

# The Influence of Visual Merchandising, E-WoM, Discounts, and Hedonic Shopping Motivation on Impulse Buying Mr. DIY Consumers in Purwokerto

Yanti Dwi Saputri<sup>1</sup>, Mayla Surveyandini<sup>2</sup>, Akbar Pahlevi<sup>3</sup>

<sup>1,2,3</sup>Faculty of Economics and Business, Wijayakusuma University, Purwokerto, Indonesia

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## ABSTRACT

This type of research is quantitative research using a survey method. The population in this study consists of consumers who shop at Mr. DIY stores in Purwokerto, the number of which is unknown. The minimum sample size was determined using the Lemeshow formula, and questionnaires were distributed to 110 respondents using accidental sampling. The analysis tool used was multiple linear regression analysis. The analysis results showed that the adjusted R<sup>2</sup> value was 53.1%, and the t-test proved that visual merchandising, e-wom, discounts, and hedonistic shopping motivation had a positive and significant partial effect on impulse buying among Mr. DIY consumers in Purwokerto. This study implies that Mr. DIY needs to ensure that the window display remains clean, bright, and neatly arranged, and ensure that promotional product signs are clearly written. Mr. DIY must increase consumer trust and purchasing interest. Mr. DIY can manage discounts with a well-thought-out strategy, such as offering discounts at certain times or for certain products only. Mr. DIY Purwokerto should adjust its marketing and promotion strategies to attract customers. For further researchers with similar topics, they can add other independent variables or mediating or moderating variables.

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## Corresponding Author:

Yanti Dwi Saputri,  
Faculty of Economics and Business,  
Wijayakusuma University Purwokerto,  
Beji Raya Street Karangsalam Kidul, Purwokerto, Central Java  
Email: [yantidwinadin@gmail.com](mailto:yantidwinadin@gmail.com)

## 1. INTRODUCTION

The rapid economic development in Indonesia can be seen in the increasing trend of retail modernization. One of the main concerns for retail owners is the consumer shopping experience. To ensure a positive consumer shopping experience, retail owners are required to determine appropriate retail store management (Ellitan, 2020). Modern retailers typically offer a comfortable store atmosphere, attractive product displays, and various promotions, all of which can elicit positive consumer sentiment and influence consumer shopping behavior, such as spontaneous purchases or impulse buying (Agustiadi, Ivan et al., 2023).

Impulse buying plays a crucial role for store owners in achieving company goals and generating profits (Pratiwi et al., 2024). Therefore, store owners need to consider factors that influence consumer impulse buying. According to Nisakhurin, E. A., & Widiastuti (2023), impulse buying is influenced by visual merchandising. According to Fadilla et al (2024), impulse buying is influenced by discounts. Furthermore, according to Pranggabayu & Lestari Andjarwati (2022), impulse buying can be influenced by consumers' hedonic shopping motivation. Meanwhile, according to Surveyandini (2021), impulse buying can be influenced by electronic word of mouth, or word-of-mouth promotion via electronic media.

Visual merchandising is a means of demonstrating the aesthetic value and quality of a store or company to potential customers. An attractive store appearance and product presentation are key draws for consumers to make impulse purchases. Research conducted by Wiguna and Wijayanti (2019) shows that visual merchandising has a positive and significant effect on impulse buying. Meanwhile, research conducted by Kertiana & Artini (2014) shows that visual merchandising has an insignificant negative effect on impulse buying.

According to Fadhillah et al (2025), e-WOM is word-of-mouth promotion, both positive and negative, delivered via electronic media. E-WOM can reduce purchase risk, change perceptions of a store or product, and influence a person to make a purchase. Research conducted by Saif Furqan Abdullah & Artanti (2021) demonstrated that electronic word of mouth has a positive and significant effect on impulse buying. However, research by Pambagyo & Karnawati (2020) showed that electronic word of mouth does not affect impulse buying.

Discounts are highly favored by consumers because they reduce the cost of purchasing a product (Azwari & Lina, 2020). Discounted products increase consumers' perception of the savings and value obtained compared to the reference price, thus leading to impulse buying (Azwari & Lina, 2020). Research conducted by Fadilla et al (2024) shows that discounts have a positive and significant effect on impulse buying. This contrasts with research by Fitriana & Istiyanto (2024), which showed that discounts had no significant effect on impulse buying.

According to Yanti et al. (2025), consumers may shop solely to satisfy their desires and pleasure without considering the benefits of the product they purchase. This is known as hedonic shopping motivation, a shopping motivation that leads to pleasure. Previous research conducted by Antariksa et al (2021) showed that hedonic shopping motivation has a positive and significant effect on impulse buying. This study differs from the results of Yanti et al (2025) study, which showed that hedonic shopping motivation did not affect impulse buying.

One well-known modern retail store is Mr. DIY. This store offers tools, household appliances, electrical appliances, furniture, accessories, and cosmetics. Mr. DIY is the largest retail store in Southeast Asia, with 3,000 stores worldwide (mrdiy.com). Research at MR. DIY is necessary because this store offers a wider variety of products than other stores, triggering impulse buying. Furthermore, many previous studies on impulse buying have focused on fashion, cosmetics, or luxury goods. The research at MR DIY is more recent because it examines consumer behavior toward purchasing more functional items, challenging the assumption that impulse buying only applies to expensive items.

Researchers conducted a mini-research study with 30 people visiting Mr. DIY Purwokerto. This mini-research examined impulsive buying behavior at Mr. DIY Purwokerto. The sample size for this mini-research refers to Arif Rachman, Yochanan's (2024) statement that a minimum sample size of 30 people should be selected. The results of this mini-research, or initial observations, are shown in the table below:

**Table 1. Mini Research**

Answer	Number of Consumers
Never done impulse buying at Mr. DIY Purwokerto	5
I once did an impulse buy at Mr. DIY Purwokerto	8
Have you ever done impulse buying more than once at Mr. DIY Purwokerto?	17
Total	30

Source: Data processed 2024

Based on the table, it can be seen that out of 30 consumers who were visiting Mr. DIY Purwokerto at that time, 17 people had done impulse buying more than once at Mr. DIY Purwokerto. Based on this, the researcher wanted to know what factors made consumers interested in visiting and shopping at Mr. DIY Purwokerto. The phenomenon of consumers doing impulse buying at Mr. DIY Purwokerto and the existence of a research gap, namely the difference in the results of previous studies, led the researcher to be interested in conducting a study with the title "The Influence of Visual Merchandising, E-WOM, Discount, and Hedonic Shopping Motivation on Impulse Buying in Mr. DIY Consumers in Purwokerto".

Based on the introduction that has been described, the researcher then determined the research objective, namely to determine and analyze the significance of the influence of visual

merchandising, electronic word of mouth, discounts, and hedonic shopping motivation on impulse buying among MR. DIY consumers in Purwokerto.

## 2. RESEARCH METHOD

This type of research is quantitative research with a survey method. The survey method is a research method by distributing questionnaires as a research tool to the population, and the data studied comes from samples taken from that population. This research was conducted at Mr. DIY Purwokerto. The population in this study was consumers who shopped at the Mr. DIY store in Purwokerto, with a sample of 110 respondents. Sampling in this study was conducted using a nonprobability sampling method with an accidental sampling technique. The data sources used in this study were obtained from primary data using questionnaires and secondary data in the form of supporting journals. The indicators for each variable are written in the form of a table as follows:

**Table 2.** Indicators

Variable	Indicators
Impulse buying	a. Spontaneity b. Strength, compulsivity, and intensity c. Excitement and stimulation d. Indifference to consequences (Akbar dkk., 2020)
Visual merchandising	a. Windows display b. Floor merchandising c. Promotional signage (Anggraini & Anisa, 2020)
Electronic word of mouth	a. Intensity b. Valence of opinion c. Content (Salim, 2020)
Discount	a. Amount of the discount b. Discount period c. Type of product eligible for the discount (Roisah dan Putri, 2023)
Hedonic shopping motivation	a. Adventure/explore shopping b. Value shopping c. Idea shopping d. Social shopping e. Relaxation shopping (Syafri and Besra, 2019)

## 3. RESULTS AND DISCUSSIONS

### Validity Test

Validity testing can be seen through the calculated r-value, which will be compared with the table r-value. The table r-value can be obtained by using df (degrees of freedom) = n-2, a 95% confidence level, and an alpha value of 0.05. In this study, df = 30-2 = 28, resulting in an r-value of 0.361. The validity testing criteria are as follows:

1. If r statistic > r table, the question item can be declared valid.
2. If r statistic ≤ r table, the item or statement can be declared invalid.

**Table 3.** Results of the Validity Test of the Impulse Buying Variable  
*Impulse Buying Variable (Y)*

Statement	r <sub>count</sub>	r <sub>count</sub>	Result
1	0,599	0,361	Valid
2	0,718	0,361	Valid
3	0,855	0,361	Valid
4	0,764	0,361	Valid

Source: Primary data processed 2025

The validity test results show that each question item in the impulse buying variable has a calculated  $r$  statistic  $>$   $r$  table, so all question items are declared valid. This means that all questions truly measure what they are supposed to measure.

**Table 4.** Results of the Validity Test of the Visual Merchandising Variable

<i>Visual Merchandising Variable (X1)</i>			
Statement	$r_{\text{count}}$	$r_{\text{count}}$	Result
1	0,824	0,361	Valid
2	0,826	0,361	Valid
3	0,744	0,361	Valid

Source: Primary data processed 2025

The validity test results show that each question item in the visual merchandising variable has a calculated  $r$  statistic  $>$   $r$  table, so all question items are declared valid. This means that all questions truly measure what they are supposed to measure.

**Table 5.** Results of the Validity Test of the E-Wom Variable

<i>E-Wom Variable (X2)</i>			
Statement	$r_{\text{count}}$	$r_{\text{count}}$	Result
1	0,779	0,361	Valid
2	0,860	0,361	Valid
3	0,811	0,361	Valid

Source: Primary data processed 2025

The validity test results show that each question item in the e-wom variable has a calculated  $r$  statistic  $>$   $r$  table, so all question items are declared valid. This means that all questions truly measure what they are supposed to measure.

**Table 6.** Results of the Validity Test of the Discount Variable

<i>Discount Variable (X3)</i>			
Statement	$r_{\text{count}}$	$r_{\text{count}}$	Result
1	0,801	0,361	Valid
2	0,891	0,361	Valid
3	0,716	0,361	Valid

Source: Primary data processed 2025

The validity test results show that each question item in the discount variable has a calculated  $r$  statistic  $>$   $r$  table, so all question items are declared valid. This means that all questions truly measure what they are supposed to measure.

**Table 7.** Results of the Validity Test of Hedonic Shopping Motivation Variable

<i>Hedonic Shopping Motivation Variable (X4)</i>			
Statement	$r_{\text{count}}$	$r_{\text{count}}$	Result
1	0,752	0,361	Valid
2	0,689	0,361	Valid
3	0,592	0,361	Valid
4	0,731	0,361	Valid
5	0,690	0,361	Valid

Source: Primary data processed 2025

The validity test results show that each question item in the hedonic shopping motivation variable has a calculated  $r$  statistic  $>$   $r$  table, so all question items are declared valid. This means that all questions truly measure what they are supposed to measure.

### Reliability Test

Reliability can be seen from a measuring instrument's consistency in answers or questions when measurements or observations are made repeatedly. The reliability testing criteria are as follows:

-A Cronbach's Alpha  $>$  0.7 is considered reliable.

-A Cronbach's Alpha  $\leq$  0.7 is considered unreliable.

**Table 8.** Reliability Test Results

Variable	Cronbach's Alpha	Result
<i>Impulse Buying</i>	0,714	Reliabel
<i>Visual merchandising</i>	0,716	Reliabel
<i>Electronic Word of Mouth</i>	0,750	Reliabel
<i>Discount</i>	0,729	Reliabel
<i>Hedonic Shopping Motivation</i>	0,720	Reliabel

Source: Primary data processed 2025

The reliability test results show that each variable has a Cronbach's Alpha value  $> 0.7$ , meaning that the research instrument is reliable and can be used in similar research in the future.

### Normality Test

Data normality testing was performed using the Kolmogorov-Smirnov method. The Kolmogorov-Smirnov method has the following basis for decision-making:

-If the probability value of Asymp. Sig. (2-tailed) is  $\geq 0.05$ , then the residual data is normally distributed.

-If the probability value of Asymp. Sig. (2-tailed) is  $< 0.05$ , then the residual data is not normally distributed.

**Table 9.** Normality Test Results

Asymp. Sig. (2-tailed)	Nilai Alpha	Result
0,200	0,05	Normal

Source: Primary data processed 2025

The normality test results show an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the Alpha value of 0.05. Thus, the data is said to be normally distributed, or the data distribution forms a symmetrical bell curve, because most of the data is concentrated in the middle (mean). The normality of the data distribution is important so that the research results are not biased.

### Multicollinearity Test

A normal regression model has a tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value less than 10.00. If the opposite occurs, multicollinearity is present. The criteria for testing multicollinearity are as follows:

-If the VIF value is  $\leq 10$  and the tolerance value is  $\geq 0.1$ , the model does not contain multicollinearity.

-If the VIF value is  $> 10$  and the tolerance value is  $< 0.1$ , the model contains multicollinearity.

**Table 10.** Multicollinearity Test Results

Variable	Tolerance Value	VIF	Result
<i>Visual merchandising</i>	0,903	1,108	There is no multicollinearity
<i>Electronic Word of Mouth</i>	0,756	1,323	There is no multicollinearity
<i>Discount</i>	0,788	1,268	There is no multicollinearity
<i>Hedonic Shopping Motivation</i>	0,928	1,078	There is no multicollinearity

Source: Primary data processed 2025

The multicollinearity test results show that the tolerance value is  $\geq 0.1$  and the VIF value is  $\leq 10$ , so that in the regression model, there is no high linear relationship between the independent variables. If multicollinearity occurs, it makes the regression coefficient estimation unstable, the standard error increases, and it is difficult to determine the partial effect of the independent variables.

### Heteroscedasticity Test

One way to detect heteroscedasticity is by using the Glejser test. If the dependent variable is significantly influenced by the independent variable and the statistical confidence level is  $\geq 0.05$ , then heteroscedasticity does not occur.

**Table 11. Heteroscedasticity Test Results**

Variable	Sig.	Result
<i>Visual merchandising</i>	0,062	There is no heteroscedasticity
<i>Electronic Word of Mouth</i>	0,422	There is no heteroscedasticity
<i>Discount</i>	0,833	There is no heteroscedasticity
<i>Hedonic Shopping Motivation</i>	0,187	There is no heteroscedasticity

Source: Primary data processed 2025

The heteroscedasticity test results show that each independent variable has a Sig. Value  $\geq$  0.05, so the regression model does not contain heteroscedasticity. This means that the error variance or residual has a fixed value at all levels of the independent variable and does not form a specific pattern, such as a funnel, so the model is valid for prediction.

### Multiple Linear Regression Equation

To test the influence of independent variables on dependent variables, the multiple linear regression equation formula is used.

**Table 12. Results of Multiple Linear Regression Analysis**

Variable	Regression coefficient
Konstanta	0,668
<i>Visual merchandising</i>	0,146
<i>Electronic Word of Mouth</i>	0,275
<i>Discount</i>	0,403
<i>Hedonic Shopping Motivation</i>	0,285

Source: Primary data processed 2025

Based on the results of multiple linear regression analysis, the regression equation model can be seen as follows:  $Y = 0.668 + 0.146X_1 + 0.275X_2 + 0.403X_3 + 0.285X_4 + e$ .

The value of the multiple linear regression analysis constant is 0.668, which means that if the variables of visual merchandising, electronic word of mouth, discount, and hedonic shopping motivation are equal to zero, then the impulse buying variable has a value of 0.668.

The regression coefficient value for the visual merchandising variable ( $X_1$ ) of 0.146 indicates that visual merchandising has a positive effect on impulse buying. This means that if visual merchandising increases, impulse buying will also increase, or it can be said that if visual merchandising increases by one unit, impulse buying will increase by 0.146 units, assuming that other variables remain constant.

The regression coefficient value for the electronic word of mouth variable ( $X_2$ ) of 0.275 indicates that electronic word of mouth has a positive effect on impulse buying. This means that if electronic word of mouth increases, impulse buying will also increase, or it can be said that if electronic word of mouth increases by one unit, impulse buying will increase by 0.275 units, assuming that other variables remain constant.

The regression coefficient value for the discount variable ( $X_3$ ) of 0.403 shows that discounts have a positive effect on impulse buying. This means that if discounts increase, impulse buying will also increase, or it can be said that if discounts increase by one unit, impulse buying will increase by 0.403 units, assuming that other variables remain constant.

The regression coefficient value for the hedonic shopping motivation variable ( $X_4$ ) of 0.285 shows that hedonic shopping motivation has a positive effect on impulse buying. This means that if hedonic shopping motivation increases, impulse buying will also increase, or it can be said that if hedonic shopping motivation increases by one unit, impulse buying will increase by 0.285 units, assuming that other variables remain constant.

### Coefficient of Determination (Adjusted $R^2$ )

The higher the coefficient of determination, the greater the independent variable's ability to explain variation in changes in the dependent variable. The coefficient of determination is weak when new variables are added, even if they are insignificant, because this causes its value to continue to increase. To mitigate this weakness, a corrected coefficient of determination, namely adjusted  $R^2$ , must be used to account for increases and decreases in the coefficient value. The results of the coefficient of determination can be seen in the table below:

**Table 13.** Results of the Coefficient of Determination

Adj R Square Value	Result
0,531	The independent variable has an influence of 53.1% on the dependent variable.

Source: Primary data processed 2025

Based on Table 12, it can be seen that the impulse buying variable is influenced by visual merchandising, electronic word of mouth, discounts, and hedonic shopping motivation, amounting to 53.1%. Furthermore, the remaining 46.9% is influenced by other variables not included in this study, such as promotions, price perception, service quality, and product quality.

### Model Feasibility Test

The F test is performed by comparing the calculated F value with the F table. The F table value is determined at a 95% confidence level using a significance level ( $\alpha$ ) of  $\alpha = 0.05$  and degrees of freedom ( $df$ ) =  $(k-1):(n-k)$ , where  $k$  is the number of independent and dependent variables, and  $n$  is the number of sample members. In this study,  $df = (5-1) = 4$  and  $(110-5) = 105$ . By examining the F distribution table, the F table value is 2.46. The model fit test criteria are as follows:

1.  $H_0$  is accepted, and  $H_a$  is rejected if the calculated  $F \leq F_{table}$ , meaning the regression model is not suitable for estimating the population or does not meet the goodness of fit.
2.  $H_0$  is rejected, and  $H_a$  is accepted if the calculated  $F > F_{table}$ , meaning the regression model is suitable for estimating the population or meets the goodness of fit.

**Table 14.** F Test Results

$F_{table}$	$F_{count}$	Sig.
2,46	31,796	0,000

Source: Primary data processed 2025

The F test results show that the  $f$  statistic (31.796)  $>$   $f$  table (2.46) with Sig. 0.000, so the regression model is declared feasible for estimating the population.

### Hypothesis Testing

The t-test was performed by comparing the calculated  $t$  value with the  $t$ -table. The formula for finding the  $t$  table uses a 95% confidence level with a significance level ( $\alpha$ ) of  $\alpha = 0.05$  and degrees of freedom ( $df$ ) =  $(n-k)$ , where  $n$  is the number of sample members and  $k$  is the number of independent and dependent variables. In this study,  $df$  ( $n-k$ ) is  $(110-5) = 105$ , resulting in a  $t$ -table value of 1.659. The criteria for acceptance and hypothesis formation are:

- calculated  $t >$   $t$  table with sig. " $\alpha$ " " $<$ " 0.05: Hypotheses 1, 2, 3, and 4 are accepted.
- calculated  $t \leq$   $t$  table with sig. " $\alpha$ " " $\geq$ " 0.05: Hypotheses 1, 2, 3, and 4 are rejected.

**Table 15.** t-Test Results

Variable	$t_{table}$	$T_{count}$	Sig.	Hypotheses result
<i>Visual Merchandising</i>	1,659	2,128	0,036	accepted
<i>Electronic Word of Mouth</i>	1,659	3,788	0,000	accepted
<i>Discount</i>	1,659	4,818	0,000	accepted
<i>Hedonic Shopping Motivation</i>	1,659	4,521	0,000	accepted

Source: Primary data processed 2025

Based on Table 15, it can be seen that the visual merchandising variable obtained a  $t$ -statistic (2.128)  $>$   $t$ -table (1.659) and sig. 0.036 " $<$ " 0.05. Thus,  $H_0$  is rejected, and  $H_a$  is accepted. These results show that the visual merchandising variable ( $X_1$ ) has a positive and significant effect on impulse buying. The influence of visual merchandising on impulse buying is in line with the stimulus-organism-response (S-O-R) theory, which states that attractive displays in MR. DIY stores, such as creative product arrangements, striking colors, and appropriate lighting, serve as stimuli. These conditions can create feelings of pleasure, giving consumers a positive experience (organism) when visiting MR. DIY. This positive experience has the potential to trigger impulsive purchasing responses in consumers.

Based on Table 15, it can be seen that the electronic word of mouth variable obtained a t-t-statistic (3.788) > t-table (1.659) and sig. 0.000 < "0.05. Thus,  $H_0$  is rejected, and  $H_a$  is accepted. These results show that the electronic word of mouth variable (X2) has a positive and significant effect on impulse buying. The influence of electronic word of mouth on impulse buying is in line with the stimulus-organism-response (S-O-R) theory, which states that positive electronic word of mouth stimuli, such as numerous favorable reviews of products and other consumers' experiences when shopping at MR. DIY will influence how consumers process this information (organism), which then triggers impulsive purchasing decisions (response).

Based on Table 15, it can be seen that the discount variable obtained a t-statistic (4.818) > t-table (1.659) and sig. 0.000 < "0.05. Thus,  $H_0$  is rejected, and  $H_a$  is accepted. These results show that the discount variable (X3) has a positive and significant effect on impulse buying. The effect of discounts on impulse buying is in line with the explanation from the stimulus-organism-response (S-O-R) theory, which states that discounts trigger an internal response in consumers in the form of a strong desire to buy products at MR. DIY. This is because consumers' perception of low product prices for a limited time creates urgency. Thus, according to the S-O-R theory, discounts (stimuli) trigger cognitive and emotional processes within consumers (organism), which then result in spontaneous purchasing behavior (response).

Based on Table 15, it can be seen that the hedonic shopping motivation variable obtained a t-statistic (4.521) > t-table (1.659) and sig. 0.000 < "0.05. Thus,  $H_0$  is rejected, and  $H_a$  is accepted. These results show that the hedonic shopping motivation variable (X4) has a positive and significant effect on impulse buying. The influence of hedonic shopping motivation on impulse buying is in line with the explanation from the stimulus-organism-response (S-O-R) theory, which states that hedonic shopping motivation in consumers is positioned as an internal stimulus that creates conditions within consumers (organism). Stimuli that focus on enjoyable shopping experiences and positive sensations when shopping at MR. DIY will stimulate impulsive buying behavior (response), which is a reaction to the urge for pleasure.

#### 4. CONCLUSION

Visual merchandising (X1) has a positive and significant effect on impulse buying (Y) among Mr. DIY consumers in Purwokerto. This is evidenced by the calculated t value (2.128) > t table (1.659) and sig. 0.036 < 0.05, so the first hypothesis is accepted. Electronic word of mouth (X2) has a positive and significant effect on impulse buying (Y) among Mr. DIY consumers in Purwokerto. This is evidenced by the calculated t value (3.788) > t table (1.659) and sig. 0.000 < 0.05, so the second hypothesis is accepted. Discount (X3) has a positive and significant effect on impulse buying (Y) among Mr. DIY consumers in Purwokerto. This is evidenced by the calculated t value (4.818) > t table (1.659) and sig. 0.000 < 0.05, so the third hypothesis is accepted. Hedonic shopping motivation (X4) has a positive and significant effect on impulse buying (Y) among Mr. DIY consumers in Purwokerto. This is evidenced by the calculated t value (4.521) > t table (1.659) and sig. 0.000 < 0.05, so the fourth hypothesis is accepted.

Based on the visual merchandising questionnaire, the lowest average responses were found in the statements "I am encouraged to enter the MR. DIY Purwokerto store because I see an attractive window display" and "I am inclined to buy items when I see promotional offers on signs in the MR. DIY Purwokerto store." Therefore, MR. DIY needs to ensure that the window display remains clean, bright, and neatly arranged. This can be done by using appropriate lighting to highlight products, thereby creating an attractive atmosphere. MR. DIY also needs to ensure that promotional product signs are clearly written. This can be done by choosing a font that is easy to read and colors that are striking.

Based on the electronic word of mouth questionnaire, the lowest average response was to the statement "Before shopping at MR. DIY Purwokerto, I first look at positive reviews from people who have purchased products at MR. DIY Purwokerto." Therefore, MR. DIY must increase consumer trust and interest in purchasing. Positive reviews serve as social proof that convinces potential buyers that MR. DIY's products or services are of high quality and meet consumer expectations. Furthermore, MR. DIY should utilize these positive reviews to strengthen its reputation and attract more customers.

Based on the discount variable questionnaire, the lowest average response was found in the statement "I buy products at MR. DIY Purwokerto because the products I like are discounted."

Therefore, MR. DIY can manage discounts with a well-thought-out strategy, such as offering discounts at certain times or for certain products only. This is done so that it remains effective and does not reduce profits. Furthermore, MR. DIY needs to understand consumer behavior related to discounts, including how discounts trigger impulsive purchases and how to use them to increase sales.

Based on the hedonic shopping motivation variable questionnaire, the lowest average response was found in the statement "At MR. DIY Purwokerto, I find products with attractive offers." Therefore, MR. DIY Purwokerto should adjust its marketing and promotion strategies to attract customers. This could include similar offers, improved service quality, or more aggressive marketing campaigns.

The researchers were only able to prove that the four variables had a 53.1% impact on impulse buying, while the remaining 46.9% was influenced by other variables that were not included in this study. Researchers can then add other independent variables or mediating and moderating variables.

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