

DAFTAR PUSTAKA

- Abd Kadir, M. F. I., Sulaiman, Z., Hasbullah, N. N., & Tuan, J. L. Y. (2024). Preliminary study of perceived enjoyment, impulse buying tendency, gamification, and online purchase intention on e-commerce using stimulus-organism-response (SOR). *14*(1), 1543-1553.
- Agustin, S. K., Sugiarti, R., Hermawati, S., & Suhandi, A. P. (2025). Pengaruh Hedonic Shopping Motivation Terhadap Impulse Buying Melalui Positive Emotion Pada Konsumen Sociolla di Tangerang. *RIGGS: Journal of Artificial Intelligence and Digital Business*, *4*(2), 4218-4226.
- Agustin, S. K., Sugiarti, R., Hermawati, S., & Suhandi, A. P. (2025). Pengaruh Hedonic Shopping Motivation Terhadap Impulse Buying Melalui Positive Emotion Pada Konsumen Sociolla di Tangerang. *RIGGS: Journal of Artificial Intelligence and Digital Business*, *4*(2), 4218-4226.
- Antariksa, K. T., & Respati, N. N. 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.
- Arianty, K. P. (2024). Analisis peran e-commerce terhadap pendapatan UMKM Emak CW di masa pandemi dan pasca pandemi COVID-19. *Jurnal Visualika*, *10*(1), 30-44.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of retailing*, *79*(2), 77-95.
- Bayley, G., & Nancarrow, C. (1998). Impulse purchasing: a qualitative exploration of the phenomenon. *Qualitative Market Research: An International Journal*, *1*(2), 99-114.
- Begho, T., & Rui, S. (2024). Exploring the impact of impulsivity and indulgent consumption on eating patterns of Chinese consumers. *International Journal of Food Sciences and Nutrition*, *75*(5), 509-517.
- Cavanaugh, L. A. (2014). Because I (don't) deserve it: How relationship reminders and deservingness influence consumer indulgence. *Journal of Marketing Research*, *51*(2), 218-232.
- De Vries, E. L., & Karimi, S. (2025). The diverse impact of self-quantification: How narcissism prevents Self Indulgence. *International Journal of Research in Marketing*.

- Duckworth, A. L., Gendler, T. S., & Gross, J. J. (2016). Situational strategies for Self Control. *Perspectives on Psychological Science*, 11(1), 35-55.
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif : Beberapa Konsep Dasar untuk Penulisan Skripsi & Analisis Data dengan SPSS*. Yogyakarta: CV. Budi Utama.
- Farihin, N. R., & Kuswati, R. (2025). Pengaruh Store Atmosphere, Display Product, Dan Hedonic Shopping Motivation Terhadap Impulse Buying Pada Konsumen Alfamart Di Kabupaten Boyolali. *Paradoks: Jurnal Ilmu Ekonomi*, 8(2), 1242-1255.
- Fatimah, F., Tyas, W. M., & Hadi, N. S. (2024). The Analisis Retail Service, Customer Experience, Switching Barriers, Kepuasan Konsumen Terhadap Loyalitas Konsumen UMKM Ritel. *Relasi: Jurnal Ekonomi*, 20(1), 108-127.
- Fatin, F., Nurlenawati, N., & Triadinda, D. (2024). Pengaruh Fashion Involvement dan Hedonic Shopping Motivation Terhadap Impulse Buying pada Retail Fashion Uniqlo di Karawang. *Al-Kharaj J. Ekon. Keuang. Bisnis Syariah*, 6(9), 5685-5703.
- Florea, D. L. (2023). The Interplay between National Culture, Social Identity and Consumer Behavior for Wine-the case of Denmark and Romania.
- Folkman, S., Lazarus, R. S., Gruen, R. J., & DeLongis, A. (1986). Appraisal, coping, health status, and psychological symptoms. *Journal of personality and social psychology*, 50(3), 571.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gufron, M. N., & Risnawita, S. R. (2016). *Teori – Teori Psikologi*. Yogyakarta: Ar-Ruzz Media.
- Hermansyah, Y. (2024). Marketing communication strategy in the retail sector: examining repurchase intention. *Emerging Science Journal*, 8(1), 110-124.
- Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of consumer psychology*, 12(2), 163-176.
- Khadijah, A., & Pangaribuan, C. H. (2023, December). The Age of Indulgence: An Online Impulsive and Compulsive Buying Analysis. In *2023 Eighth International Conference on Informatics and Computing (ICIC)* (pp. 1-6). IEEE.
- Kirby, K. N., & Herrnstein, R. J. (1995). Preference reversals due to myopic discounting of delayed reward. *Psychological science*, 6(2), 83-89.

- Liu, F., Zhang, Y., & Li, Z. (2025). How does consumers' scarcity mentality in live-streaming influence impulse buying behavior? An empirical study from a competitive perspective. *Asia Pacific Journal of Marketing and Logistics*, 1-24.
- Mehrabian, A., & Russell, J. A. (1974). A measure of arousal seeking tendency. *Environment and Behavior*, 5(3), 315.
- Meliana, D., Riswati, J., & Astuti, D. (2025). Analisis Perkembangan Bisnis Ritel Di Indonesia. *Journal of Business Economics and Management* | E-ISSN: 3063-8968, 1(3), 235-243.
- Morits, K., lestari Anakaka, D., & Panis, M. P. (2025). Self Control and Impulsive Buying Behavior in Fashion Models. *Journal of Health and Behavioral Science*, 7(3), 763-778.
- Muthalib, D. A., & Conny, C. (2025). The Influence Of Hedonic Shopping Motivation On Impulse Buying Among Lazada Consumers (A Case Study On Students Of The Management Department, Faculty Of Economics And Business, Halu Oleo University, Kendari). *ECOTECHNOPRENEUR: Journal Economics, Technology And Entrepreneur*, 4(01), 48-55.
- Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2009). The influence of website characteristics on a consumer's urge to buy impulsively. *Information systems research*, 20(1), 60-78.
- Pradhan, D., Israel, D., & Jena, A. K. (2018). Materialism and compulsive buying behaviour: The role of consumer credit card use and impulse buying. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1239-1258.
- Prihatiningrum, Y., & Said, L. R. (2021, November). The Effect of Imprudence, Self Indulgence, and Lack of Self Control on Male Shoppers' Impulse Buying Behavior: A Case in Indonesia. In *International Conference on Management, Business, and Technology (ICOMBEST 2021)* (pp. 102-108). Atlantis Press.
- Putri, A. A., Purwandari, D. A., & Kurniawan, N. (2024). Kemampuan Self Control Mahasiswa Terhadap Impulsive Buying Belanja Online Di Tanggal Kembar. *Jurnal Intelek Insan Cendikia*, 1(3), 229-238.
- Renaldi, A., & Nurlinda, R. A. (2023). Pengaruh hedonic shopping motivation dan sales promotion terhadap impulse buying melalui positive emotion. *Journal of Advances in Digital Business and Entrepreneurship*, 2(01).

- 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.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of consumer research*, 22(3), 305-313.
- Sarita, M. C., Febriyantoro, M. T., Zulkifli, Z., Suleman, D., Saputra, F., & Suyoto, Y. T. (2022). The influence of product differentiation, price and positioning on purchasing decisions at Niceso stores in South Tangerang. *Priviet Social Sciences Journal*, 2(4), 12-17.
- Selfiana, S., Titing, A. S., & Ismanto, I. (2023). Pengaruh Kontrol Diri Dan Diskon Terhadap Impulse Buying Pada Generasi Z Pengguna Aplikasi TikTok Shop Di Kabupaten Kolaka. *Intellektika: Jurnal Ilmiah Mahasiswa*, 1(6), 166-176.
- Sendi, M., & Zaini, M. (2024). Pengaruh hedonic shopping motivation, shopping lifestyle dan sales promotion terhadap impulse buying pada konsumen Miniso di Samarinda. *Jurnal Akuntansi Dan Manajemen Bisnis*, 4(2), 01-09.
- Sharma, P., Sivakumaran, B., & Marshall, R. (2014). Looking beyond impulse buying: A cross-cultural and multi-domain investigation of consumer impulsiveness. *European Journal of Marketing*, 48(5/6), 1159-1179.
- Silalahi, A. D. K., Tedjakusuma, A. P., Eunike, I. J., & Riantama, D. (2025). How does time pressure shape impulsive buying behavior? Hedonic vs. utilitarian values emerges as a key driver on E-commerce platforms. *Digital Business*, 100138.
- Sobir, O. Z. (2021). Pengaruh Strategi Promosi Dan Merchandising Terhadap Impulse Buying:(Studi Pada Konsumen Pakaian Hypermarket Di Provisnis Dki Jakarta). *Jurnal Bisnis, Logistik Dan Supply Chain (BLOGCHAIN)*, 1(2), 77-85.
- Stern, H. (1962). The significance of impulse buying today. *Journal of marketing*, 26(2), 59-62.
- Sugiyono. (2023). *Metode Penelitian Kombinasi (Mixed Methods) dengan 9 Desain*. Bandung: Penerbit Alfabeta.

- Suriansha, R. (2025). The impact of technological advances and the pandemic on changes in consumer consumption behavior in modern retail in Indonesia. *The Eastasouth Management and Business*, 3(02), 306-318.
- Tangney, J. P., Baumeister, R. F., & Boone, A. L. (2004). Self Control scale. *Current Psychology: A Journal for Diverse Perspectives on Diverse Psychological Issues*.
- Thao, H. T. P. (2013). Self Indulgence and purchasing behavior toward fast moving consumer goods (FMCG) during the inflation time. *Ho Chi Minh City Open University Journal of Science-Economics and Business Administration*, 3(1), 40-52.
- Tuzzahra, M. N., & Tirtayasa, S. (2020). Pengaruh hedonic shopping motivation, shopping lifestyle dan fashion involvement terhadap impulse buying pada pelanggan zalora di Kota Medan. *Jurnal SALMAN (Sosial Dan Manajemen)*, 1(3), 19-30.
- 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.
- Verplanken, B., & Sato, A. (2011). The psychology of impulse buying: An integrative self-regulation approach. *Journal of Consumer Policy*, 34(2), 197-210.
- Vihari, N. S., Sinha, N. K., Tyagi, A., & Mittal, S. (2022). Effect of mindfulness on online impulse buying: Moderated mediation model of problematic internet use and emotional intelligence. *Frontiers in Psychology*, 13, 1012331.
- Widagdo, B., & Roz, K. (2021). Hedonic shopping motivation and impulse buying: The effect of website quality on customer satisfaction. *The Journal of Asian Finance, Economics and Business*, 8(1), 395-405.
- Widjaja, T. B. (2009). *Lifestyle Marketing Servlist: Paradigma Baru Pemasaran Bisnis Jasa dan Lifestyle*. Jakarta: Kompas Gramedia.
- Yulinda, A. T., Rahmawati, R., & Sahputra, H. (2022). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying (Studi Kasus Pada Konsumen Toko Mantan Karyawan Kota Bengkulu). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(2), 1315-1326.
- Zhang, X. P., & Choi, J. W. (2021). How companies persuade active participation of consumers on live streaming commerce? SOR perspective. *The Journal of Information Systems*, 30(3), 1-20.