

Title Title Title Title Title

First Author¹, Second Author², Third Author³

ABSTRACT

[illegible]

Keywords: Keywords, keywords, keywords, keywords, keywords

Affiliation

¹ Faculty of

Universitas

Email:

[illegible]

²Faculty of

Universitas

Email:

[illegible][illegible]

³Faculty of

Universitas

Email:

[illegible]

INTRODUCTION

Introduction Introduction Introduction Introduction Introduction Introduction Introduction Introduction

[illegible]

LITERATURE REVIEWS

Literature 1

[illegible]

Literature 2

[illegible]

Literature 3

[illegible]

Literature 4

[illegible]

FIGURE

FIGURE

[illegible][illegible][illegible][illegible]

- [1] Abdilllah, W., & Hartono, J. (2015). *Partial least square (PLS): Alternative structural equation modeling (SEM) in Business Research* (1st ed.). Andi Offset.
- [2] Antariksa, K. T., & Respati, N. Y. R. (2021). The effect of hedonic motivation, in store display, and price discount on impulse buying decisions. *International Journal of Business Management and Economic Review*, 4(4), 166-177. <http://doi.org/10.35409/IJBMER.2021.3291>
- [3] Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson Prentice Hall.
- [4] Waani, R.C.T., & Tumbuan, W.J.F.A. (2015). The influence of price discount, bonus pack, and in-store display on impulse buying decision in hypermart Kairagi Manado. *EMBA Journal*, 3(3), 420-428. <https://ejournal.unsrat.ac.id/index.php/emba/article/download/9432/9004>
- [5] Wahyudi, S. (2017). The effect of price discount on impulse buying. *Valuta Journal*, 3(2), 276-289. <https://journal.uir.ac.id/index.php/valuta/article/download/2080/1218>