Islamic Business and Management Journal

Islamic Business and Management Journal (IBMJ)
ISSN: 2622-6316
ISSN: 2622-6324

The Effect of Discounts, Lifestyle, and Impulsive Buying Behaviour on Cosmetic Product Purchase Decisions in the Perspective of Islamic Economics (Case Study: Residents of 15A Iringmulyo, Metro Timur)

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Abstract
This study aims to analyze the influence of discounts, lifestyle, and impulsive buying behaviour — both partially and simultaneously — on cosmetic product purchase decisions among residents of 15A Iringmulyo, Metro Timur. A quantitative approach was employed, with 99 respondents selected through purposive sampling. The respondents were teenagers residing in the study area who had used cosmetic products. Data were collected via questionnaire distribution, and the analysis method employed was multiple linear regression with hypothesis testing through t-tests and F-tests; validity and reliability tests were also conducted to ensure instrument quality. The results indicate that the discount variable does not exert a significant influence on purchase decisions ($p = 0.526 > 0.05$), whereas lifestyle and impulsive buying are both found to have a significant positive influence ($p = 0.032 < 0.05$ for each). Simultaneously, all three variables — discounts, lifestyle, and impulsive buying — significantly influence purchase decisions ($p = 0.001 < 0.05$). It is thus concluded that cosmetic purchase decisions are more strongly determined by lifestyle and impulsive behaviour than by discount incentives. These findings are discussed within the framework of Islamic economic principles, which emphasise moderation (avoiding israf and tabdzir) and the prioritisation of lawful and beneficial consumption.
Keywords: Discount; Lifestyle; Impulsive Buying; Cosmetic Purchase Decision; Islamic Economics

1. Introduction

The cosmetic industry has experienced sustained growth in recent years, driven by an increasing number of brands entering the market. This trend is primarily attributed to heightened public awareness particularly among adolescents regarding the importance of personal appearance and self-care. Adolescents constitute an especially attractive market segment as they are in the process of forming personal identities and establishing brand loyalties. The proliferation of digital technology has enabled manufacturers to leverage promotional platforms to strengthen corporate image. Given that the majority of Indonesia's population is Muslim, both domestic and foreign producers have responded by competing to label their products as halal-certified and dermatologically safe (Puspita & Budiatmo, 2020).

The increased awareness among women of the role of cosmetics in enhancing their daily appearance and supporting special occasions has further fuelled demand. Rising demand has intensified competition between local and international producers, driving market growth shaped by evolving consumer lifestyles. In this competitive environment, manufacturers must continuously innovate and analyse consumer behaviour to ensure their products remain appealing and safe for consumer use (Apriani & Bahrun, 2021).

In the face of such competition, price discounts have emerged as a key attraction for cosmetic consumers, particularly among students with limited financial resources. Discounts reduce consumers' price perceptions and accelerate purchase decisions by offering the opportunity to obtain products of higher value at a lower cost. Empirical studies on cosmetic products indicate that discounts have a positive impact on purchase intention and decisions, especially when effectively communicated through online platforms (Desti et al., 2023).

Beyond discounts, lifestyle constitutes another significant factor. Lifestyle encompasses the manner in which individuals allocate their time, participate in activities, pursue their interests, and form opinions. Adolescents who follow beauty trends and are exposed to beauty vloggers or influencers are more inclined to purchase cosmetics that align with current trends or that enhance their self-image. Prior studies on cosmetic consumers have demonstrated a strong correlation between consumer lifestyle and the decision to purchase beauty products (Aini & Andjarwati, 2020).

Impulsive buying is defined as spontaneous, unplanned purchasing behaviour in which the decision to buy is driven more by emotion than by rational deliberation. In the cosmetics domain, consumers are frequently attracted by packaging, beauty trends, and promises of immediate benefits, leading to impulsive purchases. Research on impulsive buying of skincare and cosmetic products indicates that limited self-control, the fear of missing out (FOMO), and impulsive tendencies are mutually reinforcing phenomena (Johan et al., 2023).

Preliminary interviews conducted with residents of 15A Iringmulyo, Metro Timur, revealed that discounts, lifestyle aspirations, and impulsive tendencies all influence cosmetic purchase decisions. Respondents reported that discount promotions attract purchases — particularly under conditions of limited budget — that lifestyle and the desire to maintain a presentable appearance also drive purchasing behaviour, and that spontaneous purchases are frequently triggered by attractive promotions or prevailing trends.

From an Islamic economic perspective, however, consumption behaviour must be guided not solely by desire, but by Shari'ah values including moderation (avoiding israf), restraint from wasteful spending (tabdzir), and attention to the lawfulness (halal) and overall benefit (maslahah) of goods consumed. Islamic consumption theory seeks a balance between worldly and spiritual needs, requiring that every purchase decision be made with wisdom and responsibility. The study area of 15A Iringmulyo, Metro Timur, was selected because its population is characterised by active cosmetic use, a high level of engagement with beauty trends, and exposure to social media that promotes consumptive behaviour including impulsive buying. Although prior studies have examined the three variables individually, the results remain inconsistent, and few studies have investigated all three simultaneously among adolescents in a local Indonesian context. This study therefore addresses the gap and aims to provide empirically grounded insights of contextual relevance.

2. Literature Review

According to Kotler and Keller (2016), consumer behaviour is the study of how individuals, groups, and organisations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Consumer behaviour is a critical dimension of marketing that encompasses the decision-making process and is shaped by cultural, social, personal, and psychological

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Islamic Business and Management Journal (IBMJ)
ISSN: 2622-6316
ISSN: 2622-6324

factors. Understanding consumer behaviour enables firms to design more effective marketing strategies.

In the context of the present study, discounts, lifestyle, and impulsive buying behaviour represent marketing stimuli that influence consumer decision-making processes. Discounts attract attention and stimulate purchase intention through reduced pricing. Lifestyle reflects individuals' daily patterns and preferences that shape product choices. Impulsive buying behaviour captures consumers' tendency to make unplanned, spontaneous purchases.

2.1 Discount (X_1)

Discounts are a form of price promotion widely used by companies to attract consumer attention and increase sales volumes. They typically take the form of a price reduction from the regular price for a specified period. Ita Rahmawati et al. (2020) define discounts as price reductions granted by sellers to buyers as an acknowledgment of certain buyer activities or conduct that is favourable to the seller. Paraswati and Riofita (2024) further explain that discounts are a form of price promotion that influences consumer choice and is expected to benefit businesses through modifications in supply and demand. Indicators of discount effectiveness include the magnitude of the price reduction, the duration of the discount period, and the types of products subject to the discount (Kusnawan et al., 2019).

2.2 Lifestyle (X_2)

Lifestyle is a critical factor influencing consumer behaviour in product selection. It reflects how a person spends their time, engages in activities, pursues interests, and forms opinions. Aini and Andjarwati (2020) note that a person's lifestyle encompasses a range of activities from hobbies to professional pursuits, and that individuals exhibit preferences and respond verbally to their surrounding circumstances. Ariyono et al. (2023) confirm that lifestyle influences purchase decisions in an era of modernity. Lifestyle is not formed abruptly but is shaped by personality, motivation, perception, and experience. Its key indicators, according to Zulfansyah La Ruas et al. (2023), are activities, interests, and opinions.

2.3 Impulsive Buying (X_3)

According to Rohman (2012), impulsive buying is a purchase decision driven by momentary emotion. Impulsive buyers characteristically respond to stimuli such as visually appealing displays, time-limited offers, or emotional impulses, resulting in decisions made without deliberate consideration (Ni Luh Putu Erma Mataningrum, 2025). Johan et al. (2023) confirm that impulsive buying has a significant positive influence on purchase decisions. Relevant indicators of impulsive buying include spontaneity, immediate visual attraction, acting without reflection, and the impulse to purchase in the moment.

2.4 Purchase Decision (Y)

Purchase decisions commence with problem recognition, followed by evaluation, and culminating in selection of the product most consistent with consumer needs (Andrian et al., n.d.). The purchase decision process explains why consumers favour, select, and buy particular brands. According to Dedi Ansari and Dita Amanah (2022), consumers arrive at purchase decisions through an evaluative process that involves reviewing all available options before committing to a product. Indicators of purchase decisions include commitment to a product, habitual purchasing behaviour, recommendation to others, and repeat purchasing (Risnandar et al., 2025).

3. Research Methods

This study employs a quantitative approach with a survey design to investigate the effects of discounts (X_1), lifestyle (X_2), and impulsive buying behaviour (X_3) on cosmetic product purchase decisions (Y) among residents of 15A Iringmulyo, Metro Timur. Data were collected through a questionnaire distributed via Google Forms. The study population comprised approximately 13,581 individuals. Applying Slovin's formula with a 10% margin of error, a minimum sample size of 99 respondents was determined.

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ISSN: 2622-6316
ISSN: 2622-6324

A purposive sampling technique was employed, selecting respondents based on two criteria: (1) residence in the 15A Iringmulyo area, and (2) prior use of cosmetic products. Instrument quality was assessed through Pearson Product-Moment correlation for validity and Cronbach's Alpha for reliability. Hypotheses were tested via multiple linear regression, t-tests (partial effects), F-test (simultaneous effects), and the coefficient of determination (R^2). Classical assumption tests — normality, multicollinearity, and heteroscedasticity — were conducted prior to regression analysis.

The multiple linear regression model is specified as follows:

$$\mathbf{Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e}$$

where Y = purchase decision; X_1 = discount; X_2 = lifestyle; X_3 = impulsive buying; a = constant; b_1, b_2, b_3 = regression coefficients; e = error term.

4. Results and Discussion

4.1 Validity Test

Validity was assessed by comparing the Pearson correlation coefficient (r-count) with the critical r-table value at a significance level of 0.05. With n = 99, the r-table value is 0.197. An item is declared valid if r-count > r-table. All items in the four variables satisfied this criterion, as shown in Table 1.

Table 1. Validity Test Results

Variable	Item	Pearson Correlation	r-table	Sig.	Note
DISCOUNT (X_1)	X1.1	0.688	0.197	0.000	Valid
	X1.2	0.767	0.197	0.000	Valid
	X1.3	0.623	0.197	0.000	Valid
	X1.4	0.858	0.197	0.000	Valid
	X1.5	0.743	0.197	0.000	Valid
	X1.6	0.847	0.197	0.000	Valid
	X1.7	0.800	0.197	0.000	Valid
	X1.8	0.685	0.197	0.000	Valid
	X1.9	0.710	0.197	0.000	Valid
LIFESTYLE (X_2)	X2.1	0.637	0.197	0.000	Valid
	X2.2	0.553	0.197	0.000	Valid
	X2.3	0.806	0.197	0.000	Valid
	X2.4	0.864	0.197	0.000	Valid
	X2.5	0.624	0.197	0.000	Valid
	X2.6	0.884	0.197	0.000	Valid
	X2.7	0.501	0.197	0.000	Valid
IMPULSIVE BUYING (X_3)	X3.1	0.657	0.197	0.000	Valid
	X3.2	0.694	0.197	0.000	Valid

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ISSN: 2622-6316
ISSN: 2622-6324

	X3.4	0.590	0.197	0.000	Valid
	X3.5	0.490	0.197	0.000	Valid
	X3.6	0.762	0.197	0.000	Valid
	X3.7	0.728	0.197	0.000	Valid
	X3.8	0.799	0.197	0.000	Valid
	X3.9	0.681	0.197	0.000	Valid
PURCHASE DECISION (Y)	Y.1	0.757	0.197	0.000	Valid
	Y.2	0.422	0.197	0.000	Valid
	Y.4	0.798	0.197	0.000	Valid
	Y.5	0.588	0.197	0.000	Valid
	Y.6	0.705	0.197	0.000	Valid

Source: Primary data processed by the author (2025).

The results demonstrate that all items across the four variables have r-count values exceeding the r-table threshold of 0.197 at the 0.05 significance level. All questionnaire items are therefore declared valid and suitable for data collection.

4.2 Reliability Test

Reliability was assessed using Cronbach's Alpha, where a value exceeding 0.60 indicates that the instrument is reliable (Banu & Rahman, 2025). The results are presented in Table 2.

Table 2. Reliability Test Results

Cronbach's Alpha	N of Items
0.918	29

Source: Primary data processed by the author (2025).

The Cronbach's Alpha value of 0.918 substantially exceeds the 0.60 threshold, confirming that the research instrument possesses a high level of reliability. All items within each variable are consistent and suitable for data collection purposes.

4.3 Classical Assumption Tests

4.3.1 Normality Test

The Kolmogorov-Smirnov test was employed to assess whether the data are normally distributed. A p-value exceeding 0.05 indicates a normal distribution (Quraisy, 2020). The results are presented in Table 3.

Table 3. Normality Test Results (Kolmogorov-Smirnov)

Test Statistic	Asymp. Sig. (2-tailed)
0.062	0.200

Source: Primary data processed by the author (2025).

The significance value of 0.200 exceeds the 0.05 threshold, confirming that the residuals are normally distributed. The normality assumption is therefore satisfied (Bisma & Sanggala, 2025).

4.3.2 Multicollinearity Test

Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values. Absence of multicollinearity is indicated by Tolerance > 0.10 and VIF < 10. The results are shown in Table 4.

Table 4. Multicollinearity Test Results

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Variable	Tolerance	VIF
Discount (X_1)	0.551	1.816
Lifestyle (X_2)	0.486	2.057
Impulsive Buying (X_3)	0.800	1.250

Source: Primary data processed by the author (2025).

All Tolerance values exceed 0.10, and all VIF values fall below 10, confirming the absence of multicollinearity in the regression model.

4.3.3 Heteroscedasticity Test (Park Test)

Heteroscedasticity was examined using the Park Test, which regresses the natural logarithm of squared residuals (Ln e^2) against the independent variables. Significance values exceeding 0.05 indicate the absence of heteroscedasticity. The results are presented in Table 5.

Table 5. Heteroscedasticity Test Results (Park Test)

Variable	B	Std. Error	Beta	t	Sig.	Decision
(Constant)	1.586	1.135	—	1.400	0.165	—
Discount (X_1)	−0.037	0.057	−0.087	−0.654	0.514	No Heteroscedasticity
Lifestyle (X_2)	−0.132	0.078	−0.240	−1.696	0.093	No Heteroscedasticity
Impulsive Buying (X_3)	0.063	0.046	0.154	1.392	0.167	No Heteroscedasticity

Source: Primary data processed by the author (2025).

All independent variables yield Park Test significance values exceeding 0.05, confirming the absence of heteroscedasticity. The regression model is therefore suitable for further analysis.

4.4 Hypothesis Testing

4.4.1 Partial t-Test

The t-test evaluates the partial influence of each independent variable on the dependent variable. A significance value below 0.05 indicates a significant partial effect. Results are presented in Table 6.

Table 6. Partial Hypothesis Testing (t-Test) Results

Variable	Sig.	Decision
Discount (X_1)	0.526	H_0 Accepted; H_1 Rejected
Lifestyle (X_2)	0.032	H_2 Accepted; H_0 Rejected
Impulsive Buying (X_3)	0.032	H_3 Accepted; H_0 Rejected

Source: Primary data processed by the author (2025).

The discount variable (X_1) produces a significance value of 0.526, which exceeds 0.05. This indicates that discounts do not exert a significant partial influence on purchase decisions; H_0 is accepted and H_1 is rejected. Lifestyle (X_2) and impulsive buying (X_3) both yield significance values of 0.032, below the 0.05 threshold, indicating significant positive partial effects; H_2 and H_3 are accepted.

4.4.2 Simultaneous F-Test

The F-test assesses whether all independent variables simultaneously exert a significant influence on the dependent variable. A significance value below 0.05 indicates simultaneous significance. Results are presented in Table 7.

Table 7. Simultaneous F-Test Results

Model	Sig.
Regression	0.001

Source: Primary data processed by the author (2025).

The F-test produces a significance value of $0.001 < 0.05$, confirming that discounts, lifestyle, and impulsive buying simultaneously and significantly influence purchase decisions. The regression model is appropriate and the simultaneous hypothesis is accepted.

4.5 Coefficient of Determination (R^2)

Table 8. Coefficient of Determination

Model	Adjusted R^2
1	0.135

Source: Primary data processed by the author (2025).

The Adjusted R^2 value of 0.135 indicates that discounts, lifestyle, and impulsive buying collectively explain 13.5% of the variance in cosmetic purchase decisions. The remaining 86.5% is attributable to variables not included in the present model, suggesting the relevance of additional factors for future investigation.

4.6 Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression Coefficients

Variable	B	Sig.	Decision
(Constant)	5.389	0.000	—
Discount (X_1)	−0.036	0.526	Not significant
Lifestyle (X_2)	0.169	0.032	Significant
Impulsive Buying (X_3)	0.099	0.032	Significant

Source: Primary data processed by the author (2025).

The resulting regression equation is: $Y = 5.389 - 0.036X_1 + 0.169X_2 + 0.099X_3 + e$. The constant of 5.389 indicates the baseline level of purchase decisions when all independent variables are zero. The coefficient for discount (−0.036) suggests a marginal negative relationship, though statistically non-significant. The coefficient for lifestyle (0.169) indicates that each unit increase in lifestyle score is associated with a 0.169-unit increase in purchase decisions, ceteris paribus. Similarly, each unit increase in impulsive buying (0.099) corresponds to a commensurate increase in purchase decisions.

5. Discussion

5.1 Effect of Discount on Purchase Decision

The discount variable (X_1) produces a regression coefficient of −0.036 and a significance value of $0.526 > 0.05$, indicating that discounts do not significantly influence cosmetic purchase decisions. This finding suggests that price reductions are not the primary consideration for consumers in this context. Rather, consumers are likely to prioritise product quality, personal suitability, and intrinsic need over discounted pricing. This result is consistent with Bagus and Lestari (2023), who similarly find that discounted pricing does not significantly affect purchase decisions. From an Islamic economic perspective, this outcome reflects the principle of rational consumption, wherein purchases should be guided by genuine need and utility rather than superficial price incentives.

5.2 Effect of Lifestyle on Purchase Decision

Lifestyle (X_2) yields a regression coefficient of 0.169 with a significance value of $0.032 < 0.05$, confirming a significant positive influence on purchase decisions. Consumers whose lifestyles emphasise appearance, social engagement, and beauty trends are more inclined to purchase cosmetics that align with their self-image. This finding is consistent with Chaterina (2016), who demonstrates a

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ISSN: 2622-6316
ISSN: 2622-6324

significant relationship between lifestyle and purchase decisions. In the Islamic economic framework, lifestyle-driven consumption is acceptable provided it does not constitute extravagance (israf) or create a burden that transgresses one's financial capacity. Islam encourages a balanced lifestyle in which consumption serves legitimate needs without excess (Ariyono et al., 2023).

5.3 Effect of Impulsive Buying on Purchase Decision

Impulsive buying (X_3) demonstrates a regression coefficient of 0.099 and a significance value of $0.032 < 0.05$, indicating a significant positive influence on purchase decisions. Consumers frequently make unplanned cosmetic purchases in response to emotional stimuli, attractive product displays, or trending items. This finding aligns with Junita Nst et al. (2025), who confirm the significant influence of impulsive buying on purchase decisions. From an Islamic economic perspective, impulsive buying is a manifestation of behaviour that risks contravening the principles of moderation and purposeful consumption. Islam explicitly discourages wasteful expenditure (tabdzir) and enjoins believers to exercise deliberation and self-discipline in financial decisions (Johan et al., 2023).

5.4 Islamic Economics Perspective

The findings of this study underscore an important tension in contemporary consumer behaviour among Muslim adolescents: while lifestyle and impulsive tendencies drive purchasing, Islamic economic principles call for disciplined, purposeful consumption. The Qur'anic injunction against israf (excess) and tabdzir (waste) directly challenges the impulsive buying patterns identified in this study. Producers targeting Muslim consumers bear a responsibility to market their products in a manner that encourages informed and value-based purchasing rather than exploiting emotional triggers. Consumer education grounded in Islamic ethics — emphasising maslahah (benefit) and avoiding harm — is therefore a constructive policy recommendation arising from these findings.

6. Conclusion

This study investigated the influence of discounts, lifestyle, and impulsive buying behaviour on cosmetic product purchase decisions among residents of 15A Iringmulyo, Metro Timur. The following conclusions are drawn:

First, the discount variable does not exert a statistically significant influence on purchase decisions ($p = 0.526 > 0.05$), indicating that price reductions are not a decisive factor in this population's cosmetic purchasing behaviour. Second, lifestyle exerts a significant positive influence on purchase decisions ($p = 0.032 < 0.05$), confirming that individual activity patterns, interests, and opinions shape product preferences. Third, impulsive buying also significantly and positively influences purchase decisions ($p = 0.032 < 0.05$), reflecting the role of emotional and situational stimuli in driving unplanned purchases. Fourth, the three variables simultaneously exert a significant influence on purchase decisions ($p = 0.001 < 0.05$), validating the overall regression model. Fifth, the Adjusted R^2 of 0.135 indicates that the model explains 13.5% of purchase decision variance, with 86.5% attributable to variables outside the present study.

From an Islamic economics perspective, the significant roles of lifestyle and impulsive buying call for heightened consumer awareness of Qur'anic principles of moderation, prudence, and the avoidance of wasteful consumption. Future research is encouraged to incorporate additional variables — such as social media influence, brand trust, or religious commitment — and to extend the study to broader populations and geographic contexts.

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