

DAFTAR PUSTAKA

- Abidin, M. (2022). *Model SOR*.
- Aghazadeh, H., & Khoshnevis, M. (2024). *Digital Marketing Technologies Hashem Aghazadeh Mozhdé Khoshnevis*.
- Ahuja, P. (2023, May 16). *The Impact of the Internet on Business and Commerce*. <https://www.linkedin.com/pulse/impact-internet-business-commerce-priyanka-ahuja>.
- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: Evidence from Chinese social commerce environment. *Sustainability (Switzerland)*, 10(2). <https://doi.org/10.3390/su10020352>
- Alamsyah, A., Bastikarana, R. S., Ramadhanti, A. R., & Widiyanesti, S. (2020). Recognizing Personality from Social Media Linguistic Cues: A Case Study of Brand Ambassador Personality. 2020 8th International Conference on Information and Communication Technology, ICoICT 2020, 32–35. <https://doi.org/10.1109/ICoICT49345.2020.9166221>
- APJII. (2023, February 7). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. <https://apjii.or.id/Berita/d/Apjii-Jumlah-Pengguna-Internet-Indonesia-Tembus-221-Juta-Orang>.
- Aprillia, W. H., Ariyanti, M., & Widiyanesti, S. (2024). Service Quality Analysis Based On Online Customer Review In Google Play Store (Study Case Of Telkomsel). In *International Journal of Science*. <http://ijstm.inarah.co.id>
- Arum, L. S., Zahrani, A., & Duha, N. A. (2023). KARAKTERISTIK GENERASI Z DAN KESIAPANNYA DALAM MENGHADAPI BONUS DEMOGRAFI 2030. In *Accounting Student Research Journal* (Vol. 2, Issue 1).

- Bayu, D. J. (2021, January 30). *Indonesia Didominasi Milenial dan Generasi Z*. <https://Katadata.Co.Id/Infografik/6014cb89a6eb7/Indonesia-Didominasi-Milenial-Dan-Generasi-z>.
- Beurer-Zuellig, B., & Seiler, R. (2017). *Deal or No Deal? Assessing the Daily Deal Shopper*. <http://hdl.handle.net/10125/41657>
- Chen, C. C., & Yao, J. Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics*, 35(5), 1249–1262. <https://doi.org/10.1016/j.tele.2018.02.007>
- Chen, T. Y., Yeh, T. L., & Wang, Y. J. (2021). The drivers of desirability in scarcity marketing. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 924–944. <https://doi.org/10.1108/APJML-03-2020-0187>
- CNN Indonesia. (2024, September 13). *Live Streaming di Shopee 9.9 Dorong Penjualan Naik 5 Kali Lipat*. <https://www.cnnindonesia.com/ekonomi/20240913104233-625-1144096/Live-Streaming-Di-Shopee-99-Dorong-Penjualan-Naik-5-Kali-Lipat>.
- Compen, B., Pitthan, F., Schelfhout, W., & De Witte, K. (2022). How to elicit and cease herding behaviour? On the effectiveness of a warning message as a debiasing decision support system. *Decision Support Systems*, 152. <https://doi.org/10.1016/j.dss.2021.113652>
- Creswell, J. W., & Creswell, J. D. (2018). *RESEARCH DESIGN QUALITATIVE, QUANTITATIVE, AND MIXED METHODS APPROACHES*.
- Goel, P., Garg, A., Sharma, A., & Rana, N. P. (2024). Impact of Sensory Perceptions on the Urge to Buy Impulsively. *Journal of Computer Information Systems*, 64(4), 469–485. <https://doi.org/10.1080/08874417.2023.2224748>

- Gupta, S., & Gentry, J. W. (2019). 'Should I Buy, Hoard, or Hide?'- Consumers' responses to perceived scarcity. *International Review of Retail, Distribution and Consumer Research*, 29(2), 178–197. <https://doi.org/10.1080/09593969.2018.1562955>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2023). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*.
- Hardani, Andriani, H., Ustiawaty, J., & Sukmana, D. J. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. <https://www.researchgate.net/publication/340021548>
- Hariyanto, D. (2023). *Buku Ajar Komunikasi Pemasaran Penulis: Didik Hariyanto Diterbitkan oleh UMSIDA PRESS*.
- Hatammimi, J., & Sharif, O. O. (2015). The relation of social media understanding to way of starting business. *Advanced Science Letters*, 21(5), 1398–1402. <https://doi.org/10.1166/asl.2015.6044>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Heri, H., Sudarno, & Yusrizal. (2022). The Influence of Store Atmosphere and Sales Promotion on Impulse Buying with Positive Emotion as an Intervening Variable at Martin Store Pekanbaru Pengaruh Store Atmosphere Dan Sales Promotion Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Martin Store Pekanbaru. In *Management Studies and Entrepreneurship Journal* (Vol. 3, Issue 4). <http://journal.yrpioku.com/index.php/msej>
- Idris, M. (2022, August 14). *Pengertian E-Commerce dan bedanya dengan Marketplace*.

https://Money.Kompas.Com/Read/2021/09/11/191943626/Pengertian-e-Commerce-Dan-Bedanya-Dengan-Marketplace?Page=all#google_vignette.

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi* (D. Sumayyah, Ed.). PT Refika Aditama.

Kathuria, A., & Bakshi, A. (2024). Influence of website quality on online impulse buying behaviour: a systematic review of literature. In *Marketing Intelligence and Planning* (Vol. 42, Issue 5, pp. 816–849). Emerald Publishing. <https://doi.org/10.1108/MIP-05-2023-0241>

Kim, E. L., & Tanford, S. (2021). Turning Discounts Into Profits: Factors Influencing Online Purchasing Decisions for Hotel Add-on Items. *Cornell Hospitality Quarterly*, 62(4), 438–454. <https://doi.org/10.1177/1938965520935397>

Kim, K., & Baker, M. A. (2022). Do I Deserve to Spend? Online Social Support and Spending Pleasure. *Cornell Hospitality Quarterly*, 63(2), 152–168. <https://doi.org/10.1177/1938965520973576>

Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *GLOBAL EDITION Principles of Marketing NINETEENTH EDITION*.

Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. (2022a). *Marketing management*. Pearson Education Limited.

Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. (2022b). *Marketing management*. Pearson Education Limited.

Kurniawan, B. (2021, June 23). *7 Jenis E-commerce Berdasarkan Model Bisnisnya*. <https://Komerce.Id/Blog/Jenis-Jenis-e-Commerce/>.

Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2068402>

Lemeshow, & Holmer. (1990). *Rumus Responden*.

Li, W., & Liu, Y. (2024). The influence of visual and auditory environments in parks on visitors' landscape preference, emotional state, and perceived restorativeness. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-04064-4>

Lina, Y., Hou, D., & Ali, S. (2022). Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.951249>

Liu, Y., Li, Q., Edu, T., Jozsa, L., & Negricea, I. C. (2020). Mobile shopping platform characteristics as consumer behavior determinants. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1565–1587. <https://doi.org/10.1108/APJML-05-2019-0308>

Maidasari, E., Narundana, V. T., & Lolyana, R. (2021). *Pengaruh Promosi... (Evi Maidasari-Vonny-Rina) PENGARUH PROMOSI VIDEO MARKETING DAN KESADARAN MEREK DALAM MEMPENGARUI KEPUTUSAN PEMBELIAN KONSUMEN YAMAHA*. <https://bmspeed7.com/data->

Meng, Q., Jiang, J., Liu, F., & Xu, X. (2020). Effects of the musical sound environment on communicating emotion. *International Journal of Environmental Research and Public Health*, 17(7). <https://doi.org/10.3390/ijerph17072499>

Mothersbaugh, D. L., Hawkins, D., & Kleiser, S. Bardi. (2019). *Consumer behavior : building marketing strategy*. McGraw-Hill Education.

Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15). <https://doi.org/10.1016/j.heliyon.2024.e35743>

- Nyrhinen, J., Sirola, A., Koskelainen, T., Munnukka, J., & Wilska, T. A. (2024). Online antecedents for young consumers' impulse buying behavior. *Computers in Human Behavior*, 153. <https://doi.org/10.1016/j.chb.2023.108129>
- Pangemanan, M., Maramis, J. B., Saerang, D. P. E., Melky, O. :, Pangemanan, J., Maramis, J. B., & Saerang, D. P. E. (2022). ONLINE IMPULSE BUYING E-COMMERCE CONSUMERS GENERATION Z IN NORTH SULAWESI. 1203 *Jurnal EMBA*, 10(2), 1203–1210.
- Panuju, R. (2019). *KOMUNIKASI PEMASARAN Pemasaran sebagai Gejala Komunikasi Komunikasi sebagai Strategi Pemasaran*. www.prenadamedia.com
- Putri, A. R., & Susanti, A. (2022). PENGARUH E-COMMERCE, SOSIAL MEDIA, DAN KEPERCAYAAN KONSUMEN TERHADAP MINAT BELI PADA APLIKASI BELANJA SHOPEE Andhiyani Rahmasari Putri. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)* |, 13(2), 2022. <https://doi.org/10.21009/JRMSI>
- Robi, M., Kusnandar, D., & Sulistianingsih, E. (2017). PENERAPAN STRUCTURAL EQUATION MODELING (SEM) UNTUK ANALISIS KOMPETENSI ALUMNI. In *Buletin Ilmiah Math. Stat. dan Terapannya (Bimaster)* (Vol. 6).
- Safitri, K., & Sukmana, Y. (2023, December 7). *Perbedaan Perilaku Belanja Online: Gen Z FOMO, Milenial Lebih Stabil*. https://Money.Kompas.Com/Read/2023/12/07/161758426/Perbedaan-Perilaku-Belanja-Online-Gen-z-Fomo-Milenial-Lebih-Stabil#google_vignette.
- Sari, M. S., & Zefri, M. (2019). *data*.
- Scott, S. P., Sheinin, D., & Labrecque, L. I. (2022). Small sounds, big impact: sonic logos and their effect on consumer attitudes, emotions, brands and advertising placement. *Journal of Product and Brand Management*, 31(7), 1091–1103. <https://doi.org/10.1108/JPBM-06-2021-3507>

- Sekaran, U., & Bougie, R. (2016). *An easy way to help students learn, collaborate, and grow*. www.wileypluslearningspace.com
- Shopee. (2024). *Shopee Karier*. <https://Shopee.Co.Id/>.
- Solomon, M. R. ., & Russell, C. Antonia. (2024). *Consumer behavior : buying, having, and being*. Pearson.
- Statista. (2024a). *Leading e-commerce sites in Indonesia in February 2024, by monthly traffic*. <https://www.statista.com/statistics/869700/indonesia-top-10-e-commerce-sites/>.
- Statista. (2024b). *Total number of e-commerce users of selected countries in Southeast Asia from 2024 to 2029*. <https://www.statista.com/forecasts/1348840/southeast-asia-total-e-commerce-users-by-country>.
- Stratton, S. J. (2021). Population Research: Convenience Sampling Strategies. In *Prehospital and Disaster Medicine* (Vol. 36, Issue 4, pp. 373–374). Cambridge University Press. <https://doi.org/10.1017/S1049023X21000649>
- Sugiyono. (2022). *METODE PENELITIAN KUANTITATIF*.
- Suriana, S., Rahmawati, R., & Ekawati, D. (2022). Partial Least Square-Structural Equation Modeling pada Tingkat Kepuasan dan Persepsi Mahasiswa terhadap Perkuliahan Online. *SAINTIFIK*, 8(1), 10–19. <https://doi.org/10.31605/saintifik.v8i1.362>
- Vieira, J., Frade, R., Ascenso, R., Prates, I., & Martinho, F. (2020). Generation Z and key-factors on E-commerce: A study on the Portuguese tourism sector. *Administrative Sciences*, 10(4). <https://doi.org/10.3390/admsci10040103>
- Wang, P., Huang, Q., & Davison, R. M. (2020). How do digital influencers affect social commerce intention? The roles of social power and satisfaction. *Information*

Technology and People, 34(3), 1065–1086. <https://doi.org/10.1108/ITP-09-2019-0490>

Widayanti, T. (2020). Pemanfaatan Google Form dalam Mendukung Pengumpulan Data untuk Karya Ilmiah Mahasiswa Use of Google Form in Support of Data Collection for Student Scientific Work. In *Tri Widayanti implie* (Vol. 1, Issue 1).

Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information and Management*, 58(1). <https://doi.org/10.1016/j.im.2020.103283>

Xu, Y., Dzever, S., & Zhao, G. (2023). Measuring the Effects of Pressure on Consumer Impulse Buying Intention in Online Group Buying. *International Journal of Enterprise Information Systems*, 19(1). <https://doi.org/10.4018/IJEIS.326549>

Yuhana, Setiawan, D., & Utomo, P. E. P. (2023). Sistem Informasi, Fakultas Sains dan Teknologi. *Universitas Jambi Naskah Diterima: 12 Juni, 01*. <https://doi.org/10.21456/vol14iss1pp77-87>

Yunita, D., Widad, A., Diah, Y. M., & Farla, W. (2021). Pembuatan Content Marketing sebagai Strategi Menumbuhkan Brand Awareness bagi Pelaku Usaha di Era Pandemi Covid-19. *Sricommerce: Journal of Sriwijaya Community Services*, 2(2), 89–96. <https://doi.org/10.29259/jscs.v2i2.38>

Zafar, A. U., Shahzad, M., Ashfaq, M., & Shahzad, K. (2023). Forecasting impulsive consumers driven by macro-influencers posts: Intervention of followers' flow state and perceived informativeness. *Technological Forecasting and Social Change*, 190. <https://doi.org/10.1016/j.techfore.2023.122408>

Zahay, D., Labrecque, L., Reavey, B., & Roberts, M. Lou. (2024). *Digital Marketing: Foundations and Strategy Fifth Edition*. www.cengage.com/highered