

## DAFTAR PUSTAKA

- Ab Hamid, M. R., Mustafa, Z., Suradi, N. R. M., Idris, F., Abdullah, M., & Omar, M. (2012). *Value-based performance excellence model for higher education institutions in Malaysia: On Bayesian structural equation modeling*. *Journal of Statistical Modeling and Analytics*, 3(1), 52-57.
- Abdillah, Willy dan Jogiyanto. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Ed.1. Yogyakarta: ANDI.
- Al Mutanafisa, T. (2021). *The effect of sales promotion and knowledge on impulsive buying of online platform consumers*. *Journal of Consumer Sciences*, 6(1), 77-91.
- Ali, A., Li, C., Hussain, A., & Bakhtawar. (2024). *Hedonic shopping motivations and obsessive-compulsive buying on the Internet*. *Global Business Review*, 25(1), 198-215.
- Agus. (2020). *Manajemen Pemasaran*. Bandung: CV Noah Aletheia.
- Ainiyah, R. K., & Soedarto, T. (2022). *Analisis Teknik Digital Marketing Penggunaan TikTok Sebagai Social Commerce Produk Olahan Buah dan Sayur (@apelicious.official)*. *Semagri*, 3(1).
- Akbar, M. I. U. D., Ahmad, B., Asif, M. H., & Siddiqui, S. A. (2020). *Linking emotional brand attachment and sales promotion to post-purchase cognitive dissonance: the mediating role of impulse buying behavior*. *The Journal of Asian Finance, Economics, and Business*, 7(11), 367–379.
- Amelia, I. R., & Mahfudz, M. (2022). *Pengaruh Review Pelanggan dan Acara Pemasaran Terhadap Kepuasan Pelanggan Dengan Impulse Buying Sebagai Variabel Intervening (Studi Pada Pengguna Shopee Di Kota Semarang)*. *Diponegoro Journal of Management*, 11(6).
- Andani, K., & Wahyono, W. (2018). *Influence of Sales Promotion, Hedonic Shopping Motivation and Fashion Involvement Toward Impulse Buying through a Positive Emotion*. *Management Analysis Journal*, 7(4), 448–457. <https://doi.org/10.15294/maj.v7i4.24105>

- Arti, N. L. Y., Hartati, P. S., & Astrama, I. M. (2023). *Pengaruh Hedonic Shopping Motivation dan Sales Promotion Terhadap Impulse Buying Pada Konsumen E-Commerce Shoppe*. *WidyaAmrita: Jurnal Manajemen, Kewirausahaan dan Pariwisata*, 3(2), 336-342.
- Assauri, S. (2020). *Manajemen Pemasaran* (14th ed.). PT Raja Grafindo Persada.
- Azis, L. A., Savitri, C., & Faddila, S. P. (2022). *The effect of sales promotion and hedonic shopping motivation on impulse buying in resso applications*. *International Journal of Applied Finance and Business Studies*, 10(2), 112-119.
- Azzari, V., & Pelissari, A. (2020). *Does brand awareness influences purchase intention? The mediation role of brand equity dimensions*. *Brazilian Business Review*, 17(6), 669–685. <https://doi.org/10.15728/BBR.2020.17.6.4>
- Blakeman, R. (2018). *Integrated Marketing Communication*. Lanham: Rowman & Littlefield.
- Cant, M. C. & Toit, M. N. (2012). *Loyalty Programme Roulette The Loyal, the Committed And The Poligmaous International Business & Economic Research Jurnal*.
- Cooper dan Schindler. (2014). *Bussiners Research Method*. New York: McGrawHill.
- Dabbous, A., & Barakat, K. A. (2020). *Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention*. *Journal of Retailing and Consumer Services*, 53, 101966.
- Darma, L. A., dan Japariato, E. (2014). *Analisa Pengaruh Hedonic Shopping Value Terhadap Impulse Buying dengan Shopping Lifestyle dan Positive Emotion Sebagai Variabel Intervening pada Mall Ciputra World Surabaya*. *Jurnal Manajemen Pemasaran*. Vol. 8, No.2: 80-89.
- 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.
- Dihni, V, A. (2022). *TikTok Masuk Daftar Merek Dengan Pertumbuhan Tercepat di Dunia*. [online]. Tersedia:

<https://databoks.katadata.co.id/datapublish/2022/03/31/tiktok-masuk-daftar-merek-dengan-pertumbuhan-tercepat-di-dunia>. [1 April 2023].

- Effendi, S., Faruqi, F., Mustika, M., & Salim, R. (2020). *Pengaruh Promosi Penjualan, Electronic Word of Mouth dan Hedonic Shopping Motivation Terhadap Pembelian Impulsif pada Aplikasi Shopee*. *Jurnal Akuntansi Dan Manajemen*, 17(02), 22-31.
- Fathimatuz, Z., Iskamto, D., & Trianasari, N. (2025). *Analyzing eWOM Dimensions on TikTok and Its Impact on First-Time Voters in the 2024 Presidential Election: A Confirmatory Factor Analysis*. *International Journal of Digital Marketing Science*, 2(1), 1-12.
- Febriani, N, S., & Dewi, W, A. (2018). *Teori dan Praktis: Riset Komunikasi Pemasaran*. Surabaya: Universitas Brawijaya Press.
- Firmansyah, M. A. (2020). *Komunikasi Pemasaran*. Pasuruan: CV Penerbit Qiara Media.
- Gee, R., Coates, G., & Nicholson, M. (2008). *Understanding and Profitably Managing Customer Loyalty, Marketing Intelligence and Planning*, Vol. 26, No. 4, pp. 359-374.
- Ghozali, Imam & Latan, Hengky (2017), *Partial Least Square: Konsep, Metode, dan Aplikasi menggunakan program WarpPLS 5.0, Edisi ke-3*, Semarang: Badan Penerbit Universitas Diponegoro.
- Gitosudarmo, I. (2014), *Manajemen Pemasaran*. Yogyakarta: BPFE Yogyakarta.
- Gugum, G, W. & Pardosi, A, S. (2020). *Pengaruh Sales Promtion Terhadap Keputusan Pembelian*. *Journal Business of Marketing*. Vol. 10, No. 1. ISSN: 2087-3077.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2018). *When to use and how to report the results of PLS-SEM*. *European Business Review*, 00–00. doi:10.1108/eb-11-2018-0203
- Hardini, S, A., Sandri, R., & Wahyu, R. (2023). *Perilaku Pembelian Impulsif Remaja Pengguna TikTok Shop:Ditinjau dari Mindfulness*. *Journal of Indonesian Psychological Science*. Vol. 2, No.1, DOI: <https://doi.org/10.18860/jips.v3i1.21068>.

- Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen AMOS LISREL PLS*. PT Luxima Metro Media.
- Hasim, M. A., Ishak, M. F., & Hassim, A. A. (2019). *The relationship between online shopping environments, sales promotions, website quality, and impulsive buying behaviour: A structural equation modelling approach*. *International Journal of Innovation, Creativity and Change*, 6(9), 215-230.
- Hauff, S., Richter, N. F., Sarstedt, M., & Ringle, C. M. (2024). *Importance and performance in PLS-SEM and NCA: Introducing the combined importance-performance map analysis (cIPMA)*. *Journal of Retailing and Consumer Services*, 78, 103723.
- Hermawansyah, Jodhi (2021). *Aplikasi Masa Kini, TikTok Mendominasi*. [online]. Tersedia: <https://kumparan.com/jodhi-hermawansyah/aplikasi-masa-kini-tiktok-mendominasi-1utYivMwFdi>. [29 Maret 2023].
- Hurriyati, Ratih. (2018). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.
- Indrawan, R., & Yaniawati, P. (2017). *Metodologi Penelitian Kuantitatif, Kualitatif, dan Campuran (N. F. Atif (ed.); Revisi)*. Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*, Bandung: Aditama.
- Indrawati, I., Ramantoko, G., Widarmanti, T., Aziz, I. A., & Khan, F. U. (2022). *Utilitarian, hedonic, and self-esteem motives in online shopping*. *Spanish Journal of Marketing-ESIC*, 26(2), 231-246.
- Kamila, F. N., & Ariyanti, M. (2024). *From Stream to Splurge: Analyzing Impulsive Fashion Buying Trends in TikTok Live Shopping*. In *Achieving Sustainable Business Through AI, Technology Education and Computer Science: Volume 3: Business Sustainability and Artificial Intelligence Applications* (pp. 461-478). Cham: Springer Nature Switzerland.
- Kempa, S., Vebrian, K., & Hakim, B. (2020). *Sales Promotion, Hedonic Shopping Value, and Impulse Buying on Online Consumer Websites*. *SHS Web of Conferences*. Vol.76, No.7. DOI: [10.1051/shsconf/20207601052](https://doi.org/10.1051/shsconf/20207601052).

- Khan, M. A., Tanveer, A., & Zubair, S. S. (2021). Impact of sales promotion on consumer buying behavior: a case of modern trade, Pakistan. *Governance and Management Review*, 4(1).
- Khodijah, S., & Saino. (2012). *Analisis Faktor Yang Mempengaruhi Keputusan Penggunaan Jasa Kapal Roro Gili Iyang Rute Bawean-Paciran*. *Jurnal Ekonomi*.
- Kim, S. (2006). *Using Hedonic and Utilitarian Shopping Motivation to Profile Inner City Consumer*. *Journal of Shopping Center Research*, 13(1).
- Kotler, P. & Armstrong. (2018). *Prinsip-prinsip Marketing Edisi Ke Tujuh*. Penerbit Salemba Empat. Jakarta.
- Kotler, P. & Keller, Kevin L. 2022: *Marketing Management, 15th Edition* New Jersey: Pearson Prentice Hall, Inc.
- Kuncoro, H. A. D. P., & Kusumawati, N. (2021). *A Study of Customer Preference, Customer Perceived Value, Sales Promotion, and Social Media Marketing Towards Purchase Decision of Sleeping Product in Generation Z*. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 265–276. <https://doi.org/10.35631/aijbes.39018>.
- Leninkumar, vithya. 2017. *The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty*, *International Journal of Academic Research in Business and Social Sciences*, Vol. 7, No. 4, Pages. 450 – 465.
- Mowen, J. C. dan Minor, M. (2012). *Perilaku Konsumen*. Jakarta: Erlangga.
- Mursalin, R., Pramesti, D. A., & Bachtiar, N. K. (2022). *Pengaruh Promosi Penjualan, Electronic Word Of Mouth, Hedonic Shopping Motivation Terhadap Impulse Buying*. In *UMMagelang Conference Series* (pp. 493-506).
- Narimawati. & Sarwono (2017). *Membuat Skripsi, Tesis dan Disertasi dengan Partial Least Square SEM (PLS-SEM)*. Yogyakarta: ANDI.
- Nining, A. N., Hurnis, D., & Triani, M. (2022). *Review Digital Marketing And Hedonic Shopping Value Affect Impulsive Buying: Review Digital Marketing And Hedonic Shopping Value Affect Impulsive Buying*. *Asean International Journal of Business*, 1(2), 82-87.

- Novitasari, D., Asbari, M., Purwanto, A., Fahmalatif, F., Sudargini, Y., Hidayati, L. H., & Wiratama, J. (2021). *The Influence of Social Support Factors on Performance: A Case Study of Elementary School Teachers*. *International Journal of Social and Management Studies*, 2(1), 41-52.
- Nurdin. (2020). *Analysis of the Effect of Visual Merchandising, Store Atmosphere, and Sales Promotion on Impulse Buying Behaviour*. *Journal of Digital Marketing and Halal Industry*, Vol. 2 No. 1.
- Nuryani, S., Pattiwael, W, P., & Iqbal, M. (2022). *Analisis Faktor-Faktor yang mempengaruhi Pembelian Impulsif pada Pengguna Aplikasi TikTok Shop*. *Journal of Economics and Business*. DOI: 10.33087/ekonomis.v6i2.567.
- Oktaviani, R. D. (2023). *Analisis Hubungan Antara Online Customers' Shopping Experience, Sikap Loyalitas dan Online Impulsive Buying pada Pengguna E-commerce Shopee di Indonesia* (Doctoral dissertation, Universitas Islam Indonesia).
- Ozen, H., & Engizek, N. (2014). *Shopping online without thinking: Being emotional or rational*. *Asia Pacific Journal of Marketing and Logistics*.
- Pahlevi, R. (2022). *Ini Sederet Promo Yang Jadi Favorit Konsumen Di E-Commerce*. [online]. Tersedia: <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/cd9a9aef98042b3/ini-sederet-promo-yang-jadi-favorit-konsumen-di-e-commerce>. [27 Maret 2023].
- Setó-Pamies, Dolors, (2012), *Customer loyalty to service providers: examining the role of service quality, customer satisfaction and trust*, *Total Quality Management*, Vol 23, No 11.
- Pamungkas, I. N.A. (2018). *Integrated Marketing Communication 4.0*. Penerbit Megantara.
- Parasuraman, V. A. (2005). *E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality*. *Journal of Service Research*, Vol.7, 1-21.
- Poluan, Florensia Jovita., Tampi, Johny R. E., & Mukuan, Danny D. S., (2019). *Pengaruh Hedonic Shopping Motives dan Promosi Penjualan Terhadap Impulse buying Konsumen di Matahari Departement Store Manado Town*

- Square. Jurnal Administrasi Bisnis. Vol. 8 No. 2. DOI: <https://doi.org/10.35797/jab.v8.i2.113-120>.*
- Prasetyo, A., & Muchnita. A. (2022). *The Role Website Quality, Credit Card, Sales Promotion On Online Impulse Buying Behavior. Jurnal Manajemen, 26(3), 424–448. <https://doi.org/10.24912/jm.v26i3.922>*
- Prasetyo, W., Yulianto, E., dan Kumadji, S. 2016. *Pengaruh Store Atmosphere Terhadap Hedonic Shopping Value dan Impulse Buying (Survei Pada Konsumen Matahari Department Store Malang Town Square). Jurnal Administrasi Bisnis S1 Universitas Brawijaya, 39(2), 127-134*
- Pratama, V., Nugroho, A. A., & Yusnita, M. (2023). *Pengaruh hedonic shopping motives dan social media product browsing terhadap online impulse buying produk fashion pada Gen-Z di Pangkalpinang. SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi dan Akuntansi, 1(5), 1057-1074.*
- Putri, Y. M., Utomo, H., & Mar'ati, F. S. (2021). *Pengaruh Kualitas Pelayanan, Lokasi, Harga Dan Digital Marketing Terhadap Loyalitas Konsumen Di Grand Wahid Hotel Salatiga. Jurnal Among Makarti, 14(1), 93–108.*
- Purba, & Hermawan. (2021). *Analisis dan Usulan Bauran Pemasaran Menggunakan Multiple Regression Analysis dan Importance Performance Analysis untuk Meningkatkan Loyalitas Konsumen. Seminar Nasional Teknik dan Manajemen Industri.*
- Purwanto, A., & Sudargini, Y. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review. Journal of Industrial Engineering & Management Research, 2(4), 114–123.*
- Rahayu, P., & Rahmidani, R. (2022). *Pengaruh Dimensi Motivasi Belanja Hedonisme Konsumen Terhadap Impulse Buying Produk Fashion Secara Online pada Facebook. Jurnal Ecogen, 5(3), 437. <https://doi.org/10.24036/jmpe.v5i3.13723>*
- Redaksi (2023). *Toko TikTok Makin Ramai, Shopee dan Lazada Kena Getahnya.* [online]. Tersedia: <https://www.cnbcindonesia.com/tech/20230526130259->

- [37-440882/toko-tiktok-makin-ramai-shopee-dan-lazada-kena-getahnya](https://www.kompasiana.com/gabycregina/64591ed24addee17185ffc52/tiktok-shop-e-commerce-yang-sedang-naik-daun). [27 Mei 2023].
- Regina, G. C. (2023). *TikTok Shop: E-Commerce yang Sedang Naik Daun*. [online]. Tersedia: <https://www.kompasiana.com/gabycregina/64591ed24addee17185ffc52/tiktok-shop-e-commerce-yang-sedang-naik-daun>. [10 Mei 2023].
- Riyanto, G. P., & Pertiwi, W.K. (2023). *Apa saja yang terjadi di internet setiap 1 Menit?*. [online]. Tersedia: <https://tekno.kompas.com/read/2023/04/25/07000077/apa-saja-yang-terjadi-di-internet-setiap-1-menit>
- Rozaini, N., & Ginting, B. A. (2019). *Pengaruh literasi ekonomi dan kontrol diri terhadap perilaku pembelian impulsif untuk produk fashion*. *Niagawan*, 8(1), 1.
- Sari, D. M. F. P., & Pidada, I. A. I. (2019). *Hedonic Shopping Motivation , Shopping Lifestyle , Price Reduction toward Impulse Buying Behavior in Shopping Center*. *International Journal of Business, Economics & Management*, 3, 48–54.
- Sarif, U., & Wibawanto, S. (2024). *Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Pada Konsumen Shopee*. *Jurnal Riset Ekonomi dan Manajemen*, 15(6).
- Schiffman dan Kanuk. (2010). *Perilaku Konsumen*. Jakarta. PT Indeks Gramedia.
- Sekaran, U & Bougie, R. (2017), *Metode Penelitian Bisnis, Edisi 6*. Jakarta: Penerbit Salemba Empat.
- Setiadi, N. J. (2003). *Perilaku Konsumen: Perspektif Kontemporer Pada Motif, Tujuan, dan Keinginan Konsumen*. Kencana Jakarta.
- Siregar, Sofyan. 2014. *Statistik Parametrik Untuk Penelitian Kuantitatif*. Jakarta: Bumi Aksara.
- Šramková, M., & Sirotiaková, M. (2021). *Consumer behaviour of generation Z in the context of dual quality of daily consumption products on EU market*. *In SHS Web of Conferences*. Vol. 92, p. 06038.

- Sihombing, P. F. W. N., & Sondari, M. C. (2024). *Analisis Dampak Online Shopping Festival Promotion: Double Days Pada Aplikasi Shopee Indonesia Terhadap Impulse Buying Dan Customer Loyalty (Studi Kasus Pada Mahasiswa Universitas Padjadjaran Di Jatinangor)*. *Indonesian Journal of Economics, Management and Accounting*, 1(7), 723-735.
- Sonatasia, D., Onsardi, & Arini, E. (2020). *Strategi Meningkatkan Loyalitas Konsumen Makanan Khas Kota Curup Kabupaten Rejang Lebong*. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Sudarsono, H. (2020). *Manajemen Pemasaran*. CV Pustaka Abadi.
- Sugiat, M., & Sudirman, A. (2024). *Model Analysis of the Mediation Effect of Customer Satisfaction on Customer Loyalty in Mitratel Companies: The Role of CRM and Company Reputation as Predictors*. *Jurnal Manajemen Indonesia*, 24(1), 105-120.
- Sugiyono, 2020. *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Sujarweni, V. Wiratna. (2015). *Metodologi Penelitian*. Yogyakarta: Pustaka Baru Press.
- Sungkono, M, M. & Maskur, A. (2023). *The Effect of Sales Promotion, Hedonic Shopping Motivation, and Shopping Lifestyle on Impulse Buying on Online Shopping Sites*. *Jurnal Kajian Pendidikan Ekonomi dan Ilmu Ekonomi*. Vol. 7, No. 2. DOI: <https://doi.org/10.23969/oikos.v7i2.7125>
- Syafri., Hanifah., & Eri, B. (2019). *Pengaruh Hedonic Shopping Motivation, Store Atmosphere Dan Sales Promotion Terhadap Impulse Buying (Survey: Pada Konsumen Kosmetik Transmart Kota Padang)*." *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen* 4, No.4: 786-802.
- Tenggara Strategics. (2022). *Survei Persepsi & Perilaku Konsumsi Online Food Delivery (OFD) di Indonesia*.
- Tirtayasa, S., Nevianda, M., & Syahrial, H. (2020). *The effect of hedonic shopping motivation, shopping lifestyle and fashion involvement with impulse buying*. *International Journal of Business Economics (IJBE)*, 2(1), 18-28.
- Tjiptono, F., & Diana, A. (2019). *Kepuasan Pelanggan Konsep, Pengukuran, & Strategi*. Yogyakarta: Penerbit ANDI.

- Ulfiana, H., Safrina, D. P., Alfaini, N. S., & Mubarok, M. S. (2024). *Respon Mahasiswa Sebagai Generasi Z Terhadap Penutupan TikTok Shop*. *Journal of Economic, Business and Engineering (JEBE)*, 5(2), 327-336.
- Utami, Y., Kendaga, J. A. F., Diantoro, A. K., & Kusmantini, T. (2021). *The influence of hedonistic motives, fashion interest, and positive emotions on the impulsive buying of fashion products with sales promotion as moderating variables*. *International Journal of Applied Business and International Management (IJABIM)*, 6(3), 56-69.
- Viora, P., dan Suyanto, A. (2020). *Keputusan Pembelian Berdasarkan Persepsi, Motivasi, Dan Sikap Pada Marketplace*. *Jurnal Riset Bisnis dan Manajemen*, Vol. 13, No. 1.
- Wiranata, A. T., & Hananto, A. (2020). *Do website quality, fashion consciousness, and sales promotion increase impulse buying behavior of e-commerce buyers?*. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 6(1), 74-74.
- Yuliawatia, Y., & Ferdiani, I. (2017). *Belanja hedonis di kalangan mahasiswa*. *EKUBIS*, 2(1), 141-151.