

DAFTAR PUSTAKA

- Akhmad. (2014). *Ekonomi Mikro (Teori dan Aplikasi di Dunia Usaha). Teori Dan Aplikasi Di Dunia Usaha, September 2014*, 447.
- Akyuz, A. (2018). Determinant Factors Influencing Impulse Buying Behavior of Turkish Customers in Supermarket Setting. *International Journal of Research in Business and Social Science (2147- 4478)*, 7(1), 1–10.
<https://doi.org/10.20525/ijrbs.v7i1.839>
- Andani, K., & Wahyono. (2018). Influence of Sales Promotion, Hedonic Shopping Motivation, and Fashion Involvement Toward Impulse Buying Through A Positive Emotion. *Management Analysis Journal*, 7(4).
- Aprianur, R. (2020). *Hubungan Keterlibatan Fashion Dengan Pembelian Impulsif Produk Fashion Pada Dewasa Awal*. 8(2), 156–165.
- Aria, P. (2021, June 2). *Survei KIC: Generasi Z Makin Banyak Adopsi Layanan Digital Kala Pandemi*. Katadata.Co.Id.
<https://katadata.co.id/pingitaria/digital/60b77e0be885b/survei-kicgenerasi-z-makin-banyak-adopsi-layanan-digital-kala-pandemi>
- Arifianti, R., & Gunawan, W. (2020). Perilaku Impulse Buying dan Interaksi Sosial Dalam Pembelian Di Masa Pandemi. *SOSIOGLOBAL: Jurnal Pemikiran Dan Penelitian Sosiologi*, 5(2), 43–60.
<https://jurnal.unpad.ac.id/sosio/global/article/view/30759/pdf>
- Aziza, E. N. N., Nurhajati, & Basalamah, M. R. (2021). Hubungan Hedonic Shopping Motivation dan Price Discount Dengan Impulse Buying Pada Konsumen Malang Town Square (Studi Pada Mahasiswa FEB Unisma Angkatan 2017). *E – Jurnal Riset Manajemen*, 10(04), 82–94.
- Budiarto, A., & Purwanti, E. Y. (2016). Analisis Faktor–Faktor Yang Mempengaruhi Permintaan Sepeda Motor Di Kota Malang. *Jurnal Ilmiah*, 2, 1–11. <http://repository.unpas.ac.id/40077/>

- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>
- Christanto, E. I., & Haryanti, S. S. (2018). Impulsive Buying Behavior Pada Konsumen Online. *The National Conferences Management and Business (NCMAB) 2018 “Pemberdayaan Dan Penguatan Daya Saing Bisnis Dalam Era Digital,”* 362–374.
[https://publikasiilmiah.ums.ac.id/xmlui/bitstream/handle/11617/9971/25.IrwanChristanto dan Setyani.pdf?sequence=1&isAllowed=y](https://publikasiilmiah.ums.ac.id/xmlui/bitstream/handle/11617/9971/25.IrwanChristanto%20dan%20Setyani.pdf?sequence=1&isAllowed=y)
- Desk, T. T. (2021). *52 Percent of Indonesians interested in new brands during online shopping festivals*. The Trade Desk.
<https://www.thetradedesk.com/fr/news/press-room/52-percent-of-indonesians-interested-in-new-brands-during-online-shopping-festivals>
- Dewantoro, A., Rachma, N., & Rizal, M. (2020). Pengaruh Shopping Lifestyle, Discount Dan Fashion Involvement Terhadap Impulse Buying Pada Online Shop Lazada.Co.Id (Studi Kasus Pada Mahasiswa Feb Unisma). *E-Jurnal Riset Manajemen*, 121–136.
- Dey, D. K., & Srivastava, A. (2017). Impulse buying intentions of young consumers from a hedonic shopping perspective. *Journal of Indian Business Research*, 9(4), 266–282. <https://doi.org/10.1108/JIBR-02-2017-0018>
- Deyan, N. P. R., Purnami, A. A. S., & Wulandari, I. G. A. A. (2022). Faktor-Faktor yang Dominan Mempengaruhi Permintaan pada Distro Kota Denpasar. *Warmadewa Economic Development Journal (WEDJ)*, 5(2), 67–74. <https://doi.org/10.22225/wedj.5.2.2022.67-74>
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif: Beberapa Konsep Dasar Penulisan untuk Penulisan Skripsi & Analisis Data Dengan SPSS* (1st ed.). Deepublish.
- Dyanasari, & Harwiki, W. (2018). *Perilaku Konsumen* (1st ed.). Deepublish.

- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1994). *Perilaku Konsumen Jilid 1* (6th ed.). Binarupa Aksara.
- Enrico, A., Aron, R., & Oktavia, W. (2014). The Factors that Influenced Consumptive Behavior: A Survey of University Students in Jakarta. *SSRN Electronic Journal*, 4(1). <https://doi.org/10.2139/ssrn.2357953>
- Fahmi, I. (2016). *Perilaku konsumen: teori dan aplikasi* (S. Mahdi (ed.); 1st ed.). Alfabeta.
- Fasyni, A., Budiarti, A. P., & Lasmini, R. S. (2021). Faktor-Faktor Yang Mempengaruhi Online Impuls Buying. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 10(2), 175. <https://doi.org/10.26418/jebik.v10i2.47796>
- Febrianty, P. A. T., & Yasa, N. nyoman kerti. (2020). The Effect Of The Store's Atmosphere, Emotional Shopping, And Shipping Lifestyle On Impulse Buying (Study on Miniso retail customers in Denpasar City). *American Journal of Humanities and Social Sciences Research*, 11, 38–48. www.ajhssr.com
- Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish.
- Gawior, B., Polasik, M., & Lluís Del Olmo, J. (2022). Credit Card Use, Hedonic Motivations, and Impulse Buying Behavior in Fast Fashion Physical Stores during COVID-19: The Sustainability Paradox. *Sustainability (Switzerland)*, 14(7). <https://doi.org/10.3390/su14074133>
- Ghazali. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2009). *Analisis multivariate lanjutan dengan program SPSS*. Badan Penerbit Universitas Diponegoro.
- Hermawan. (2012). *10 Karakter Unik Konsumen Indonesia*. Marketing.Co.Id. <https://www.marketing.co.id/10-karakter-unik-konsumen-indonesia/>

- Ika, N., Fitriyah, Z., & Dewi, N. C. (2020). Impulse Buying Di E-Commerce Shopee. *Jurnal Ilmu Administrasi Dan Manajemen*, 3 no.(1), 57–62.
- Int, B. S. (2022, April 8). *10 Produk Terlaris di Tokopedia untuk Peluang Bisnis, Laris Manis*. IDN Times. <https://www.idntimes.com/business/economy/seo-intern/produk-terlaris-di-tokopedia-untuk-peluang-usaha-laris-manis?page=all>
- Kemp, S. (2021, April 21). *60 percent of the world's population is now online*. We Are Social. <https://wearesocial.com/uk/blog/2021/04/60-percent-of-the-worlds-population-is-now-online/>
- Kotler, P. (2005). *Manajemen Pemasaran*. Indeks.
- Kusniawati, I., Welsa, H., & Cahyani, P. D. (2022). Analisis Pengaruh Hedonic Motive dan Visual Merchandising Terhadap Impulse Buying Melalui Positive Emotion Sebagai Variabel Intervening Pada Konsumen Pull & Bear (Studi Kasus Pada Mahasiswa Universitas Sarjanawiyata Tamansiswa). *Jurnal Ekobis Dewantara*, 5(1), 20–28.
- Kusumadewi, R. N. (2020). Pengaruh Motivasi Hedonis, Browsing dan Gaya Hidup Berbelanja Terhadap Pembelian Impulsif Di Online Shop (Studi Pada Mahasiswa Universitas Majalengka). *Jurnal Bisnis Manajemen Dan Kewirausahaan*, 1(1).
<https://ejournal.unma.ac.id/index.php/entrepreneur/article/view/878/519>
- Loudon, D. L., & Bitta, A. J. Della. (1984). *Consumer Behavior: Concepts and Applications* (2nd ed.). McGraw- Hill.
- Mahdi. (2022, January 28). *8 E-Commerce dengan Pengunjung Terbesar pada Kuartal III/2021*. DataIndonesia.Id. <https://dataindonesia.id/digital/detail/8-ecommerce-dengan-pengunjung-terbesar-pada-kuartal-iii2021>
- Mardiatmoko, G. (2020). Pentingnya Uji Asumsi Klasik Pada Analisis Regresi Linier Berganda. *BAREKENG: Jurnal Ilmu Matematika Dan Terapan*, 14(3), 333–342. <https://doi.org/10.30598/barekengvol14iss3pp333-342>

- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen Jilid 2* (N. Mahanani (ed.); 5th ed.). Erlangga.
- Noviolita, M. C., Isyanto, P., & Romli, A. D. (2020). Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Pembelian Impulsif Konsumen Tokopedia Menggunakan Analisis Diskriminan (Studi Konsumen Generasi Y dan Z Pada Masa Pandemi COVID-19). *Jurnal Manajemen & Bisnis Kreatif*, 6(1), 23–40. <https://doi.org/10.36805/manajemen.v6i1.1187>
- Nurlinda, R. ., & Yuliyani, A. (2021). Analisis Perbedaan Perilaku Impulse Buying Berdasarkan Gender Pada Marketplace Tokopedia. *Jurnal Ekonomi : Journal of Economic*, 12(02), 1–14. <https://doi.org/10.47007/jeko.v12i02.4170>
- Papalia, D. E., & Martorell, G. (2014). *Psikologi Perkembangan: Suatu Pendekatan Sepanjang Rentang Kehidupan* (13th ed.). McGraw-Hill Education.
- Permananto, G. C. (2012). Ekplorasi Perbandingan Pembelian Impuls dan Pembelian Tidak Direncanakan. In *Prosiding Seminar Nasional & Call For Paper Forum Manajemen Indonesia (FMI) ke 4* (pp. 1–26). [http://repository.unair.ac.id/100148/1/Gancar Candra P_Karil 18_Eksplorasi Pembelian Impulspdf](http://repository.unair.ac.id/100148/1/Gancar+Candra+P_Karil+18_Eksplorasi+Pembelian+Impuls+....pdf)
- Pradipto, Y. D., Winata, C., Murti, K., & Azizah, A. (2016). Think Again Before You Buy: The Relationship between Self-regulation and Impulsive Buying Behaviors among Jakarta Young Adults. *Procedia - Social and Behavioral Sciences*, 222, 177–185. <https://doi.org/10.1016/J.SBSPRO.2016.05.209>
- Pratiwi, I. (2017). Pengaruh Literasi Ekonomi, Kelompok Teman Sebaya Dan Kontrol Diri Terhadap Perilaku Pembelian Impulsif Untuk Produk Fashion Di Online Shop Pada Mahasiswa Jurusan Pendidikan Ekonomi Undiksha. *Jurnal Pendidikan Ekonomi Undiksha*, 9(1), 98. <https://doi.org/10.23887/jjpe.v9i1.19994>

- Putra, Y. P., & Kusuma, N. I. (2021). Impulse Buying di e-Commerce Tokopedia di Masa Pandemi. *Jurnal Ilmu Administrasi Dan Manajemen*, 4(1), 2–9.
- Rahayu, S., & Dinarossi, U. (2015). Buku Ajar Teori Ekonomi Mikro. In *Paper Knowledge . Toward a Media History of Documents*.
- Ridanasti, E. (2020). *Perilaku Konsumen 4.0 Konsep dan Transformasi* (R. W. P. (ed.)). Stelkendo Kreatif.
- Rizaty, M. A. (2022, July 8). *Gen Z dan Milenial Banyak Beli Pakaian saat Belanja Online*. DataIndonesia.Id. <https://dataindonesia.id/ragam/detail/gen-z-dan-milenial-banyak-beli-pakaian-saat-belanja-online>
- Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, 14(2), 189. <https://doi.org/10.1086/209105>
- Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305. <https://doi.org/10.1086/209452>
- Rukajat, A. (2018). *Pendekatan Penelitian Kuantitatif: Quantitative Research Approach* (1st ed.). Deepublish.
- Sahetapy, W. L., Kurnia, E. Y., & Anne, O. (2020). The Influence of Hedonic Motives on Online Impulse Buying through Shopping Lifestyle for Career Women. *SHS Web of Conferences*, 76, 01057. <https://doi.org/10.1051/shsconf/20207601057>
- Sari, N. Y., & Hermawati, S. (2020). The Effect of Shopping Lifestyle, Hedonic Shopping Motivation, And Sales Promotion On Impulse Buying Behavior In E-Commerce (Case Study of Berrybenka Consumer). *Ekonomi Bisnis*, 25(1).
- Schiffman, L. G., & Kanuk, L. L. (1991). *Consumer Behavior* (4th ed.). Pearson Prentice-Hall.
- Setiawan, C. K., & Yosepha, S. Y. (2020). Pengaruh Green Marketing dan Brand Image Terhadap Keputusan Pembelian Produk The Body Shop Indonesia

- (Studi Kasus Pada Followers Account Twitter @Thebodyshopindo). *Jurnal Ilmiah M-Progress*, 10(1), 1–9. <https://doi.org/10.35968/m-pu.v10i1.371>
- Setyaningrum, F. Y., Arifin, Z., & Yulianto, E. (2016). Pengaruh Hedonic Motives Terhadap Shopping Lifestyle dan Impulse Buying (Survei pada Konsumen Superindo Supermarket Yang Melakukan Impulse Buying). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 37(1), 97–104.
- Sholihah, U. M., Rachma, N., & Slamet, A. R. (2017). Pengaruh Shopping Life Style, Fashion Involvement, Hedonic Shopping Motivation dan Sales Promotion Terhadap Impulse Buying di Malang Town Square, dan Mall Olympic Garden (Study Pada Mahasiswa Fakultas Ekonomi Universitas Islam Malang). *Jurnal Riset Manajemen*, 6(1), 124–135.
- Statistik, B. P. (2022). *Statistik E-Commerce 2022*.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Manajemen* (Setiyawami (ed.); 2nd ed.). Alfabeta.
- Syastra, M. T., & Wangdra, Y. (2018). Analisis Online Impulse Buying dengan menggunakan Framework SOR. *Jurnal Sistem Informasi Bisnis*, 8(2), 133. <https://doi.org/10.21456/vol8iss2pp133-140>
- Tarjo. (2019). *Metode Penelitian Sistem 3x Baca* (1st ed.). Deepublish.
- Themba, O. S., Hamdat, A., Alam, N., & Salam, K. N. (2021). Impulse Buying on users of online shopping. *Jurnal Manajemen Bisnis*, 8(1), 104–111. <https://doi.org/10.33096/jmb.v8i1.674>
- Tirmizi, M. A., Kashif-Ur-Rehman, & Saif, M. I. (2009). An empirical study of consumer impulse buying behavior in local markets. *European Journal of Scientific Research*, 28(4), 522–532.
- Tirtayasa, S., Nevianda, M., & Syahrial, H. (2020). *The Effect of Hedonic Shopping Motivation , Shopping Lifestyle And Fashion Involvement With*

Impulse Buying. 1, 18–28.

Ustanti, M. (2018). *Effect of Shopping Lifestyle, Hedonic Shopping On Impulse Buying Behaviour Community Middle Class on Online Shopping*. 20, 8–11.
<https://doi.org/10.9790/487X-2008020811>

Utamanyu, R. A., & Darmastuti, R. (2022). Budaya Belanja Online Generasi Z dan Generasi Milenial di Jawa Tengah (Studi Kasus Produk Kecantikan di Online Shop Beauty by ASAME). *Scriptura*, 12(1), 58–71.
<https://doi.org/10.9744/scriptura.12.1.58-71>

Utami, C. W. (2017). *Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia* (Fatmawatiningsih (ed.); 3rd ed.). Salemba Empat.

Venia, M., Marzuki, F., & Yuliniar. (2021). Analisis Faktor yang Mempengaruhi Perilaku Impulse Buying (Studi Kasus pada Generasi Z Pengguna E-commerce). *Korelasi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi*, 2, 929–941.

Wafiroh, Z., Sumowo, S., & Setianingsih, W. E. (2020). *Peran Hedonic Shopping Motives dan Shopping Lifestyle Terhadap Impulse Buying pada Konsumen Produk Fashion Umama Gallery Jember*.

Wagiran. (2015). *Metodologi Penelitian Pendidikan* (1st ed.). Deepublish.

Wahyuni, R. S., & Setyawati, H. A. (2020). Pengaruh Sales Promotion, Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Pada E-Commerce Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(2), 144–154.
<https://doi.org/10.32639/jimmba.v2i2.457>

Wardhani, Z. M., & Suwitho, S. (2022). Pengaruh Harga, Shopping Lifestyle, dan Promosi Terhadap Impulse Buying Pada Pembelian Online Shop (Studi Pada Mahasiswa Stiesia Surabaya). *Jurnal Ilmu Dan Riset*, 11(7), 395–410.
<http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/4722>

- Widagdo, B., & Roz, K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business*, 8(1), 395–405.
<https://doi.org/10.13106/jafeb.2021.vol8.no1.395>
- Wijaya, E., & Oktarina, Y. (2019). Faktor-Faktor Yang Mempengaruhi Impulse Buying Pada Hodshop Bengkulu. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 7(1), 10–22. <https://doi.org/10.37676/ekombis.v7i1.696>
- Yuliawati, Y., & Suarna, I. F. (2017). Belanja Hedonis di Kalangan Mahasiswa. *Ekobis*, 1, 41–52.
- Zahara, V. M., & Anwar, C. J. (2020). *MIKROEKONOMI (Sebuah Pengantar)*. MEDIA SAINS INDONESIA.
- Zayusman, F., & 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.
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48(February), 151–160.
<https://doi.org/10.1016/j.ijinfomgt.2019.02.010>
- Zulganef. (2018). *Metode Penelitian Bisnis dan Manajemen* (Rachmi (ed.)). PT Refika Aditama.