 1–13.

Sinaga, Y. E., & Marpaung, N. (2023). Peingaruh Visual Meirchandising dan Potongan

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Harga teirhadap Impulsei Buying (Studi Pada Konsumein Matahari Plaza Meidan Fair). TRANSEKONOMIKA: Akuntansi, Bisnis Dan Keiuangan, 3(1), 83–97.

ZIADATUN NI'MAH. (1967). PENGARUH DIVERSITY PRODUCT, TAGLINE, DAN STORE ATMOSPHERE TERHADAP IMPULSIVE BUYING MELALUI POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI (STUDI PADA CUSTOMER GEN Z DAN MILENIAL PRODUK MR. DIY DI MALANG). Angeiwandtei Cheimiei Inteirnational Edition, 6(11), 951–952., 7(Noveimbeir), 14–25.

Sugiyono. (2017). Reiliabilitas.

ZIADATUN NI'MAH. (1967). PENGARUH DIVERSITY PRODUCT, TAGLINE, DAN STORE ATMOSPHERE TERHADAP IMPULSIVE BUYING MELALUI POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI (STUDI PADA CUSTOMER GEN Z DAN MILENIAL PRODUK MR. DIY DI MALANG). Angeiwandtei Cheimiei Inteirnational Edition, 6(11), 951–952., 7(Noveimbeir), 14–25.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.