

## *The Influence Of Store Atmosphere Oh!Some Store Mediated By Positive Emotion On Impulse Buying Generation Z In Surabaya*

Osama Rachmad Ramadhani <sup>\*1</sup>  
Muhammad Rizky Ramadhan <sup>2</sup>

<sup>1,2</sup> Management Study Program, Faculty of Economics and Business, State University of Surabaya,  
Indonesia

\*e-mail: [osama.21089@mhs.unesa.ac.id](mailto:osama.21089@mhs.unesa.ac.id)<sup>1</sup>, [muhammadramadhan@unesa.ac.id](mailto:muhammadramadhan@unesa.ac.id)<sup>2</sup>

### **Abstract**

*This study explores the effect of store atmosphere on impulse buying among Generation Z in Surabaya, mediated by positive emotion, in the context of Oh!Some—a rebranded specialty store targeting young consumers. The research aims to empirically examine whether an engaging retail environment can stimulate spontaneous purchase behavior through emotional responses. A quantitative method was employed using a structured online questionnaire distributed to 200 Generation Z consumers who had shopped at Oh!Some stores in Surabaya. Structural Equation Modeling (SEM) with Partial Least Squares (PLS) using SmartPLS 4 was used for data analysis. The findings reveal that store atmosphere significantly and positively influences both impulse buying and positive emotions. Moreover, positive emotion serves as a significant mediator between store atmosphere and impulse buying. These results confirm the applicability of the Stimulus-Organism-Response (S-O-R) theory, demonstrating that environmental stimuli (store atmosphere) trigger internal emotional reactions (positive emotion), which lead to behavioral responses (impulse buying). The implications suggest that retailers must strategically manage physical and emotional aspects of their store environments to enhance emotional connection and impulse purchasing among young consumers. This research contributes to consumer behavior literature by reinforcing the mediating role of emotions in modern retail settings.*

**Keywords:** store atmosphere, positive emotion, impulse buying, Generation Z, specialty store

### **INTRODUCTION**

The rapid growth of the retail industry in Indonesia, especially in urban centers such as Surabaya, has intensified competition among specialty stores. This competitive landscape encourages companies to differentiate themselves through unique branding and customer experience strategies (Hafidah, 2022). The transition from KKV to Oh!Some marks a new phase in the retail business landscape in Indonesia. The success of this rebranding will depend on several factors. Therefore, to remain relevant and competitive post-rebranding, Oh!Some needs to adopt effective strategies to attract and retain customers (Harmadhana, 2024). Oh!Some, a specialty store that evolved from the KKV brand, has undergone a rebranding strategy to stay relevant with younger audiences, particularly Generation Z. This segment is known for its impulsive purchasing behavior, especially when exposed to engaging and emotionally resonant retail environments.

In the retail context, one of the main drivers of sales volume and profits is impulse buying. This strategy is particularly relevant given that Generation Z is known to be impulsive in their purchasing decisions (Da et al., 2025). Impulse buying is a consumer behavior that involves spontaneous, unplanned purchases that require little consideration (Redine et al., 2023). Furthermore, when consumers shop, they may decide to purchase an item that was not previously included in their shopping plan (or not on their shopping list), driven solely by product variety (Khrishananto & Adriansyah, 2021)..

Research has shown that environmental stimuli such as store atmosphere significantly influence consumer emotions, which in turn impact purchase decisions. According to the Stimulus-Organism-Response (S-O-R) theory by Mehrabian dan Russell (1974) that explain by (Vieira, 2013), external stimuli (e.g., exterior, general interior, store layout, interior display) trigger internal psychological states (e.g., pleasure, arousal, dominance), which then drive

behavioral responses (e.g., impulse buying). Generation Z, characterized by their tech-savviness and preference for unique experiences, is especially responsive to such stimuli.

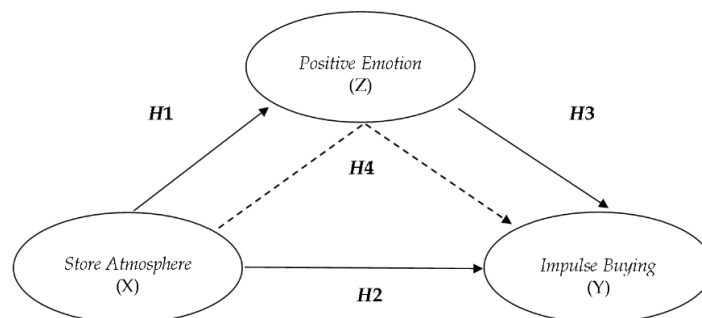
The purpose of this study is to analyze the influence of store atmosphere on impulse buying among Generation Z in Surabaya, with positive emotion as a mediating variable. This research is expected to offer both practical implications for retail strategy and theoretical contributions to consumer behavior literature

## METHOD

This research employs a quantitative approach using a survey method to collect primary data. The main objective is to examine the influence of store atmosphere (X) on impulse buying (Y), mediated by positive emotion (Z), among Generation Z consumers in Surabaya.

The variables are defined as follows:

- X (Store Atmosphere): store exterior, general interior, store layout, and product arrangement (interior displays) (Berman et al., 2018).
- Z (Positive Emotion): Pleasure, Arousal, Dominance (Peter & Olson, 2005).
- Y (Impulse Buying): Spontaneity, Compulsion and intensity, Excitement and stimulation, Indifference to consequences (Widayati et al., 2019).



**Figure 1. Research Model**  
Author (2025)

The relationships among variables are modeled based on the Stimulus-Organism-Response (S-O-R) framework.

Data were collected through an online questionnaire distributed to 200 respondents belonging to Generation Z who have shopped at Oh!Some stores in Surabaya. The sampling technique used was purposive sampling.

To analyze the data, Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) technique was employed. SmartPLS 4.0 software was utilized to estimate the structural paths and test the significance of direct and indirect effects..

## RESULTS

This section presents the empirical findings and analysis of the proposed model. Data collected from 200 respondents were processed using Structural Equation Modeling (SEM) with SmartPLS 4. This study found that the majority of respondents were female, aged 18-22, college students with an income of less than Rp 1,000,000. The respondents' domicile also revealed that most lived in South Surabaya. This suggests that Oh!Some targets market for Generation Z, aged 18-22.

The descriptive analysis shows a high mean score for store atmosphere (mean = 3.97), indicating that respondents perceive the store environment of Oh!Some as engaging and comfortable. Positive emotion had a mean of 3.88, reflecting emotional satisfaction during the

shopping experience. Impulse buying had a mean of 3.84, showing a tendency for spontaneous purchasing behavior among Generation Z.

### Convergent Validity Test

The correlation between constructs and latent variables is measured using convergent validity. Convergent validity testing can be seen from the loading factor for each construct indicator. An ideal value is a loading factor > 0.7, indicating the validity of the indicator in measuring the resulting construct.

**Table 1.** Convergent Validity

	Store Atmosphere	Impulse Buying	Positive Emotion		Store Atmosphere	Impulse Buying	
X1.1.1	0,840			Y1.2.1		0,815	
X1.1.2	0,808			Y1.2.2		0,834	
X1.1.3	0,757			Y1.2.3		0,878	
X1.1.4	0,832			Y1.3.2		0,715	
X1.2.1	0,826			Y1.3.3		0,864	
X1.2.2	0,763			Y1.4.1		0,866	
X1.2.3	0,821			Y1.4.2		0,840	
X1.2.4	0,793			Y1.4.3		0,879	
X1.3.1	0,793			Y1.4.4		0,862	
X1.3.2	0,732			Z1.1.1			0,864
X1.3.3	0,730			Z1.1.2			0,841
X1.4.1	0,793			Z1.1.3			0,812
X1.4.2	0,827			Z1.2.1			0,802
X1.4.3	0,781			Z1.2.2			0,833
X1.4.4	0,768			Z1.2.3			0,772
Y1.1.1		0,802		Z1.2.4			0,778
Y1.1.2		0,784		Z1.3.2			0,737
Y1.1.3		0,811		Z1.3.3			0,835
Y1.1.4		0,733		Z1.3.4			0,793

Source: Output from Smart PLS 4.0, by Author (2025)

From the data processing in SEM PLS which can be seen in the table above, it shows that all indicators of all variables have a loading value greater than 0.70 and it can be stated that they have a high level of validity so that they meet the criteria for convergent validity testing.

### Discriminant Validity Test

The discriminant validity of an indicator is demonstrated by the cross-loading between the construct and its indicators. In cases where the correlation of a construct with its indicators is higher than the correlation of the construct with other constructs, the latent construct predicts the indicators in its block better than other constructs in the block indicator. Discriminant validity is tested with reflective indicators by observing the cross-loading value of each variable must be > 0.7.

**Table 2.** Discriminant Validity

	Store Atmosphere	Impulse Buying	Positive Emotion		Store Atmosphere	Impulse Buying	
X1.1.1	<b>0,840</b>	0,524	0,749	Y1.2.1	0,499	<b>0,815</b>	0,441
X1.1.2	<b>0,808</b>	0,557	0,709	Y1.2.2	0,470	<b>0,834</b>	0,521
X1.1.3	<b>0,757</b>	0,598	0,642	Y1.2.3	0,486	<b>0,878</b>	0,499

X1.1.4	<b>0,832</b>	0,414	0,717	Y1.3.2	0,605	<b>0,715</b>	0,567
X1.2.1	<b>0,826</b>	0,493	0,754	Y1.3.3	0,583	<b>0,864</b>	0,611
X1.2.2	<b>0,763</b>	0,475	0,666	Y1.4.1	0,473	<b>0,866</b>	0,502
X1.2.3	<b>0,821</b>	0,458	0,747	Y1.4.2	0,443	<b>0,840</b>	0,473
X1.2.4	<b>0,793</b>	0,574	0,745	Y1.4.3	0,549	<b>0,879</b>	0,545
X1.3.1	<b>0,793</b>	0,507	0,743	Y1.4.4	0,500	<b>0,862</b>	0,491
X1.3.2	<b>0,732</b>	0,508	0,609	Z1.1.1	0,792	0,510	<b>0,864</b>
X1.3.3	<b>0,730</b>	0,395	0,609	Z1.1.2	0,774	0,565	<b>0,841</b>
X1.4.1	<b>0,793</b>	0,498	0,766	Z1.1.3	0,765	0,547	<b>0,812</b>
X1.4.2	<b>0,827</b>	0,532	0,772	Z1.2.1	0,724	0,521	<b>0,802</b>
X1.4.3	<b>0,781</b>	0,521	0,707	Z1.2.2	0,737	0,460	<b>0,833</b>
X1.4.4	<b>0,768</b>	0,448	0,638	Z1.2.3	0,666	0,525	<b>0,772</b>
Y1.1.1	0,546	<b>0,802</b>	0,553	Z1.2.4	0,669	0,570	<b>0,778</b>
Y1.1.2	0,446	<b>0,784</b>	0,439	Z1.3.2	0,652	0,451	<b>0,737</b>
Y1.1.3	0,570	<b>0,811</b>	0,566	Z1.3.3	0,747	0,553	<b>0,835</b>
Y1.1.4	0,539	<b>0,733</b>	0,520	Z1.3.4	0,671	0,425	<b>0,793</b>

Source: Output from Smart PLS 4.0, by Author (2025)

The cross-loading estimation results in Table 4.14 show that the loading value of each indicator item on its construct (X, Y, and Z) is greater than its cross-loading value. Thus, it can be concluded that all constructs or latent variables have good discriminant validity, where the indicators in the construct indicator block are better than the indicators in the other blocks. The cross-loading analysis results show that there are no discriminant validity issues.

### Reliability Test

Reliability testing is used to measure variables through the statements used. This study used Partial Least Squares (PLS) with the assistance of SmartPLS 4.0. This reliability test uses two measurement criteria: composite reliability and Cronbach's alpha. An instrument is considered reliable if the composite reliability value is >0.70 and Cronbach's alpha is >0.70

**Table 3.** Reliability Test

	Cronbach's alpha	Composite reliability
<b><i>Store Atmosphere</i></b>	<b>0,957</b>	0,962
<b><i>Impulse Buying</i></b>	<b>0,960</b>	0,965
<b><i>Positive emotions</i></b>	<b>0,941</b>	0,949

Source: Output from Smart PLS 4.0, by Author (2025)

From the table above, it shows that the Cronbach's alpha and Composite Reliability values for all constructs are above 0.70, so it can be stated that the construct has reliability that meets the minimum required value limit.

### R-Square

First, the structural model is evaluated using the R-Square for each endogenous latent variable to determine its predictive power. Changes in the R-Square value can then be used to determine whether a particular exogenous latent variable has a substantive influence on the endogenous latent variable. R-Square values > 0.75 indicate a strong model, > 0.50 indicates a moderate model, and > 0.25 indicates a weak model.

**Table 4.** R-Square

	R-square	R-square adjusted
<i>Impulse Buying</i>	0,402	0,399
<i>Positive emotions</i>	0,807	0,805

Source: Output from Smart PLS 4.0, by Author (2025)

The Impulse Buying variable has an  $R^2$  (R-Square) value of 0.402, which can be interpreted as meaning that the construct validity value of the Impulse Buying variable can be influenced by the Store Atmosphere variable construct by 40.2%. While the remaining 59.8% is explained by other variables not included in the study. Furthermore, the Positive Emotion variable has an  $R^2$  (R-Square) value of 0.807, which can be interpreted as meaning that the construct validity value of the Impulse Buying variable can be influenced by the Store Atmosphere variable construct by 80.7%. While the remaining 19.3% is explained by other variables not included in the study.

### Q-Square

PLS model evaluation can also be performed using Q-square. Q-square measures how well the model's observed values and parameter estimates align. A  $Q^2$  value  $> 0$  indicates the model has predictive relevance, and vice versa. More specifically,  $Q^2$  values of 0.02 indicate a weak model, 0.15 (moderate), and 0.35 (strong).

**Table 5.** Predictive Relevance

	$Q^2$ predict	RMSE	MAE
<i>Impulse Buying</i>	0,390	0,788	0,643
<i>Positive emotions</i>	0,793	0,465	0,316

Source: Output from Smart PLS 4.0, by Author (2025)

From the table above, the Impulse Buying variable has a  $Q^2$  with a value of 0.390 which states that it is greater than 0 and the Positive Emotion variable has a  $Q^2$  of 0.793 so it can be said that the model has a predictive value that is relevant with a strong level of relevance because the two variables exceed 0.35.

### Goodness Of Fit

Goodness of Fit (GoF) is used to evaluate measurement and structural models and indicates the overall level of model suitability. The GoF value criteria are 0.10 (small GoF), 0.25 (medium GoF), and 0.36 (large GoF). The Goodness of Fit value can be found using the following formula:

**Table 6.** Goodness of Fit

	Average variance extracted (AVE)	R-square adjusted
<i>Store Atmosphere</i>	0,627	0,399
<i>Impulse Buying</i>	0,678	0,805
<i>Positive emotions</i>	0,652	

Source: Output from Smart PLS 4.0, by Author (2025)

$$GoF = \sqrt{AVE \times R^2}$$
$$GoF = \sqrt{0,602 \times 0,652} = 0,627$$

From the results above, the GoF value is 0.627, which indicates that it is greater than 0.36 (GoF Large). This indicates that the research model has a good or strong level of feasibility, and the research results obtained can be considered valid so that hypothesis testing can be carried out.

### Hypothesis Testing Results

- **H1 : Store atmosphere influences impulse buying**  
Based on the results of the hypothesis test using the bootstrapping method in SEM PLS on the store atmosphere variable on impulse buying, the t-statistic value obtained was 2.427, far exceeding the critical value of 1.96 at the 5% significance level ( $\alpha = 0.05$ ) and a p-value of 0.008, which is smaller than the significance limit of 0.05. Thus, it can be concluded that the hypothesis (H1) stating that there is a positive and significant influence of the store atmosphere variable on impulse buying is accepted.
- **H2 : Store atmosphere influences positive emotions**  
Based on the results of the hypothesis test using the bootstrapping method in SEM PLS on the store atmosphere variable on the positive emotion variable, the t-statistics value obtained was 37.641, far exceeding the critical value of 1.96 at a significance level of 5% ( $\alpha = 0.05$ ), and a p-value of 0.000, which is smaller than the significance limit of 0.05. Thus, it can be concluded that the hypothesis (H2) stating that there is a positive and significant influence of the store atmosphere variable on the positive emotion variable is accepted.
- **H3 : Positive emotions influence impulse buying**  
Based on the results of the hypothesis test using the bootstrapping method in SEM PLS on variable Z against Y, the t-statistics value obtained was 2.632, far exceeding the critical value of 1.96 at a significance level of 5% ( $\alpha = 0.05$ ). And the p-value was 0.004, which is smaller than the significance limit of 0.05. Thus, it can be concluded that the hypothesis (H3) stating that there is a positive and significant influence of the positive emotion variable on the impulse buying variable is accepted.
- **H4 : Store atmosphere influences impulse buying, mediated by positive emotions**  
From the bootstrapping test table for the mediation test, the T-statistic value was 2.665, which exceeds 1.96. Therefore, it can be concluded that the positive emotion variable mediates the store atmosphere variable on impulse buying. Therefore, it can be concluded that hypothesis (H4), which states a positive and significant influence of positive emotions on impulse buying, mediated by positive emotions, is accepted.

### DISCUSSION

#### The Influence of Store Atmosphere on Impulse Buying

The average store atmosphere indicator score was 3.97 (high category). Among the indicators, interior displays and general interior scored the highest, reflecting the successful creation of visual and emotional comfort by the product layout and in-store atmosphere. This aligns with findings Barus & Adnans, (2023), which emphasize the importance of visual merchandising in shaping purchasing decisions in specialty stores. The average impulse buying indicator was also high at 3.84, with spontaneity being the most dominant indicator. This indicates that an engaging store atmosphere successfully triggers spontaneous purchasing decisions. Therefore, Oh!Some needs to continue developing in-store aesthetic elements, such as dynamic lighting, thematic displays, and instagenic elements to attract the attention of Gen Z (Akram et al., 2016). Based on the test results, store atmosphere influences impulse buying among Generation Z in Surabaya. This means that store atmosphere can directly encourage impulse buying. Factors such as the exterior, general interior, store layout, and product placement or display can create an



atmosphere that stimulates consumers to make unplanned purchases. This shows that store atmosphere is an important stimulus that can trigger behavioral responses directly (Ni'mah & Hasan, 2024).

This research is in line with research conducted by Gamaya et al., (2024) These results indicate that store atmosphere has a positive and significant influence on impulse buying. There is also research from Rahmawati & Nurhadi, (2024) which states that partially the store atmosphere variable has a significant influence on purchasing variables. Another study from Syahputri & Budiarti, (2024) also states that store atmosphere partially has a positive and significant influence on impulse buying. Meanwhile, according to Hariyanto & Ayu, (2023) in their research, it shows that the store atmosphere variable has no effect on impulse buying Ivo et al., (2021) also states that store atmosphere does not have a positive and significant influence on impulse buying.

### **The Influence of Store Atmosphere on Positive Emotions**

The test results show that Store Atmosphere influences Positive Emotions. This means that a well-designed store atmosphere, encompassing the visual aspects of the overall store design, as well as the application of lighting, colors, themes in every corner of the store, and layout, can enhance consumers' positive emotions while in the store. When consumers feel comfortable, happy, or relaxed, they tend to have a better perception of the shopping experience. These results support the second hypothesis, namely that store atmosphere influences positive emotions. The stronger the store atmosphere implemented by Oh!Some, the higher the positive emotions experienced by Generation Z when shopping at Oh!Some. This well-designed store atmosphere triggers feelings of joy, happiness, and relaxation, which are the basis for positive emotions. Generation Z, known to value experiences and aesthetics, responds positively to an engaging store atmosphere, ultimately improving their mood while shopping.

Store Atmosphere in this study was measured using several indicators, namely exterior, general interior, store layout, and interior display. The highest average value of the four indicators was found, namely "interior display" with an average value of 4.198. Therefore, the "interior display" indicator is the indicator that most influences the positive emotions of Generation Z in Surabaya City when shopping at Oh! Some. This research is supported by research conducted by Vannesse et al., (2024) which states that Store Atmosphere has a strong influence on positive emotions. And this is reinforced by research from Karimah & Rahayu, (2024) which stated the same results. And this is contrary to research from Purnomo & Tantra, (2024) which stated there was no influence between positive emotions on impulse buying. This means that the store atmosphere in the store is unable to increase the occurrence of positive emotional responses in consumers when shopping.

### **The Influence of Positive Emotions on Impulse Buying.**

Based on the results of the hypothesis test, positive emotions influence impulse buying at Oh!Some among Generation Z in Surabaya. Therefore, the third hypothesis, that positive emotions influence impulse buying, is accepted. This proves that the higher the positive emotions experienced by Generation Z at Oh!Some, the higher the impulse buying rate. In other words, increased positive emotions, such as feelings of joy and excitement during shopping, and the freedom to enjoy the shopping process, lead Generation Z to engage in more impulse buying at Oh!Some. When Generation Z feels happy, enthusiastic, or excited while shopping at Oh!Some outlets, they tend to be more impulsive in making purchases. These positive emotions reduce rational considerations and increase the desire for instant gratification. The feelings of satisfaction and happiness that are felt trigger quick, unplanned purchasing decisions, which closely align with the characteristics of impulse buying.

Positive emotions in this study were measured using several indicators, namely pleasure, arousal, and dominance. The highest average value of the three indicators was found, namely "pleasure," with an average value of 4.247. Therefore, the "pleasure" indicator is the indicator that most influences impulse buying among Generation Z in Surabaya when shopping at Oh!Some.

This research aligns with research conducted by Kholis et al., (2023) which states that positive emotions as a mediator have an influence on impulse buying. Meanwhile, according to Hidayah & Marlana, (2021) positive emotions have no influence on impulse buying. Although store atmosphere values have a positive effect on positive emotions, positive emotions themselves do not significantly drive impulse buying in the context of their study.

### **The Influence of Store Atmosphere on Impulse Buying through Positive Emotion**

This hypothesis test suggests that store atmosphere impacts impulse buying through positive emotion. This means that Generation Z impulsively purchases at Oh!Some due to a positive emotional drive stemming from their attraction to the store's attractive, attractive, and comfortable atmosphere. In this study, positive emotion partially mediates the influence of store atmosphere on impulse buying. This means that while store atmosphere directly influences impulse buying, some of this influence occurs through increased positive emotions in consumers. It can be argued that an attractive store atmosphere creates positive emotions, and these positive emotions ultimately drive Generation Z to impulse buy at Oh!Some.

At Oh!Some stores, the well-designed store atmosphere not only makes the store visually appealing but also emotionally "appeals" to Generation Z. The positive emotions generated by this shopping experience act as a catalyst, strengthening the urge to buy spontaneously. Generation Z who feel happy and comfortable in the store are encouraged to explore products aimlessly and ultimately purchase items they hadn't previously planned. This suggests that to encourage impulse buying, Oh!Some stores need to create not only a visually appealing environment but also one that evokes strong positive emotions in Generation Z.

This research aligns with research conducted by Ni'mah & Hasan, (2024) which states that positive emotions mediate the relationship between store atmosphere and impulse buying. Impulsive purchases occur due to a positive emotional drive within the consumer, which arises from an attraction to a well-designed, attractive, and comfortable store atmosphere. Wardana et al., (2024)) also stated that positive emotions mediate the relationship between store atmosphere and impulse buying. Another study contradicting this hypothesis is Fazrin & Siregar, (2021), who stated that the relationship between store atmosphere and impulse buying, mediated by positive emotions, did not apply. This is because positive emotions did not mediate the relationship between store atmosphere and impulse buying.

### **CONCLUSION**

In This research has empirically demonstrated that store atmosphere plays a crucial role in influencing impulse buying behavior among Generation Z consumers in Surabaya, with positive emotion acting as a significant mediating variable. The most notable finding is that emotional response—especially feelings of pleasure and excitement—serves as a bridge between the external environment and spontaneous buying behavior, aligning closely with the Stimulus-Organism-Response (S-O-R) theory.

Empirically, the study provides evidence of how modern consumers, especially younger demographics, respond to sensory and atmospheric cues in retail spaces. The theoretical contribution lies in validating and extending the S-O-R model within the Indonesian retail context, particularly involving Gen Z as a unique consumer segment with strong emotional reactivity and digital literacy.

Economically, the study offers actionable insights for retail managers and marketers: by investing in design, ambiance, and customer experience, brands like Oh!Some can not only enhance customer satisfaction but also boost unplanned purchases, thereby increasing revenue without relying solely on promotions or pricing strategies.

This research also uncovers a new finding—that emotional responses in specialty retail spaces can be strategically influenced to create competitive advantage, especially in urban youth markets.



However, several limitations must be acknowledged. First, the study is limited to respondents from Surabaya, thus generalizability to other regions or urban clusters is limited. Second, the study focuses solely on Generation Z, omitting potentially valuable comparative insights from other generational cohorts. Third, the use of self-report questionnaires introduces the possibility of response bias, as participants may have over- or under-reported their impulse buying tendencies.

These limitations are not due to methodological error but rather choices in scope and design, especially the purposive sampling strategy intended to focus on a specific population. Future researchers are encouraged to expand this study by using multi-generational samples, conducting comparative studies between cities or retail formats, and incorporating observational or experimental methods to increase behavioral validity. Despite these constraints, this study offers a grounded and relevant contribution to the understanding of consumer behavior in Indonesia's evolving retail landscape.

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