

The Influence of Visual Merchandising, Store Atmosphere, and Sales Promotion on Impulse Buying for KKV Consumers At The Surabaya City Galaxy Mall.

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ABSTRACT

In winning business competition, companies need to understand consumer purchasing behavior. Spontaneous buying behavior is one that influences the current buying process. This study aims to 1) determine and analyze the effect of visual merchandising, store atmosphere and sales promotion simultaneously on impulse buying. 2) determine and analyze the effect of visual merchandising, store atmosphere and sales promotion partially on impulse buying. The population in this study were KKV Galaxy Mall consumers who had a total population of 1,500 individuals. The data used in this study are primary data. The sampling technique used is by using the Solvin formula and obtained a sample of at least 142 respondents who have made purchases at KKV Galaxy Mall Surabaya City. This study uses multiple linear regression analysis results. The results of this study indicate that Visual Merchandising, Store Atmosphere, and sales promotion both simultaneously and partially have a significant effect on Impulse Buying behavior. But only the visual merchandising variable has a positive and insignificant effect on the impulse buying variable.

1. INTRODUCTION

In the era of globalization, the development of modern technology has a major impact on people's lives, thus encouraging transformation to be faster and more efficient. Business competition in Indonesia has also increased. so that every company must have the ability to overcome competition with its competitors in order to survive and grow. Businesses have experienced a very rapid increase from time to time, one of which is the retail business (Fatmawati, 2023). The retail business in Indonesia is experiencing very rapid growth from year to year (Firdayanti et al., 2020). This is evidenced by the global retail development index data stating that Indonesia's retail sales in 2021 stated that Indonesia's national retail sales (US\$billion) reached 407 billion US dollars. Thus, signaling the stability and readiness of the Indonesian state in facing the tight market competition among developing countries. Indonesia is stated to have a score of 30.7 for country risk, where the higher the rating, the lower the risk of failure in doing business.

The growth of the modern retail market nationwide is increasing sharply. One of the retailers that has experienced significant development is retail with the concept of lifestyle (Setiawardani, 2019). The examples of lifestyle retail are Miniso, KKV, Daiso, usupso and Latt liv. Retailers from these brands have the ability to introduce trends from their home countries to Indonesians who tend to follow the latest fashion trends. One of the foreign modern retailers opening opportunities in Indonesia is KKV which carries the tagline "*Making Your Life Better*" with a bright yellow store color. KKV is an international lifestyle brand that is expanding a new concept in the retail world by combining elements of trendy shopping and photo taking, supported by a unique and instagramable interior design. Unlike previous retail players who relied on home brands and Japanese concepts to enter Indonesia. KKV offers various types of products such as food beverage, flower, men fashion, make-up and beauty, accessories and stationery. In addition, KKV presents a select collection of imported and local products, and guarantees all brands because they have gone through a selection process and are under the supervision of Customs and the government. KKV entered Indonesia on March 4, 2020, at Central Park Jakarta (Meyria Pratiwi, Sri Andayani, 2023). KKV managed to show a very rapid increase for a large-sized store and managed to spread its wings by opening 35 branches in various Indonesian cities which have increased every year.

Table 1. Number of KKV Stores in Indonesia in 2020 – 2023

Year	Number of Stores
2020	2
2021	5
2022	13
2023	15
Total	35

Source: Nur Affandi (2023)

The increasing number of retail industries, it makes marketers more able to pay attention to the needs and desires of their consumers, and do not forget to make strategies that hope to retain

existing customers and attract new customers. Consumer purchasing decisions can be divided into two categories. The first is planned purchasing decisions, where consumers make decisions based on prior planning. The second is a purchase decision that is not planned in advance or also known as Impulse buying due to stimuli from the shopping environment and shopping mood (Rusdianto, 2022).

Hashmi et al., (2020), impulse buying refers to an individual's sudden feeling, a strong and persistent desire that occurs after exposure to certain stimuli that leads to unreflective, immediate, and unintentional purchases. Impulse buying is an important aspect of consumer behavior and a vital concept for retailers. Often purchasing decisions taken by consumers are purchases without prior planning, where the purchase is made spontaneously, because consumers are attracted by the store atmosphere, price discounts, sales promotions and the presentation of attractive goods, thus generating consumer interest in buying (Septian, 2017). Physical facilities such as external design and in-store design, where the technique is called visual merchandising, designed by retail stores can be one of the retailer's strategies to make consumers decide to enter the store, because the appearance and presentation of the store looks attractive, and is able to influence consumer emotions so that it ends with the behavior to buy products (Rusdianto, 2022). Visual merchandising can enhance a store's appeal and perceived image from the customer's point of view. In general, store exteriors and interiors are the two main components covered by Visual Merchandising and various components (color combinations, product placement, lighting arrangements, layout and design of highlights, selection of mannequins and props, and selection of fixtures) are involved in creating a pleasant shopping atmosphere (Law et al., 2012).

In the modern era like now, a comfortable and pleasant atmosphere in a store can be an attraction for customers in buying products offered by the store (Anggraini, 2020). A good store atmosphere setting will make consumers feel comfortable and at home in the store so that it can increase the potential for consumers to shop more (Artana et al., 2019). Basically, the promotional activities offered reflect retailers' efforts to increase or encourage store sales through discounts, vouchers, and attractive prizes, which are stated to be able to make consumers feel attracted and ultimately make impulse purchases (Wijaya & Setyawan, 2020).

With the explanation above, this study aims to focus on explaining the effect of store atmosphere, visual merchandising, and sales promotion on impulse buying. This study took the KKV object at Galaxy Mall in Surabaya because based on the Top-Rated Online page, (2023) almost 80% of customers stated that KKV Galaxy Mall Surabaya has a comfortable atmosphere, colorful instagramable photo spots, has a good store design, very affordable prices for goods, and complete products ranging from imported or local goods. In addition, on the Encyclopedia page, (2023) states that KKV at Galaxy Mall is the top-level shopping center in Surabaya and is the first KKV outlet with two floors in Indonesia. Reflected in the following image (**Figure 1.**):



Figure 1. Visual Merchandising KKV Galaxy Mall Surabaya
Source: Personal Documentation, 2023

Because KKV has successfully demonstrated its existence in the retail business in Indonesia. KKV needs to continue to develop its innovations and sales promotions. This encourages the author to examine how the strategy carried out by PT KKV INTERNATIONAL INDONESIA so that it can attract buyers to make impulse buying (unplanned purchases) which can directly affect sales growth. So with this, the researcher is interested in conducting this research by raising the title “The Effect of Visual Merchandising, Store Atmosphere and Sales Promotion on Impulse Buying on KKV consumers at Galaxy Mall Surabaya City”.

2. RESEARCH METHODS

The object of this research is KKV Galaxy Mall Surabaya City. this research is to determine the effect of visual merchandising (X1), Store Atmosphere (X2), and Sales Promotion on Impulse Buying (Y) using an associative approach and quantitative techniques. This research is quantitative research, where data is obtained from filling out questionnaires distributed via form sheets and google form links to respondents. Data collection was carried out for 2 months, namely November and December 2023. The population in this study were KKV Galaxy Mall consumers who had a total population of 1,500 individuals. The sampling technique used was to use the Slovin formula and obtained a sample of at least 142 respondents who had made purchases at KKV Galaxy Mall, Surabaya City.

$$n = \frac{N}{1+N(e)^2} \dots\dots\dots(1)$$

$$n = \frac{1.500}{1+(1.500)(0,08)^2} \dots\dots\dots(1)$$

$$n = 141,50$$

Based on the above calculations, it is known that the sample size needed is 141.50 rounded up to 142 respondents. The questionnaire in this study was rated on a Likert scale of 1-5 including strongly disagree, disagree, moderately agree, agree, and strongly agree. This study uses the results of multiple linear regression analysis then applied to the data obtained to determine the relationship between the independent and dependent variables using quantitative techniques and SPSS 26, the validity and reliability of the data is checked, ensuring that the data used for

analysis has an acceptable level of confidentiality and validity. This study aims to 1) determine and analyze the effect of visual merchandising, store atmosphere and sales promotion simultaneously on impulse buying. 2) determine and analyze the effect of visual merchandising, store atmosphere and sales promotion partially on impulse buying. It is hoped that this research will provide useful insights for companies to continue to develop innovations and strategies that are carried out so as to attract buyers to impulse buying which can directly affect sales growth.

3. RESULTS AND DISCUSSION

Results. The data obtained from the distribution of questionnaires as many as 142 respondents who have made purchases at KKV Galaxy Mall Surabaya City were then analyzed using the SPSS 26 application to test the validity and reliability of the instruments used in this study. The results of this study can provide an overview of the conclusions regarding the relationship between visual merchandising, store atmosphere, and sales promotion variables on impulse buying. A questionnaire statement item is considered valid if the $r_{count} \geq r_{table}$ with a significant level of 0.05.

Table 2. Validity Test

Variabel	Indikator	R Count	R table (df = 142)	Sign	Description
Visual merchandising	X1.1 (display)	0,508	0,164	0,00	Valid
	X1.2 (colour)	0,622	0,164	0,00	Valid
	X1.3 (lighting)	0,523	0,164	0,00	Valid
	X1.4 (assortment)	0,632	0,164	0,00	Valid
Store Atmosphere	X2.1 (store exterior)	0,423	0,164	0,00	Valid
	X2.2 (general interior)	0,247	0,164	0,00	Valid
	X2.3 (store layout)	0,405	0,164	0,00	Valid
	X2.4 (interior display)	0,307	0,164	0,00	Valid
Sales Promotion	X3.1 (discounted price)	0,311	0,164	0,00	Valid
	X3.2 (shopping coupons)	0,237	0,164	0,00	Valid
	X3.3 (promotion frequency)	0,224	0,164	0,00	Valid
	X3.4 frequent shopper program)	0,401	0,164	0,00	Valid
Impulse Buying	Y1 (unplanned purchases)	0,227	0,164	0,00	Valid
	Y2 (purchase without thinking about the consequences)	0,257	0,164	0,00	Valid
	Y3 (purchases are influenced by emotional states)	0,200	0,164	0,00	Valid
	Y4 (purchases influenced by attractive offers)	0,448	0,164	0,00	Valid

Source: Data Processing with SPSS Program (2024)

From the results obtained, it is known that the results of testing each indicator of the visual merchandising variable (X1), Store Atmosphere (X2), Sales Promotion (X3), and Impulse Buying (Y) show valid or are said to be valid because all r count values are greater than r table, r table used in this study is with a significance level of 0.05 or 5%.

Reliability Test. The reliability test is carried out to determine the extent to which a questionnaire or other measuring device in a study can be said to be reliable or reliable. In this study, reliability testing was conducted using SPSS 26. The method used to assess the reliability of

the data is through the Cronbach's Alpha (α) method, where a Cronbach's Alpha value > 0.60 indicates reliability.

Table 3. Reliability Test

No.	Variable	Cronbach Alpha	Standart al-pha	Description
1.	Visual merchandising (X1)	0,322	0,60	Reliabel
2.	Store Atmosphere (X2)	0,582	0,60	Reliabel
3.	Sales Promotion (X3)	0,564	0,60	Reliabel
4.	Impulse Buying (Y)	0,579	0,60	Reliabel

Source: Data Processing with SPSS Program (2024)

From the results obtained, it is known that each variable obtained a Cronbach's Alpha value of more than 0.60. Thus, the variables Visual merchandising (X1), Store Atmosphere (X2), Sales Promotion (X3), and Impulse Buying (Y) can be said to be reliable.

Multiple Linear Regression Analysis Test

Table 4. Multiple Linier Regression Analipsis Result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
1	B	Std. Error	Beta	t	Sig
(Constant)	3.379	1.469		2.313	.022
Visual Merchandising	.146	.096	.121	1.524	.130
Store Atmosphere	.290	.083	.292	3.507	.001
Sales Promotion	.358	.082	.348	4.380	.000

a. Dependent variable: Impulse Buying

Source: Data Processing with SPSS Program (2024)

From the regression table data generated in this study, a multiple linear regression equation was found, which is:

$$Y = a + b1.X1 + b2.X2 + b3.X3 + e.....(2)$$

$$Y = 3.379 + 0,146 X1 + 0,290 X2 + 0,358 X3 + 1.469.....(2)$$

Then the equation can be explained as follows:

- a. The constant (b_0) is 3.379, it means that the value of impulse buying (Y) is 3.379 units assuming that visual merchandising (X1), Store Atmosphere (X2), and Sales Promotion (X3) are constant, which remains.
- b. The regression coefficient value for the visual merchandising variable (X1) is 0.146 so visual merchandising has increased by 1 unit, then impulse buying will increase by 0.146 units assuming variable X1 is constant (fixed).
- c. The regression coefficient value for the store atmosphere variable (X2) is 0.290 so the store atmosphere has increased by 1 unit, then impulse buying will increase by 0.290 units assuming the X2 variable is constant (fixed).

- d. The regression coefficient value for the sales promotion variable (X2) is 0.358 so that sales promotion has increased by 1 unit, impulse buying will increase by 0.358 units, assuming the X3 variable is constant (fixed).
- e. The standard error of 1.469 indicates that the data obtained only has a deviation of 1.469.

Determinant Coefficient (R2)

Table 5. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 ^a	.401	.388	1.50505

a. Predictors: (Constant), Visual Merchandising, Store Atmosphere, Sales Promotion

Source: Data Processing with SPSS Program (2024)

Based on the output above, it is known that the R square value as the coefficient of determination used to measure the ability of the model to explain the variation in the dependent variable, namely Impulse Buying (Y), which is obtained at 0.401. This indicates that the combined impact of Visual Merchandising (X1), Store Atmosphere (X2), and Sales Promotion (X3) on Impulse Buying (Y) concurrently amounts to 40.1%, with the remaining 59.9% being affected by variables beyond the scope of this study.

F Test

Table 6. F Test Results ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	209.496	3	69.832	30.828	.000 ^b
Residual	312.596	138	2.265		
Total	522.092	141			

a. Dependent variable: Impulse Buying

b. Predictors: (Constant), Visual Merchandising, Store Atmosphere, Sales Promotion

Source: Data Processing with SPSS Program (2024)

The results of hypothetical data processing in this study, obtained an F_{count} value of 30.828 and F_{table} of 2.67 at a significance level of 5% (0.05). So it can be concluded that F_{hitung} (30.828) $>$ F_{tabel} (2.67), then H_0 is rejected and H_1 is accepted, which means that simultaneously the Visual Merchandising (X1), Store Atmosphere (X2), Sales Promotion (X3) variables have a significant effect on Impulse Buying (Y).

t Test**Table 7. t test results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
1 (Constant)	3.379	1.461		2.313	.022
Visual Merchandising	.146	.096	.121	1.524	.130
Store Atmosphere	.290	.083	.292	3.507	.001
Sales Promotion	.358	.82	.348	4.380	.000

a. Dependent variable : Impulse Buying (Y)

Source: Data Processing with SPSS Program (2024)

In the visual merchandising variable, the results of hypothesis data processing on $t_{count} < t_{table}$, namely $1.524 < 1.977$, so H_0 is accepted. So partially the visual merchandising variable (X1) does not have a significant effect on the impulse buying variable (Y). In the store atmosphere variable, the results of hypothesis data processing on $t_{count} \geq t_{table}$, namely $3.507 \geq 1.977$, then H_0 is rejected and H_1 is accepted. Partially, the store ambiance factor (X2) demonstrates a notable impact on impulse purchasing (Y). In the sales promotion variable, the results of hypothesis data processing on $t_{count} \geq t_{table}$, namely $4.380 \geq 1.977$, then H_0 is rejected and H_1 is accepted. So partially the sales promotion variable (X3) has a significant effect on impulse buying (Y).

Discussion

The Effect of Visual Merchandising, Store Atmosphere, and Sales Promotion Simultaneously on Impulse Buying. Based on the results of hypothesis testing using the simultaneous F test, it shows that there is a simultaneous influence as evidenced by $F_{count} (30.828) > F_{table} (2 .67)$, then H_0 and H_1 are accepted with a significance of 0.000. Therefore, it can be concluded that simultaneously *visual merchandising, store atmosphere, and sales promotion* affect impulse buying at KKV. This shows that impulse buying behavior at KKV retail outlets is influenced by 3 independent variables, namely *visual merchandising, store atmosphere, and sales promotion*.

The Effect of Visual Merchandising, Store Atmosphere, and Sales Promotion Partially on Impulse Buying

The Effect of Visual Merchandising on Impulse Buying. The results of multiple linear regression analysis show that the visual merchandising variable has a positive effect on the impulse buying variable as indicated by the coefficient $\beta_1 = 0.121$. However, the t test shows that the effect of visual merchandising on impulse buying is not significant, which is indicated by the $t_{count} < t_{table}$ ($1.524 < 1.977$). From these results it can be interpreted that H_0 is accepted, which means that partially the visual merchandising variable (X1) has no significant effect on the impulse buying variable (Y).

This finding is in line with a previous study by (Achyar & Rahardiana, 2019) which indicates that visual merchandising has a positive impact on impulse buying behavior at the H&M retail store in Grand Indonesia, Central Jakarta, Indonesia.

The Effect of Store Atmosphere on Impulse Buying. The results of multiple linear regression analysis show that partially the store atmosphere variable has a positive effect on the impulse buying variable as indicated by the coefficient $\beta_2 = 0.292$. Based on the results of the t test, it is known that the store atmosphere variable (X2) has a $t_{count} > t_{table}$ of $3.507 > 1.977$. From these results it can be interpreted that H0 is rejected and H1 is accepted, which means that partially the store atmosphere variable (X2) has a significant effect on the impulse buying variable (Y). This means that the store atmosphere variable is proven to have a significant effect on impulse buying KKV Galaxy Mall Surabaya. the better the management of the store atmosphere, the better the consumer's perception of the KKV store atmosphere and the greater the consumer's impulse to do Impulse Buying at the KKV store.

The results of this study are in line with previous research by (Pancaningrum, 2017) which found that the store atmosphere has a positive and significant influence on consumer impulse purchases. Barros et al., (2019) the store atmosphere component has a positive effect on impulse buying behavior. the atmosphere of an outlet increases the likelihood of impulsive behavior. Someone tends to buy goods suddenly, because of the attractive store atmosphere.

The effect of sales promotion on impulse buying. The results of multiple linear regression analysis show that partially the sales promotion variable has a positive effect on impulse buying as indicated by the coefficient $\beta_3 = 0.348$. Based on the t test results, it is known that the sales promotion variable (X3) has a $t_{count} > t_{table}$ of $4.380 > 1.977$. Based on these findings, it can be inferred that the null hypothesis (H0) is rejected while the alternative hypothesis (H1) is accepted, indicating that the sales promotion variable (X3) has a significant impact on impulse buying (Y). This means that the sales promotion variable is proven to have a significant effect on impulse buying KKV Galaxy Mall Surabaya. the better the sales promotion carried out, the higher the impulse buying.

The results of this study are in line with previous research by (Fauziah & Rahmidani, 2021) with the results of sales promotion and shopping lifestyle having a significant effect on impulse buying of fashion products at Transmart Kota Padang. Sales promotion programs are highly favored by consumers so that they can trigger impulse buying.

4. CONCLUSION & SUGGESTION

Conclusion. Based on the simultaneous and partial analysis tests in the study, the following conclusions can be drawn:

1. The results of simultaneous testing show that there is a simultaneous influence between research variables consisting of visual merchandising, store atmosphere, and sales promotion on impulse buying in KKV consumers at Galaxy Mall Surabaya City.

2. The analysis results show that partially the visual merchandising, store atmosphere and sales promotion variables have a significant effect on impulse buying. Further testing the effect of each variable partially on impulse buying behavior provides empirical evidence that:
 - a. Partially the *Visual Merchandising* variable has no significant effect on *Impulse Buying*.
 - b. Partially, the *Store Atmosphere* variable has a significant effect on *Impulse Buying*.
 - c. Partially, the sales promotion variable has a significant effect on *Impulse Buying*.

Suggestion. First, for KKV companies, although the visual merchandising variable is not significant, it is recommended to pay attention to the technique of presenting merchandise to make it look more attractive. This is because there may be other variables besides visual merchandising that have an influence on impulse buying. Second, store atmosphere variables and sales promotions have a significant effect on impulse buying. So it is recommended that store design and sales promotions be further improved to increase their attractiveness and influence consumer purchases. Third, further research can explore other factors that can influence impulse buying.

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