

REFERENCES

- Angely, G., Tampi, and Mukuan (2019). The Influence of Service Quality on Customer Satisfaction Services At PT. Astra International Tbk.–Daihatsu Malalayang. *Journal Of Business Administration (JAB)*, 8(2), 51-59.
- Daulay, R., Handayani, S., and Ningsih, I. P. (2021). Pengaruh Kualitas Produk, Harga, Store Atmosphere dan Sales Promotion Terhadap Impulse Buying Konsumen Department Store di Kota Medan. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, 1(1)
- Firmansyah, D., and Prihandono (2018). The Influence of Service Quality And Perceived Value on Customer Loyalty With Satisfaction. *Management Analysis Journal*, 7(1), 120-128.
- Hardiyansyah (2015). Quality of Public Services: Concepts, Dimensions, Indicators, and Implementation. Yogyakarta: Gava Media
- Kazmier, Leonard (2005). Statistik Untuk Bisnis. Jakarta : Penerbit Erlangga.
- Luthfiana, R., and Mudiantono, M. (2015). Analysis of Service Quality, Promotion and Hedonic Shopping Motives that Affect Impulse Buying in Online Purchases (Case Study on Students of The Faculty of Economics and Business, Diponegoro University) (Doctoral Dissertation, Faculty of Economics and Business).
- Manggiasih, Wgidiartanto, and Prabawani (2015). Effect of Discount, Merchandising, and Hedonic Shopping Motives on Impulse Buying (Doctoral Dissertation, Diponegoro University).
- Ningsih, and Kardiyem (2020). The Influence of Hedonic Values, Service Quality, Utilitarian Values on Impulsive Buying Through Brand Trust.
- Purnomo, and Riani (2018). Analysis of Hedonic Shopping Motives on Impulse Buying of Online Stores In The People of Kediri City. *Ekspektra: Journal Of Business And Management*, 2(1), 68-88.
- Putri, N. A. (2020, September). The Effect of Brand Knowledge and Hedonic Shopping Value on Impulse Buying With Positive Emotion as Moderation. In SIMBA: Seminar on Management, Business, and Accounting Innovation (Vol. 2).

- Raje, Archana., and Vandana, Tandon Khanna (2015), Impact of E-Service Quality on Consumer Purchase Behaviour in an on-Line Shopping. *IJCSMS International Journal of Computer Science and Management Studies*,12 (02)
- Sekaran, Uma and Roger Bougie, (2017), Research Methods For Business: The Skills-Development Approach, 6th Edition, Book 1, Second Printinmg, Salemba Empat, South Jakarta 12610.
- Sugiyono. (2015). Educational Research Methods Quantitative, Qualitative, and R&D Approaches. Bandung: Alfabeta.
- Sugiyono (2018). Quantitative, Qualitative, and R&D Research Methods. Alfabet. Bandung.
- Sugiyono (2015). Educational Research Methods Quantitative, Qualitative, and R&D Approaches. Bandung: Alfabeta.
- Sugiyono (2017). Object of research. Bandung : Alfabeta, CV
- Sugiyono (2015). Nonparametric Statistics for Research. Bandung: Alfabeta.
- Sujarweni, Wiratma. (2015). Research Methodology: Bandung: Alfabeta Third Edition. Yogyakarta: Andi Offset.
- Syakur, A. (2018). The Relationship between Service Quality and Student Satisfaction and Student Loyalty in terms of the Learning Model at the Surabaya Pharmacy Academy. *Reformation*, 8(2), 100-108.
- Tjiptono, Fandi and Gregorius Chandra. (2015). *Service Quality and Satisfaction*
- Tjiptono. (2015). *Strategy Marketing*. Yogyakarta: Andi.
- Wijaya, M. E. (2017). The Effect of Hedonic Motives and Shopping Enjoyment on Impulse Buying Mediated By Browsing on Online Shopping Consumers in Yogyakarta. *Optimal Journal*, 14(2), 1-13.
- Yistiani, Ni Nyoman Manik, Ni Nyoman Kerti Yasa, And I.G.A Ketut Gede Suasana. (2015). The Effect of Outlet Atmosphere And Retail Service on Hedonic Value And Impulsive Purchases of Matahari Department Store Duta Plaza Customers in Denpasar. *Journal of Management, Business Strategy, And Entrepreneurship Vol. 6(2): Pp.139-148*.

Zayusman, F., and Septrizola, W. (2019). Pengaruh Hedonic Shopping Value dan Shopping Lifestyle Terhadap Impulse Buying pada Pelanggan Tokopedia di Kota Padang. *Jurnal Kajian Manajemen Dan Wirausaha*, 1(1), 360-368

