

The Influence of Sales Promotion, Shopping Lifestyle and Service Quality on Impulse Buying of Tokopedia Consumers in Manado City

Gloria Sepang¹, Silvy Mandey², Djurwati Soepeno³

^{1,2,3} Master of Management Program, Faculty of Economics and Business Sam Ratulangi University, Indonesia

Correspondence:

- ¹ gloriasepang02@gmail.com
- ² silvyalmandey@unsrat.ac.id
- ³ watisoepeno@unsrat.ac.id

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Abstract

This research aims to analyze the influence of sales promotion, shopping lifestyle and service quality on impulse buying among Tokopedia consumers in Manado City. This research is quantitative research. The sample used in this research was 110 respondents who were Tokopedia consumers in Manado City. The analysis used in this research is multiple regression analysis. The research results show that: (1) Sales promotion, shopping lifestyle and service quality together have a positive and significant effect on impulse buying among Tokopedia consumers in Manado City. (2) Sales promotion has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City. (3) Shopping lifestyle has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City. (4) Service quality has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City.

Keywords

sales promotion, shopping lifestyle, service quality, impulse buying

Introduction

The development of technological advances in the current era has provided convenience in various sectors of life (Salsabila, 2023). One of the sectors that enjoys the convenience of today's technology is the economic sector. Through technological advances, economic activities have become easier, such as buying and selling activities which can be done online using mobile phone

technology as an access tool for online shopping. Shopping online makes everyone's life easier because shopping activities can be done without having to visit the shopping place in person. Shopping online has advantages and limitations. One of the advantages that can be enjoyed by shopping online is that customers don't need to waste a lot of time to come directly to the shopping location, because online shopping can be done anytime and anywhere, with the main condition being that they must have electronic media and an internet connection. There are also limitations experienced when shopping online, namely that customers cannot know the real appearance of the item they are purchasing, whether it is related to the color or type of material of the item. Buyers who want to carry out online shopping activities must be careful in looking for products by paying attention to things such as product descriptions, product images, product reviews from other customers. The results of a survey conducted on 1,086 men and women aged 18-55 years regarding online purchases (e-commerce) vs offline purchases (physical stores) in Indonesia, found that even though Indonesian people are now accustomed to shopping online or offline, but 63% of them said they preferred shopping online via e-commerce (Selular.id, 2023). Based on the survey results, this means that online purchases dominate compared to offline purchases among people in Indonesia. There are many e-commerce that run their business in Indonesia, you can see from Table 1 below which shows several e-commerce that have the most visits in Indonesia in 2023.

Table 1: Top E-Commerce Ranking in Indonesia in 2023

No.	E-Commerce Name	Value/ Site Visits
1.	Shopee	2,349,900,000
2.	Tokopedia	1,254,700,000
3.	Lazada	762,400,000
4.	Blibli	337,400,000
5.	Bukalapak	168,200,000

Table 1 shows the top ranking of e-commerce in Indonesia in 2023 sourced from Databox (2024). The top ranking with the highest number of visits starts from Shopee, Tokopedia, Lazada, Blibli, Bukalapak. Tokopedia has been proven to be one of the e-commerce sites with the most visits in 2023, with a record of 1,254,700,000 visits. Tokopedia provides a large selection of products that consumers can purchase. Tokopedia is more suitable for consumers who want to purchase electronic products (Focusgame, 2021), but according to Tokopedia (2023) the products most in demand by the public on Tokopedia are the fashion, sports and product categories. hobbies and electronics. It is proven that according to Databox (2022) the products most purchased

in Indonesian e-commerce are fashion products (Databox, 2022). Products included in fashion products include clothes, trousers, bags, shoes, accessories such as hats, bracelets and other accessories. Many people really pay attention to their own fashion, because the fashion characteristics that each person has can make them more attractive in front of everyone. The fashion products available on e-commerce are very diverse, making it possible for every consumer to be tempted to make a purchase.

Survey results from Populix in 2023 found that half of Indonesian people tend to buy items outside their shopping list, both for online purchases and offline purchases (Medcom.id, 2023). The survey found that Indonesians have a tendency to spontaneously purchase products outside their shopping list or what is known as impulse buying. Impulse buying complies. Firmansyah (2019), namely purchasing behavior where consumers do not consider buying a product beforehand or consider buying but have not decided what product to buy. The impulse buying phenomenon is a consumer behavior that often occurs online. When shopping online, there is often a temptation to buy things that are not really needed. Impulse buying can be created due to the influence of sales promotion, shopping lifestyle and service quality.

Impulse buying can occur because of interesting things that customers encounter, such as sales promotions (Widayati et al., 2019). According to Firmansyah (2019) sales promotions are direct stimuli aimed at consumers to make purchases. Sales promotion can be done by providing attractive offers at certain times. Many consumers are interested in shopping when they are given a purchase price discount, which is also influenced by the time limit that can be used. Sales promotion by giving discounts to consumers allows consumers to think that the opportunity only comes once, so this makes them have to buy the product immediately, so that impulse buying can occur.

A person's shopping lifestyle can trigger impulse buying. Shopping lifestyle according to Budiarto and Saputri (2022) is a person's lifestyle which refers to a daily lifestyle where consumers enjoy their time and spend their money. Shopping online makes consumers feel easier, so that the time and money that consumers have is very easily spent on shopping, which allows impulse buying to occur (Ika, Fitriyah, Dewi, 2023).

Good service quality for consumers is one of the keys to creating consumer purchases. Consumer shopping activities by visiting shopping places face to face can certainly experience direct service, but when shopping online of course consumers feel something different from what they feel from direct service. Islamiyah et al. (2020) stated that service quality carried out online aims to facilitate consumer shopping activities and distribution of goods or services products

effectively and efficiently. Conditions where consumers feel convenience when enjoying the facilities in an e-commerce can trigger impulse buying (Nurilah & Arief, 2023).

Based on this background, research this is revealing the influence of Sales Promotion, Shopping Lifestyle and Service Quality on Impulse Buying among Tokopedia consumers in Manado City.

Research Purposes

The objectives of this research are:

- 1) To analyze the influence of sales promotion, shopping lifestyle and service quality on impulse buying among Tokopedia consumers in Manado City;
- 2) To analyze the influence of sales promotion on impulse buying among Tokopedia consumers in Manado City;
- 3) To analyze the influence of shopping lifestyle on impulse buying among Tokopedia consumers in Manado City;
- 4) To analyze the influence of service quality on impulse buying among Tokopedia consumers in Manado City.

Literature Reviews

Sales Promotion

According to Firmansyah (2019) sales promotion is a direct stimulus aimed at consumers to make purchases.

Shopping Lifestyle

According to Budiarto and Saputri (2022) shopping lifestyle is a person's lifestyle which refers to a daily lifestyle where consumers enjoy their time and spend their money.

Service Quality

According to Kotler (2019) service quality is a form of consumer assessment of the level of service received and the expected level of service.

Impulse Buying

According to Firmansyah (2019) impulse buying is purchasing behavior where consumers do not previously consider buying a product or consider buying but have not decided what product to buy.

Previous Research

Firdausy and Fernanda (2021). This research aims to analyze the influence of sales promotion, attractiveness of internet advertising and website quality on impulse buying among Tokopedia consumers in Jakarta. The results of this research show that sales promotion, attractiveness of internet advertising, website quality partially have a significant positive effect on impulse buying. Simultaneously sales promotion, attractiveness of internet advertising and website quality have a significant effect on the impulse buying of Tokopedia consumers in Jakarta.

Budiarto and Saputri (2022). This research aims to analyze the influence of sales promotion, hedonic shopping motive and shopping lifestyle on impulse buying at the Harbolnas event in Indonesian e-commerce (Shopee case study). The research results show that simultaneously sales promotion, hedonic shopping motive and shopping lifestyle have a significant effect on impulse buying. The research results show that partially the sales promotion variable does not have a significant effect on impulse buying. Hedonic shopping motive and shopping lifestyle partially have a significant positive effect on impulse buying.

Nurilah and Arief (2023). This research aims to examine the influence of service quality and sales promotions on impulse buying in online purchases of fashion products on the Shopee application. The research results show that simultaneously service quality and sales promotion have a significant positive effect on impulse buying. Partially, service quality and sales promotions have a significant positive effect on impulse buying on the Shopee application.

Research Model and Hypothesis

Research Model

The research model was created to describe the relationship between the independent variables, namely Sales Promotion (X1), Shopping Lifestyle (X2) and Service Quality (X3) with the dependent variable Impulse Buying (Y). The research model can be seen in Figure 1.

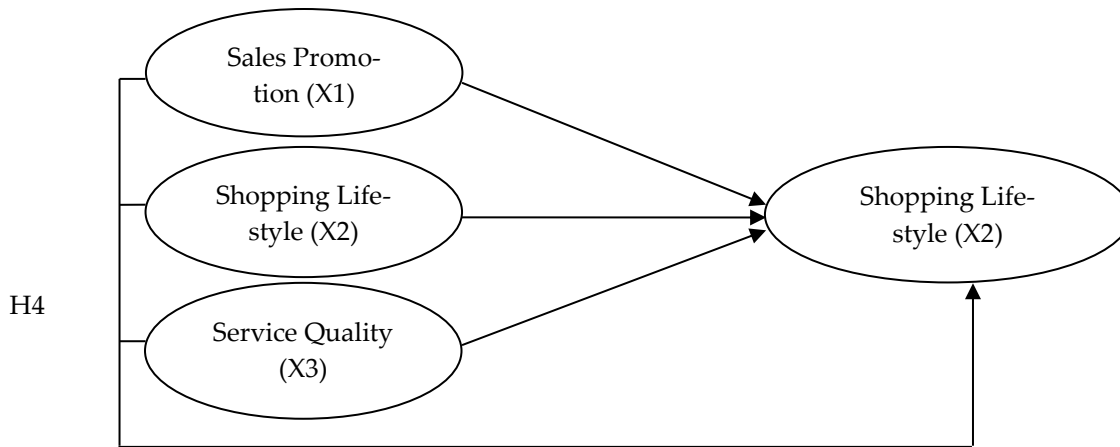


Figure 1. Research Model
Source: Research Concept, 2024

Hypothesis

The hypothesis in this research is as follows:

H1: It is suspected that sales promotion, shopping lifestyle and service quality have a significant effect on impulse buying among Tokopedia consumers in Manado City

H2: It is suspected that sales promotion has a significant effect on impulse buying among Tokopedia consumers in Manado City

H3: It is suspected that shopping lifestyle has a significant influence on the impulse of Tokopedia consumers in Manado City

H4: It is suspected that service quality has a significant effect on impulse buying among Tokopedia consumers in Manado City

Research Methods

Type of Research

The type of research used in this research is quantitative research. According to Sugiyono (2018) quantitative research is a research method based on the philosophy of positivism, as a scientific or scientific method because it meets concrete or empirical rules, is objective, measurable, rational and systematic.

Location and Place of Research

This research was conducted in Manado City, involving Tokopedia consumers. This research was conducted in January 2024-March 2024.

Method of Collecting Data

1. Primary data is data obtained directly from respondents. The primary data used in this research is a questionnaire. According to Sugiyono (2018), a questionnaire is a data collection technique that is carried out by giving respondents a set of questions or written statements to answer. In this case, the questionnaire was distributed via Google form to Tokopedia consumers in Manado City who met the criteria.
2. Secondary data used in this research was obtained from various books, journals and relevant literature on the internet.

Research Population and Sample

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2018). The population in this research is Tokopedia consumers in Manado City who have purchased fashion products and the exact number is not known. So, to find out the unknown sample size, you can use the unknown population formula (Rangkuti, 2015) as follows:

$$n = \frac{Z^2}{4 \mu^2} = \frac{1,96^2}{4 (0,1)^2} = 96,04$$

So the minimum sample size obtained for the study was 96.04. This research used a sample size of 110 respondents. In this research, the sampling technique chosen was purposive sampling technique. According to Sugiyono (2018: 133) purposive sampling technique is a technique for determining samples with certain considerations.

Data analysis

This research uses data analysis such as validity and reliability tests, classical assumption tests, multiple linear regression, multiple correlation tests and coefficient of determination, hypothesis tests including the F test and T test. Data analysis was carried out using the SPSS 29 program.

Research Instrument

According to Sugiyono (2018), research instruments are used to measure the value of the variables being studied with the aim of producing accurate quantitative data, so they must have a scale. The data measurement technique in this research uses a Likert Scale. According to Sugiyono

(2018), the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

Results

Validity Test Results

Table 2: Validity test results

Variable	Statement	Person Correlation	Sig	Alpha	Status
Sales Promotion(X1)	X1.1	0.832	0,000	0.05	Valid
	X1.2	0.756	0,000	0.05	Valid
	X1.3	0.842	0,000	0.05	Valid
Shopping-Lifestyle (X2)	X2.1	0.802	0,000	0.05	Valid
	X2.2	0.783	0,000	0.05	Valid
	X2.3	0.763	0,000	0.05	Valid
	X2.4	0.715	0,000	0.05	Valid
	X2.5	0.721	0,000	0.05	Valid
Service Quality (X3)	X3.1	0.785	0,000	0.05	Valid
	X3.2	0.779	0,000	0.05	Valid
	X3.3	0.733	0,000	0.05	Valid
Impulse Buying (Y)	X3.4	0.661	0,000	0.05	Valid
	Y1.1	0.715	0,000	0.05	Valid
	Y1.2	0.747	0,000	0.05	Valid
	Y1.3	0.757	0,000	0.05	Valid
	Y1.4	0.770	0,000	0.05	Valid

Source: Data processed by SPSS 27, 2024

Based on Table 2, it shows that all statement items for each variable in the questionnaire are valid because the correlation value is > 0.1966 in table with $n = 110$ and also the significance value < 0.05 .

Reliability Test Results

Table 3: Reliability test results

Variable	Cronbach's Alpha
Sales Promotion (X1)	0.737
Shopping Lifestyle (X2)	0.813
Service Quality (X3)	0.726
Impulse Buying (Y)	0.733

Source: Data processed by SPSS 27, 2024

Based on the results of reliability testing in Table 3, it is known that all instrument items have a Cronbach's Alpha value of more than 0.6. This means all items are reliable. Thus the entire statement (questionnaire) can be used for research.

Normality Test Results

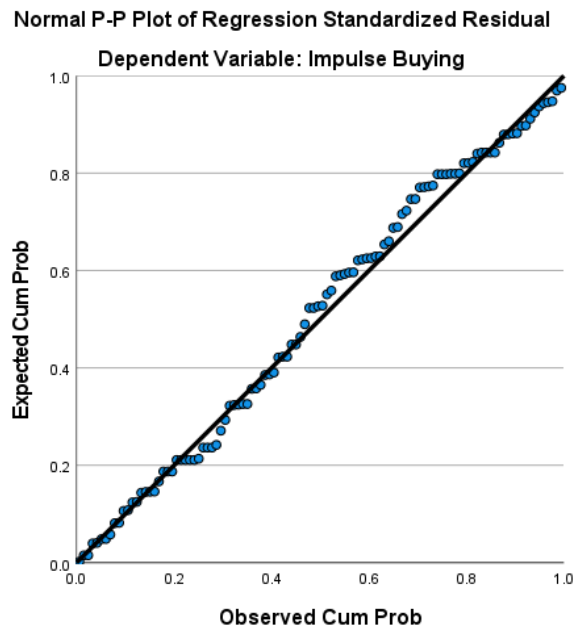


Figure 2. Normal PP Plot Graph of Normality Test Results
Source: Data processed by SPSS 27, 2024

Figure 2 above shows that the data is spread around the diagonal line and the distribution follows the direction of the graph's diagonal line. The graph shows that there is no clear pattern and the points spread above and below the number 0 on the Y axis, so the regression model used in this study meets the assumption of normality.

Multicollinearity Test Results

Table 4: Multicollinearity test results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Sales Promotion (X1)	,477	2,095
Shopping Lifestyle (X2)	,533	1,877
Service Quality (X3)	,432	2,315

a. Dependent Variable: Impulse Buying

Source: Data processed by SPSS 27, 2024

Based on the results in Table 4, it shows that the variables Sales Promotion (X1), Shopping Lifestyle (X2) and Service Quality (X3) have a tolerance value ≥ 0.10 and VIF value ≤ 10.00 . So it can be stated that these three variables do not have symptoms of multicollinearity.

Heteroscedasticity Test Results

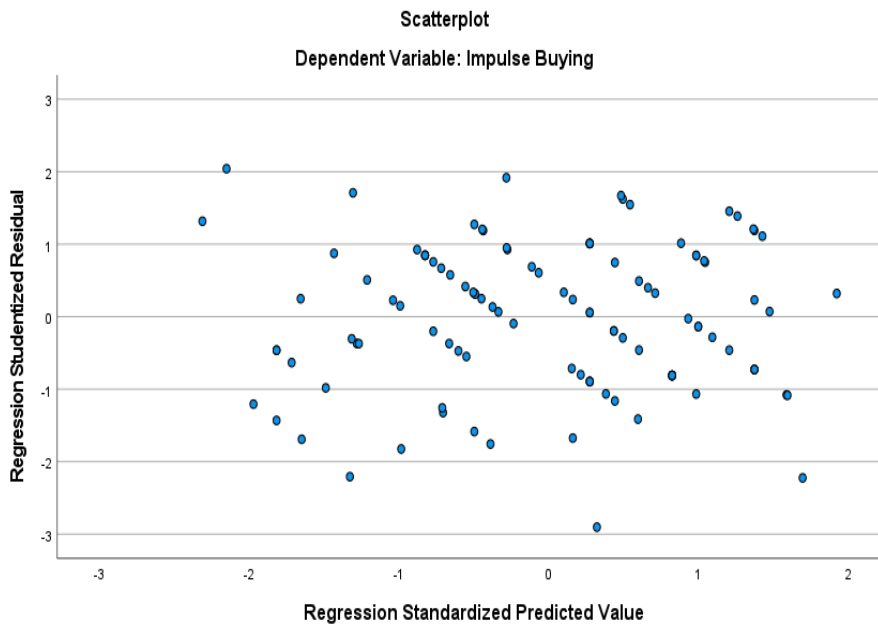


Figure 3. Heteroscedasticity Test Results
Source: Data processed by SPSS 27, 2024

Figure 3 above is the result of a heteroscedasticity test which shows that in the scatterplots, regression standardized predicted value images, it can be seen that there is no clear pattern and the points are spread above and below the number 0 on the Y axis. This shows that in this study there was no heteroscedasticity.

Multiple Linear Regression Analysis

Table 5: Multiple linear regression analysis

Model		Coefficient	
		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	.026	,920
	Sales Promotion (X1)	,278	,095
	Shopping Lifestyle (X2)	,366	,054

Service Quality (X3)	,266	,082
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a. Dependent Variable: Y

Source: Data processed by SPSS 27, 2024

Based on the results from Table 5 above, it can be seen that the regression equation formed is $Y = 0.026 + 0.278 X_1 + 0.366 X_2 + 0.266 X_3 + e$.

1. The constant value (α) is 0.026, meaning that if the independent variables, namely sales promotion, shopping lifestyle (X1) and service quality have a value of 0 (zero), then the impulse buying of Tokopedia consumers in Manado City is worth 0.026.
2. The regression coefficient value for the sales promotion variable is 0.278, which means that for every increase in sales promotion by 1, there will be an increase in consumer impulse buying on Tokopedia in Manado City with a value of 0.278, assuming the other variables are constant.
3. The regression coefficient value for the shopping lifestyle variable is 0.366, which means that for every increase in shopping lifestyle by 1, there will be an increase in consumer impulse buying on Tokopedia in Manado City with a value of 0.366, assuming the other variables are constant.
4. The regression coefficient value for the service quality variable is 0.266, which means that for every increase in service quality by 1, there will be an increase in consumer impulse buying on Tokopedia in Manado City with a value of 0.266, assuming the other variables are constant.

Multiple Correlation Test Results and Coefficient of Determination

Table 6: Multiple correlation test results and coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846a	.716	.708	1,057

a. Predictors: (Constant), Sales Promotion, Shopping Lifestyle, Service Quality

b. Dependent Variable: Impulse Buying

Source: Data processed by SPSS 27, 2024

Based on Table 6, the results of multiple correlation or R are 0.846, this shows that the relationship between sales promotion (X1), shopping lifestyle (X2), service quality (X3) and impulse buying (Y) among Tokopedia consumers in Manado City has a relationship of 84.6%, and the coefficient of determination value can be seen in the Adjusted R Square value. of 0.708. This

means that the ability of the independent variable to explain the dependent variable is 70.8%, the remaining 29.2% is explained by other variables not discussed in this research.

F Test Results

Table 7: Test results (F)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299,019	3	99,673	89.201	,000b
	Residual	118,444	106	1,117		
	Total	417,464	109			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Sales Promotion, Shopping Lifestyle, Service Quality

Source: Data processed by SPSS 27, 2024

Based on the test results in Table 7 above, it can be seen that the F count value is 89.201 with the F table value being 2.70 so that the F count value \geq F table or $89.201 \geq 2.70$ and a significant level of $0.000 \leq 0.05$, it can be concluded that the sales promotion research variable (X1), shopping lifestyle (X2) and service quality (X3) simultaneously have a positive and significant effect on impulse buying among Tokopedia consumers in Manado City. So hypothesis one (H1) can be accepted.

T Test Results

Table 8: Test results (T)

		Coefficient			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.026	,920		.028	,977
	Sales Promotion (X1)	,278	,095	,220	2,933	,004
	Shopping Lifestyle (X2)	,366	,054	,483	6,817	,000
	Service Quality (X3)	,266	,082	,257	3,269	,001

a. Dependent Variable: Impulse Buying

Source: Data processed by SPSS 27, 2024

Based on Table 8, it shows that:

1. In Table 8 Coefficients, the significant value of sales promotion (X1) shows that the t value is $2,993 \geq t$ table $1,984$, so it can be concluded that H2 is accepted, which means that there

is a positive and significant influence of sales promotion (X1) on impulse buying (Y) among Tokopedia consumers in Manado City.

2. In Table 8 Coefficients, the significant value of shopping lifestyle (X2) shows that the t value is $6,817 \geq t \text{ table } 1,984$, so it can be concluded that H3 is accepted, which means that there is a positive and significant influence of shopping lifestyle (X2) on impulse buying (Y) among Tokopedia consumers in Manado City.
3. In Table 8 Coefficients, the significant value of service quality (X3) shows that the t value is $3,296 \geq t \text{ table } 1,984$, so it can be concluded that H4 is accepted, which means that there is a positive and significant influence of service quality (X3) on impulse buying (Y) among Tokopedia consumers in Manado City.

Discussion

The Influence of Sales Promotion, Shopping Lifestyle and Service Quality on Impulse Buying among Tokopedia Consumers in Manado City

The results of this research show that sales promotion, shopping lifestyle and service quality together have a positive and significant influence on impulse buying among Tokopedia consumers in Manado City. The combination of the three has a strong connection and can be utilized well to increase consumer impulse buying significantly. Internal factors originating from within the consumer, namely shopping lifestyle, as well as external factors originating from Tokopedia, namely sales promotion and service quality, can have a significant impact on increasing consumer impulse buying. This means that not only good service and attractive promotions can trigger consumer impulse buying, but internal factors within consumers can create impulse buying.

The Influence of Sales Promotion on Impulse Buying among Tokopedia Consumers in Manado City

Sales promotion has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City. This means that if sales promotion is increased, impulse buying will also increase. It is proven in this research that marketing strategies such as providing coupons, discounts and cashback offered to consumers can stimulate consumers to impulse buy on Tokopedia.

The Influence of Shopping Lifestyle on Impulse Buying among Tokopedia Consumers in Manado City

Shopping lifestyle has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City. This means that if the shopping lifestyle within consumers increases, impulse buying will also increase. This can be seen from the desire of consumers who want to have the latest products, quality products, as well as the desire to collect various kinds of product brands, where this can have an impact on consumers who suddenly buy a product, and it has been proven in this research that shopping lifestyle can trigger impulse buying.

The Influence of Service Quality on Impulse Buying among Tokopedia Consumers in Manado City

Service quality has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City. This means that if service quality increases, impulse buying will also increase. It is proven in this research that the services provided by providing ease of use of the site, product delivery scheduling services, features that function well, and fast responses given to consumers can create impulse buying.

Conclusion

1. Sales promotion, shopping lifestyle and service quality have a positive and significant effect on impulse buying among Tokopedia consumers in Manado City.
2. Sales promotion has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City.
3. Shopping lifestyle has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City.
4. Service quality has a positive and significant effect on impulse buying among Tokopedia consumers in Manado City.

Suggestion

1. Tokopedia must be able to maintain and even increase sales promotion and service quality provided to consumers. Attractive promotions and good service can trigger impulse buying, can increase purchases and this can attract new customers.
2. Tokopedia must also pay attention to the products being sold because consumers' shopping lifestyle can also trigger impulse buying, where consumers have the desire to buy products that are up to date and of good quality.

3. It is hoped that future researchers will be able to conduct research using other variables outside of the variables studied in this research in order to obtain varied results that can influence impulse buying.

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