



## When Positive Emotion as a Mediator in Creating Impulse Buying at Shopping Discount Event

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### ABSTRACT

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The purpose of this study is to ascertain how price breaks and event marketing, in conjunction with good emotions, influence impulsive purchases during the 12.12 Birthday Sale Event. This study is both descriptive and quantitative. 38 individuals who made purchases on December 12, 2023, as members of the Tawang Sari Tulungagung Village Youth Organization (TARUNATA), comprised the study's population. In this study, data were analyzed using descriptive statistical approaches, sample size guidelines utilizing saturated samples, and inferential statistical analysis utilizing the SPSS 23 program. The study's findings demonstrate that price reductions have a shown positive emotional impact and can influence impulsive purchases both directly and indirectly. happy feelings. On the other hand, event marketing has been demonstrated to both directly and indirectly influence impulsive purchases and to have a favorable and significant impact on positive emotions. The study's findings further support the notion that, during the 12.12 Birthday Sale Event, happy emotion plays a role as a partial mediator in influencing price breaks and event marketing, which in turn encourage impulsive purchases. The findings in this research have an impact on marketers in creating a sales program based on buyers' emotions

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## INTRODUCTION

Because of the swift advancements in technology, the majority of human endeavors use digital technology. One activity that is heavily reliant on the digital world is shopping. The internet system of buying and selling has been beneficial in terms of product offerings by sellers as well as purchases and payments made by customers. Online purchasing is promoted by its many benefits, including time efficiency, practicality, easy access, and a large selection of products (Nurhayati, 2017).

However, the COVID-19 pandemic has made it necessary for people to spend less time outside of their homes, which has increased the number of people who purchase online (Pratama Afrianto and Irwansyah, 2021). Furthermore, Indonesian society is particularly consumerist, which is fueling the growth of the online shopping trend. It has been demonstrated, according to Mustajab (2023), that the number of Indonesians using e-commerce for online purchasing is expected to reach 196.47 million by 2023.

Table 1.  
Total of E-Commerce Users in Indonesia (in million)

Year	Users
2018	93,42
2019	118,8
2020	138,09
2021	158,65
2022	178,94
2023	196,47
2024	208,55
2025	221,05
2026	233,55
2027	244,67

Source: dataindonesia.id

The market is a very promising commodity, according to data on the number of e-commerce consumers in Indonesia. It has been demonstrated that marketplaces compete with one another to reach markets with high consumer volumes by attempting to draw customers in and entice them to visit the marketplaces they provide. Customers' interest in visiting and shopping at marketplaces is influenced by a variety of variables.

Shopping is encouraged by a number of factors, one of which being practicality and convenience of transaction. In addition, the marketing and sales tactics used by marketplaces promote impulsive purchases among customers (Purwaningsih and Nurhadi, 2021). According to Mowen and Minor (2002), an impulse buy is a purchase that is not planned ahead of time and is not done intentionally as a result of a decision or intention to buy made

before entering the store. In Noerviana and Widyastuti (2023), spontaneous purchases, intentional purchases, unreflective purchases, and sudden urges to buy are the four signs of impulsive buying.

Positive feeling is one of the many elements that contribute to impulsive buying. According to research by Nurlinda and Christina (2020), feelings of happiness have a strong and favorable influence on impulsive purchases. Positive emotion is defined by Watson and Tellegen (1985) as a state of mind that has the power to affect and gauge the degree of consumer decision-making. Excited, enthusiastic, joyful, and satisfied are the four variables that Noerviana and Widyastuti (2023) identify as indicators for evaluating positive mood.

In addition to happy feelings, other variables, such as price breaks, can affect impulsive purchases. Melina and Kadafi (2017) study findings support the idea that price reductions have an impact on consumers' impulsive purchases. According to Jamjuri et. al (2022), offering price breaks on specific products is one way to boost sales. A price discount is made up of three components and indicators: quantity discounts, which are determined by the quantity of things purchased; seasonal discounts, which are determined by specific days like holidays; and discounts offered on specific commodities (Melina and Kadafi, 2017). Isnaini and Rahmidani's research (2021) findings hat price

reductions have an impact on good emotions in addition to being a factor that encourages impulsive buying.

Marketers' marketing events are another factor that affects impulsive purchases. Based on research by Suwito and Nurweni's (2021) research revealed that event marketing affects consumers' impulsive purchases. Event marketing, according to Belch and Belch (2012) is a kind of brand or company promotion linked to an occasion or activity with the goal of enhancing customer experiences and advertising goods or services.

Pratiwi et al.'s (2019) research outlines three indicators of event marketing: enterprise, excitement, and entertainment. In addition to stimulating impulsive purchases, event marketing also affects consumers' positive feelings (Rachmah and Juniar, 2018).

Armed with a large number of users in Indonesia, the marketplace has several mainstay promotional programs to increase its sales. Event marketing is a promotional program carried out by taking advantage of special moments, such as national holidays and unique dates. December 12th or what is usually called the 12.12 moment is one of the moments that becomes a marketing event, where all marketplaces provide attractive discounts for their consumers.

In light of the foregoing context, the present study centers on the function of positive affect as a go-between for impulse purchases during 12.12

Birthday Sale. The Tawang Sari Village Youth Organization (TARUNATA) served as the study's population, and it was carried out in December 2023. The choice of TARUNATA as the population and sample in this study is because all TARUNATA members are youth,

## LITERATURE REVIEW

### **Price Discount**

Jamjuri et al. (2022) explain that price discounts are one step in promoting sales by applying price cuts to certain products. There are three elements and indicators that form a price discount, including quantity discounts, namely discounts based on the number of items purchased, seasonal discounts or discounts based on certain days such as holidays, and discounts given on certain items (Melina and Kadafi, 2017).

### **Event Marketing**

According to Belch and Belch (2012), event marketing is a type of company or brand promotion associated with an event or activity that has a theme for the purpose of creating experiences for consumers and promoting products or services. There are three indicators in event marketing described in Pratiwi et al.'s

## METHOD

In this study, a quantitative research design was adopted. Quantitative research methods are those that are grounded in precise knowledge and science, employ data gathering techniques, are evidentiary

and the majority of internet users in Indonesia are dominated by youth. (Annur, 2023). Apart from that, TARUNATA has also succeeded in managing and developing youth-based village business units.

research (2019) namely entertainment, excitement, and enterprise.

### **Positive Emotion**

Watson and Tellegen (1985) define positive emotion as a mood that can influence and determine the intensity of consumer decision-making. There are four variables that are indicators in measuring positive emotion according to Noerviana and Widyastuti (2023), namely excited, enthusiastic, happy, and satisfied.

### **Impulse Buying**

Impulse buying according to Mowen and Minor (2002) is a purchase that is not previously recognized and is not made consciously as a result of a consideration or intention to buy that was formed before entering the sales place. There are four indicators of impulse buying in Noerviana and Widyastuti (2023), namely Spontaneous purchase, Unintended, Unreflective, and Sudden urge to buy.

(quantitative) in data analysis that has been set up to explore hypotheses, and are used to study certain populations or samples. Members of the Tawang Sari Tulungagung Village Youth Organization who shopped on marketplace during the 12.12

Birthday Sale comprise the research population. 38 of the 53 members that signed up for the membership satisfied the conditions to be sampled, as demonstrated by their purchases during the 12.12 Birthday Sale. As a result, the study's sample size is based on a saturated sample, in which every member of the population is included. This is due to the fact that the sample size is the entire population as the representative population is smaller than 100 (Arikunto, 2012). Validity and reliability tests are the first steps in testing the research tools. This study also involves data analysis, including the use of the t-test in the SPSS program for hypothesis testing, inferential statistical analysis through the use of traditional assumption tests, and descriptive statistical techniques. In the meanwhile, use the Sobel Test using the following formulation for hypothesis testing with mediating variables:

$$sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

sab : the size of the standard error of indirect influence

a : path of the independent variable with the intervening variable

b : the path of the intervening variable with the dependent variable  
 sa : standard error coefficient a  
 sb : standard error coefficient b

From several research results, the hypothesis proposed in this research was formed as follows:

H1: Price Discount has a positive and significant effect on Positive Emotion

H2: Event marketing has a positive and significant effect on Positive emotion

H3: Positive emotion has a positive and significant effect on impulse buying

H4: Price Discount has a positive and significant effect on Impulse buying

H5: Event marketing has a positive and significant effect on impulse buying

H6: There is an influence between price discounts on impulse buying and positive emotions as a mediating variable

H7: There is an influence between event marketing on impulse buying with positive emotion as a mediating variable.

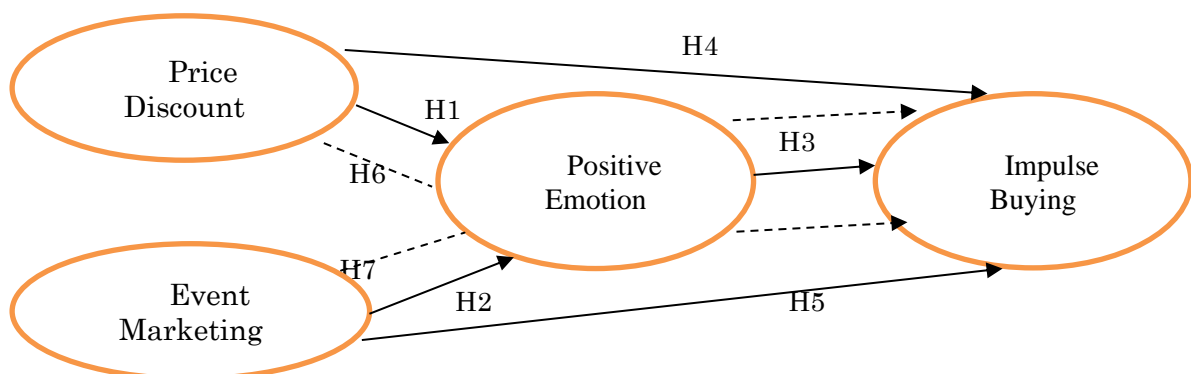


Figure 1. Research Model

Source: Suwito and Nurweni (2021), Rachmah and Juniar (2018), Melina and Kadafi (a2017)

Information:  
 \_\_\_\_\_ : direct effect  
 ----- : indirect effect

Tawang Sari Tulungagung Village Youth Organization (TARUNATA) who shopped through marketplace at the 12.12 Birthday Sale event, with the characteristics of the respondents as follows:

**RESULT AND DISCUSSION**

The respondents of this research were members of the

Table 2.  
 Respondent Characteristics

Respondent Characteristics		Frequency	Percentage (%)
Gender	Men	15	39,4
	Women	23	60,6
Age	<20	11	28,9
	21-25	27	71,1
	>25 tahun	0	0
Education	Elementary School	0	0
	Junior High School	0	0
	Senior High School	13	34,2
	University	25	65,8
Profession	Student	7	18,4
	Student of University	23	60,6
	employee	5	13,1
	businessman	3	7,9

Source: Processed primary data, 2023

Based on the characteristics table above, female respondents dominated with 23 people, or 60.6%. Meanwhile, characteristics based on age, respondents aged 21 years to 25 years dominated the respondents with 27 people or 71.1%. In terms of education level, respondents were dominated by those with a tertiary education background, namely 25 people or 65.8%. And based on profession, the respondents were dominated by 23 students or 60.6%. As a result of the distribution of respondents' answers regarding the price discount variable, the statement about marketplace

discounts which are always given at special moments is the statement with the largest average value, namely 4.4 or agree. Meanwhile, the statement that marketplace provides large discounts based on the number of purchases is the statement with the lowest average answer value, namely 2.3 or disagree. There is also the average value of respondents' answers to all statements in the price discount variable is 3.14 or agree. The results of the distribution of respondents' answers regarding the event marketing variable show that the statement about 12.12 Birthday Sale event is very easy to remember,

being the statement with the highest average value, namely 4.7 or strongly agree. Meanwhile, the statement about 12.12 Birthday Sale event has an attractive value, being the statement with the lowest average value, namely 3.2 or quite agree. The average value of respondents' answers to all statements in the event marketing variable was 3.64 or agree. The statement about respondents' enthusiasm for welcoming 12.12 Birthday Sale event was the statement with the largest average

value on the positive emotion variable, namely 4.8 or agree. Meanwhile, the respondent's statement that 12.12 Birthday Sale event made him happy was the statement with the lowest average value, namely 3.7 or quite agree. There is also an average value of respondents' statements on the variable. Hypothesis testing in this research uses the SPSS 23 application with the output of hypothesis testing as follows:

Table 3.  
SPSS Output Hypothesis Testing

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.122	1.547		2.664	.009
pe	.291	.098	.287	2.110	.043
em	.417	.093	.483	4.498	.000

a. Dependent Variable: pe  
(Source: SPSS.23's output, 2023)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.750	1.955		4.987	.000
pe	.407	.140	.320	2.906	.005

a. Dependent Variable: ib  
(Source: SPSS.23's output, 2023)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
(Constant)	6.911	2.247		3.076	.003
pd	.372	.146	.313	2.549	.013
em	.392	.152	.373	2.791	.007

a. Dependent Variable: ib

(Source: SPSS.23's output, 2023)

Information:

pd : price discount

em : event marketing

pe : positive emotion

ib : impulse buying

The price discount variable has a computed t value of 2.110 or more than the t table, and a significance value of 0.043 or 0.05 smaller, based on the output of the regression test findings in the above table. H1 is accepted since these findings demonstrate that price reductions have a favorable and large impact on happy feelings. As for the impact of the event marketing variable on positive emotions, the results above indicate that the significance value is 0.000, or less than 5%, and the computed t value is 4.498, or higher than the t table. These findings suggest that event marketing significantly and favorably influences happy feelings, which helps people embrace H2. Additionally, there is a positive mood variable related to impulse buying, with a significance value of 0.005 or less than 0.05 and a computed t value of 2.906 or greater than the t table. These findings support H3 by demonstrating that the impulsive buying variable significantly and

favorably influences repurchase intention.

The effect of price reductions on impulsive purchases has a computed t value of 2.549 or more than the t table and a significance value of 0.013 or less than 0.05, according to the output of the regression test findings in the above table. These findings support the acceptance of H4, which shows that the price discount variable significantly and favorably affects impulsive purchases. On the other hand, the event marketing variable related to impulse buying has a significance value of 0.007 or less than 0.05 and a computed t value of 2.791 or higher than the t table. These findings support H5 by demonstrating that the event marketing variable significantly and favorably influences impulsive purchases.

The effect of price discounts on impulse buying with positive emotion as a mediating variable has a statistical test value of 2.077 and a significance of 0.037, according to calculations made using a Sobel test calculator. These findings demonstrate how the event marketing variable mediates pleasant emotions to impact impulsive purchases, supporting H6.



As for the Sobel test results, it is known that it has a statistical value of 2.439 and a significant value of 0.014 for event marketing variables on impulse buying with positive emotion acting as a mediating variable. These findings demonstrate that the event marketing variable promotes impulsive purchases through the mediation of happy emotions, so H7 is accepted.

***The Influence of Price Discounts and Event Marketing on Positive Emotion***

The average of the respondents' responses to the price discount variable indicates that the respondents agreed, indicating that marketplace's price discount during the 12.12 Birthday Sale event was in line with the respondents' desires. Marketplace's use of price breaks during special occasions is the statement with the greatest average value, according to the distribution of respondents' responses for the price discount variable. This demonstrates that respondents prefer discounts on special occasions over discounts on purchases over a particular amount, a view that is not shared by most respondents. H1 is accepted since the price discount variable has been shown to have a positive and significant impact on positive emotions, according to the results of the hypothesis test. These findings demonstrate that marketplace's price reduction during the 12.12 Birthday Sale event promotes the development of happy feelings in customers. This is consistent with

studies by Isnaini and Rahmidani (2021) and Jamjuri et.al (2022) that show price reductions have a favorable emotional impact.

The average of the respondents' responses to the event marketing variable indicates that the respondents agreed, indicating that the 12.12 Birthday Sale shopping event met customer expectations. Consumers agree with the discount pricing variable as well, although it has less of an impact than the event marketing variable. This demonstrates that customers are more drawn to the 12.12 Birthday Sale's atmosphere and event than to the available discounts. The claim on the 12.12 Birthday Sale event has the greatest average value or agreement since it is the claim that is easiest to recall. This demonstrates that consumers find it more easier to recall the 12.12 Birthday Sale impression than the appealing impression they receive, with the statement regarding the event's attractiveness having the lowest average value. In the meantime, H2 was approved since the 12.12 Birthday Sale marketing event variable was shown to have a positive and significant impact on happy feelings based on the results of the hypothesis test. These findings demonstrate that the 12.12 Birthday Sale event promotes the development of happy emotions among attendees. Based on the computed values, it is evident that the event marketing variable has a bigger influence on positive emotions

than the price discount variable, despite the fact that the price discount variable also has a positive and significant effect on pleasant emotions. This is consistent with the findings of studies by Rachmah and Juniar (2018) and Addis et. al (2018), which show that positive emotions are influenced by event marketing.

***The Influence of Price Discounts, Event Marketing and Positive Emotion on Impulse Buying***

H4 is approved since the price discount variable is demonstrated to have a positive and significant impact on impulsive purchases, according to the results of the hypothesis test. These findings demonstrate that the 12.12 Birthday Sale's price reduction has an impact on the development of impulse buying, and that modifications to the price discount have an impact on the development of impulse buying as well. These findings also align with Melina and Kadafi (2017) research, which found that price reductions influence impulsive purchases.

Since it has been demonstrated that the positive emotion variable affects impulsive purchases, H3 is approved. This demonstrates that consumer impulse buying during the 12.12 Birthday Sale is also influenced by pleasant emotions; the more positive emotions consumers experience, the more likely it is that they will make an impulse purchase. This is consistent with Nurlinda and Christina (2020) research findings, which show that consumers' impulse purchases

during the 12.12 Birthday Sale are influenced by good feelings.

H5 is approved since event marketing has been shown to influence impulsive purchases. This demonstrates that the creation of impulse buying is also influenced by the 12.12 Birthday Sale marketing event. These findings support Suwito and Nurweni (2021) study, which found that event marketing affects impulsive purchases.

***The Influence of Price Discounts and Event Marketing on Impulse Buying with Positive Emotion as a Mediating Variable***

H6 is approved because the Sobel Test computation results demonstrate that the price discount variable promotes impulsive buying through positive emotion mediation. These findings demonstrate how price reductions might be mediated by customers' good feelings during the 12.12 Birthday Sale to promote impulsive purchases. In the meantime, price reductions affect impulsive purchases directly and through the mediation of happy emotions, according to the findings of hypothesis testing. These findings indicate that happy emotion has a partly mediating role in the impact of price reductions on impulsive buying, in line with the concept of mediation as proposed by Baron and Kenny (1986).

H7 is accepted since the event marketing variable mediates good emotions to influence impulsive buying. These findings demonstrate how event marketing can be

mediated by customers' pleasant feelings during the 12.12 Birthday Sale to encourage impulsive purchases. In the meantime, event marketing affects impulse buying directly and through the mediation of good emotions, according to the findings of hypothesis testing. The positive mood variable has been shown to be a partial mediator in the relationship between event marketing and impulse purchase, based on the mediation approach of Baron and Kenny (1986).

### CONCLUSION

The results of this study show that the price decrease offered during the 12.12 Birthday Sale has a positive and significant impact on sentiments of happiness and impulsive purchases. However, the price discount variable has less of an effect than the event marketing variable when it comes to encouraging positive emotions and impulsive purchases. This suggests that consumers are more involved and enthusiastic about the 12.12 Birthday Sale than they are about the price savings it offers. It's been proven that joyful feelings act as a mediator between the price discount variable and impulsive purchases. In a similar vein, positive feelings are mediated by event marketing elements to encourage impulsive purchases. These results lend credence to the notion that price reductions and marketing events such as the 12.12 Birthday Sale partially mediate impulse buying, with positive

emotions acting as a moderating factor.

These results show that price cuts play a big part in influencing impulsive purchases, much like event promotion does. Consequently, companies have had to pay more attention and offer greater price reductions to encourage positive emotions and increase the impact of impulsive purchases. This study just examines the direct and one corporate object. Future study using the same conceptual framework as this one must expand the investigation's variables and scope.

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