

DAFTAR PUSTAKA

- Adawiyah, D. A., Thoibah, W., Thoibah, F., & Suhairi. (2021). Peran keunggulan kompetitif dalam pemasaran produk dengan penerapan media sosial di era global pada UKM Sepatu Bunut di Kabupaten Asahan. *Jurnal Manajemen Akuntansi (JUMSI)*, 1(3), 35–39.
- Adzqia, Dini, & Adialita, T. (2024). Pengaruh sales promotion terhadap *impulse buying* melalui *positive emotion* pengguna e-commerce Shopee. <https://journal.stiem.ac.id/index.php/jureq/article/view/1880>
- Agrawal, S., & Sareen, S. A. (2016). *Flash sales – the game changer in Indian e-commerce industry*. *International Journal of Advance Research and Innovation*, 4(1), 343–348. <https://doi.org/10.51976/ijari.411650>
- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Anindea, F., Angguna, W. M., & Izzati, A. U. (2023). Eksplorasi perilaku berbelanja di live streaming commerce: Peran reaksi afektif dan kognitif terhadap dorongan berbelanja impulsif. *Jurnal Kompetitif*, 12(1), 92–99. <https://doi.org/10.52333/kompetitif.v12i1.116>
- Anoraga, P. (2004). *Manajemen bisnis (Cet. 3)*. Jakarta: Rineka Cipta.
- Arikunto, S. (2013). *Prosedur penelitian: Suatu pendekatan praktik* (Rineka Cipta, Jakarta).
- Aruman, A. E., Putri, A. S. Y., Larasaty, P. N., & Ramonita, L. (2025). *How Scarlett turns online word of mouth into buying desire through the SOR approach*. *Journal of Consumer Sciences*, 10(3), 437–460. <https://doi.org/10.29244/jcs.10.3.437-460>

- Astuti, R. F., Ulfah, M., & Ellyawati, N. (2022). Pengaruh Modernitas dan Gaya Hidup terhadap Perilaku Konsumsi Mahasiswa. *Jurnal Pendidikan Ekonomi Undiksha*, 14(2), 237–245. <https://doi.org/10.23887/jjpe.v14i2.52042>
- Bhandari, A., & Bimo, S. (2022). *Why's everyone on TikTok now? The algorithmized self and the future of self-making on social media. Social Media + Society*, 8(1). <https://doi.org/10.1177/20563051221086241>
- Boeker, M., & Urman, A. (2022). *An empirical investigation of personalization factors on TikTok*. arXiv. <https://arxiv.org/abs/2201.12271>
- Dong, Y., & Tarofder, A. K. (2024). *Beyond the screen: How affection drives impulsive purchases in livestreaming e-commerce. International Journal of Applied Economics, Finance and Accounting*, 18(1), 168–179. <https://doi.org/10.33094/ijaefa.v18i1.1338>
- Donovan, R. J., & Rossiter, J. R. (1982). *Store atmosphere: An environmental psychology approach. Journal of Retailing*, 58(1), 34–57. https://www.researchgate.net/publication/248766608_Store_Atmosphere_An_Environmental_Psychology_Approach
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1994). *Consumer behavior* (8th ed.). Dryden Press. <https://digikogu.taltech.ee/et/Download/9423dd40-4e63-457e-801f-17836129ea22/Moslemitarbijateostuotsusedhalallihaostmisel.pdf>
- Febria, M., & Oktavio, A. (2020). Peran positive emotion sebagai intervening variable antara sales promotion dan impulsive buying behaviour pada pengguna *e-wallet* pengunjung Tunjungan Plaza Surabaya. *Jurnal Manajemen Pemasaran*, 14(2), 67–76.
- Febriandika, N. R., Utami, A. P., & Millatina, A. N. (2023). *Online impulse buying on TikTok platform: Evidence from Indonesia. Innovative Marketing*, 19(3), 197–210. [http://dx.doi.org/10.21511/im.19\(3\).2023.17](http://dx.doi.org/10.21511/im.19(3).2023.17)

Ghozali, I. (2018). Aplikasi analisis *multivariate* dengan program IBM SPSS 25 (Badan Penerbit Universitas Diponegoro, Semarang).

Hasibuan, N. L., Rukmana, Y.P., Hasibuan, A. D. P., Fauzan, A. A., & Nst, S. S. (2025). Perilaku Konsumtif Mahasiswa Di Era Digital Pada Penggunaan E-Wallet Dan E-Commerce. <https://ejurnal.kampusakademik.co.id/index.php/jiem/article/view/5232>

Hasyim. (2020). *Understanding the consumer behavior theories* (Modul Relationship Marketing, EBM 962, Modul Sesi 11). LMS SPADA Indonesia. https://lmsspada.kemdiktisaintek.go.id/pluginfile.php/551859/mod_resource/content/1/Modul%20Sesi%2010%20consumer%20behavior.pdf

Hidayati, S., Rahman, A., & Putra, D. (2023). Pengaruh *hedonic shopping value* terhadap *impulse buying* pada pelanggan TikTok Shop. Jurnal Studi Manajemen Bisnis, 10(2), 120–132. <https://jurnal.umk.ac.id/index.php/jsmb/article/view/12807>

Ismail, A., & Siddiqui, D. A. (2019). *Impact of sales promotion on consumer impulse purchases* in Karachi, Pakistan. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.3384158>

Izzuddin, Z. M. Z., Damarwulan, L. M., & Setya, Y. A. (2025). Pengaruh sales promotion dan hedonic shopping motivation terhadap impulsive buying melalui positive emotion sebagai variabel intervening (Studi pada pelanggan Tokopedia di Kota Cilegon). SAINS: Jurnal Manajemen dan Bisnis, 17(2), 221–242.

Kharis, I. F., & Indriani, F. (2011). Studi mengenai *impulse buying* dalam penjualan online. Universitas Diponegoro, Semarang.

Koay, K. Y., & Tey, N. P. (2024). *The role of emotions in consumer behavior using the stimulus-organism-response framework*. *Journal of Positive School*

<https://jptam.org/index.php/jptam/article/view/13669>

Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Pearson Prentice Hall.

Kumalasari, V., & Sumiyana, S. (2024). Faktor-faktor yang memengaruhi *behavioral intention* untuk menggunakan TikTok Shop pada Gen-Z. *ABIS: Accounting and Business Information Systems Journal*, 12(1). <https://doi.org/10.22146/abis.v12i1.89298>

Kusumojati, M. F., & Albari. (2025). *The mechanism of impulsive buying among Generation Z on TikTok Shop: A study of social influence and economic benefit through arousal and pleasure. Formosa Journal of Multidisciplinary Research*, 5(1). <https://doi.org/10.55927/fjmr.v5i1.668>

Lutviari, N., Welsa, H., & Cahyani, P. D. (2024). *Analysis of factors affecting impulse buying on Shopee and TikTok live shopping platforms. International Journal of Integrative Sciences*, 3(10), 1123–1138. <https://journal.formosapublisher.org/index.php/ijis/article/view/9346>

Mamuaya, N. C., & Pandowo, A. (2018). *The effect of the situational factor, store atmosphere, and sales promotion on hedonic shopping motivation and its implication on supermarket consumer impulsive buying in Manado city. Journal of Business and Retail Management Research*, 13(2). <https://doi.org/10.24052/JBRMR/V13IS02/ART-01>

Maula, L. N., & Ulya, L. L. (2025). Pengaruh intensitas penggunaan media sosial terhadap *impulse buying*. *Jurnal Ekonomi Manajemen Sistem Informasi*, 6(6), 4027–4035. <https://doi.org/10.38035/jemsi.v6i6.5856>

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press. <https://doi.org/10.1086/208665>

- Munajat, C., Firanti, D., Subagja, R., & Qodri, T. D. L. (2023). Fenomena *impulsive buying* pada platform TikTok Shop. *KarismaPro*, 14(1).
<https://doi.org/10.53675/karismapro.v14i1.1044>
- Nabila, H., Athalla, A. B., Samudra, E. G., Rizal, M. S., & Aulia, V. R. (2025). Mengungkap kecenderungan belanja impulsif di TikTok Shop. *Jurnal Profesi Insinyur Universitas Lampung*, 6(1).
<https://jpi.eng.unila.ac.id/index.php/ojs/article/view/170>
- Nagadeepa, R., Hema, K. R., & Bhaskar, M. (2015). *A study on consumer buying behaviour towards online shopping with special reference to Bangalore city. International Journal of Multidisciplinary Approach & Studies*, 2(6), 34–42.
https://doi.org/10.1007/978-981-99-3366-2_7
- Pangastuti, N. R. D., & Kusumaningtyas, D. (2025). Pengaruh FOMO (*fear of missing out*), *flash sale*, *live stream shopping* terhadap *impulsive buying* pada konsumen lip produk di TikTok Shop. *Jurnal Ekonomi dan Pendidikan*, 22(2), 33–44. <https://doi.org/10.21831/jep.v22i2.91677>
- Pasaribu, R. M., Simanjuntak, J., Purba, J., Sembiring, R., & Matondang, V. (2023). *Stimulus Organism Response Perspective on Understanding Gen Z's Loyalty in Shopping on the TikTok Shop*.
<https://doi.org/10.38043/jimb.v8i2.4621>
- Peter, J. P., & Olson, J. C. (2014). *Consumer behavior and marketing strategy* (9th ed.). McGraw-Hill Education.
[file:///C:/Users/Manda/Downloads/Peter%20&%20Olson%20\(2014\).pdf](file:///C:/Users/Manda/Downloads/Peter%20&%20Olson%20(2014).pdf)
- Pitaloka, A. (2025). Pengaruh *live shopping*, *flash sale* dan gratis ongkir terhadap *impulse buying* konsumen generasi Z pada TikTok Shop. *Prosiding Seminar Nasional Darmajaya*, 1(1), 210–221.
<https://journal.darmajaya.ac.id/index.php/PSND/article/view/803>

- Prasetyo, S., Kusuma, S. D., & Sobari, N. (2024). *Checkout or scroll down? Investigating TikTok influencer credibility effects on followers' purchase intentions*. *Jurnal Manajemen Teori dan Terapan*, 17(3), 454–471. <https://doi.org/10.20473/jmtt.v17i3.58532>
- Pujiastuti, N., Reza, & Astuti, R. F. (2022). Pengaruh Literasi Ekonomi dan Lingkungan Sosial Terhadap Perilaku Pembelian Impulsif Pada Mahasiswa. *Jurnal Riset Pendidikan Ekonomi (JRPE)*, 107–117. <https://doi.org/10.21067/jrpe.v7i1.6710>
- Ubaedilah, N., Isyanto, P., & Romli, A. D. (2023). Analisis faktor-faktor yang mempengaruhi keputusan pembelian impulsif pada pengguna TikTok Shop. *Journal of Trends Economics and Accounting Research*, 4(2), 88–97. https://www.researchgate.net/publication/379315836_Analisis_Faktor-Faktor_Yang_Mempengaruhi_Keputusan_Pembelian_Impulsif_Pada_Pengguna_Tiktok_Shop
- Triwinarti, A. F., & Syahputra, A. D. (2025). Pengaruh daya tarik iklan dan potongan harga terhadap pembelian impulsif TikTok Shop di Fakultas Ekonomi Universitas Krisnadwipayana. *Jurnal Ekonomi dan Industri*, 26(2), 127–135. <https://doi.org/10.35137/jei.v26i2.617>
- Ratuliu, T., & Hayu, R. S. (2025). *Do emotions matter? Positive emotions as a mediator between gamification, discounts, and impulse buying among Gen Z*. *Journal of Enterprise and Development*, 7(2), 259–273. <https://doi.org/10.20414/jed.v7i2.13182>
- Rohadi, M., Wibowo, S. F., & Monoarfa, T. A. (2025). Pengaruh hedonic shopping motivation dan sales promotion terhadap impulsive buying melalui positive emotion sebagai variabel mediasi pada pengguna TikTok Shop (Studi kasus pada Generasi Z di Jakarta). *PENG Jurnal Ekonomi dan Manajemen*, 2(3), 2775–2788. <https://doi.org/10.62710/b9259570>

Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199. <https://doi.org/10.1086/209105>

Sa'adah, A. N., Rosma, A., & Aulia, D. (2022). PERSEPSI GENERASI Z TERHADAP FITUR TIKTOK SHOP PADA APLIKASI TIKTOK. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(5), 131–140. <https://doi.org/10.55047/transekonomika.v2i5.176>

Santika, E. F. (2023, September 27). Kelompok anak muda jadi pengguna terbesar TikTok, usia berapa mereka? Databoks. <https://databoks.katadata.co.id/media/statistik/3997760dd2e3fd3/kelompok-anak-muda-jadi-pengguna-terbesar-tiktok-usia-berapa-mereka>

Sari, R. (2021). Pengaruh penggunaan Paylater terhadap perilaku impulse buying pengguna e-commerce di Indonesia. *Jurnal Riset Bisnis dan Investasi*, 7(1), 44–57. <https://doi.org/10.35313/jrbi.v7i1.2058>

Satriadi, Y., Yusuf, S., & Ali, R. (2021). Understanding the voter's behavior as an effort to increase public's political participation in Indonesia. *International Journal of Academic Research in Business and Social Sciences*, 11(2), 960–972. <https://doi.org/10.6007/IJARBS/v11-i2/9192>

Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer behavior* (9th ed.). Pearson Prentice Hall. https://www.researchgate.net/publication/370897859_MARKET_COMPETITION_DETERMINANTS_OF_CONSUMER_BEHAVIOR

Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). Pearson. <https://repository.penerbiteurka.com/publications/579576/consumer-behavior>

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and

product-endorser fit. *International Journal of Advertising*, 39(2), 258–281.
<https://doi.org/10.1080/02650487.2019.1634898>

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed., Wiley, New York). <https://www.wiley-vch.de/en/areas-interest/finance-economics-law/research-methods-for-business-978-1-119-56122-4>

Semuel, H. (2006). Dampak respon emosi terhadap kecenderungan perilaku pembelian impulsif konsumen online dengan sumber daya yang dikeluarkan dan orientasi belanja sebagai variabel mediasi. *Jurnal Manajemen dan Kewirausahaan*, 8(2), 101–115.

Setyowati, R., & Aarsal, T. (2023). Intensitas penggunaan media sosial TikTok pada mahasiswa di Kota Semarang. *Solidarity: Journal of Education, Society and Culture*, 12(1), 45–56.
<https://journal.unnes.ac.id/sju/solidarity/article/view/76685>

Simon, E., Zsidó, A. N., Birkás, B., & Csathó, Á. (2022). *Pain catastrophizing, pain sensitivity and fear of pain are associated with early life environmental unpredictability: A path model approach*. *BMC Psychology*, 10, 97.
<https://doi.org/10.1186/s40359-022-00800-0>

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Alfabeta, Bandung).

Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327.
<https://doi.org/10.1016/j.im.2011.08.001>

Verplanken, B., & Herabadi, A. (2001). Individual Differences in Impulse Buying Tendency: Feeling and No Thinking. *European Journal of Personality*, 15(S1), S71–S83. <https://doi.org/10.1002/per.423>

Viranti, dinda nur, & Aji, hendy mustiko. (2022). Antecedent dari Niat Menggunakan TikTok: Studi Kasus Pada Muslim Gen Z di Indonesia *Antecedent of the Intention To Use TikTok*. Manajemen Dan Usahawan, 45(1), 1–15. <https://doi.org/10.7454/jmui.v45i1.1000>

Vohs, K. D., & Faber, R. J. (2007). Spent resources: Self-regulatory resource availability affects impulsive buying. *Journal of Consumer Research*, 33(4), 537–547. <https://doi.org/10.1086/510228>

Wahyunintyas, Y. F. (2026). *Impulse buying in the TikTok Shop era: A literature review on the role of positive emotions, live streaming, and price discounts*. *Ilomata International Journal of Social Science*, 7(1), 391–409. <https://doi.org/10.61194/ijss.v7i1.1864>

Wulandari, N. T., Prihatini, A. E., & Farida, N. (2023). Pengaruh emosi positif dan promosi penjualan terhadap perilaku pembelian impulsif pada konsumen Shopee (studi kasus pada mahasiswa Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 81–91. <https://doi.org/10.14710/jiab.2023.37107>

Yuliarnita, Syahmardi Yacob, & Lubis, T. A. (2025). The impact of flash sales and discount programs on impulsive buying: The mediating role of positive emotions in Shopee's marketplace in Jambi. *Journal of Business Studies and Management Review*, 8(2), 346–354.

Zahidah, N., Prasetyo, B., & Rahmawati, D. (2022). Pengaruh penggunaan media sosial terhadap perilaku mahasiswa. *Jurnal Kultur*, 5(2), 120–130. <https://jurnalilmiah.org/journal/index.php/kultur/article/view/201>