

DAFTAR PUSTAKA

- Abdelsalam, S., Salim, N., & Husain, O. (2020). *Understanding Online Impulse Buying Behavior in Social Commerce: A Systematic Literature Review*. 89041–89058. <https://doi.org/10.1109/ACCESS.2020.2993671>
- Aenaya, A. S., Peafut Gunawan, F. W., Anggraini, N., Nurhasanah, S., & Suryaningsih, Y. (2024). The Effect of Electronic Word of Mouth (EWOM) and Fear of Missing Out (FOMO) on Impulse Buying in Shopee Moderated Self-Control. *Journal of Economics, Finance And Management Studies*, 07(07), 4022–4027. <https://doi.org/10.47191/jefms/v7-i7-19>
- Agustin, L., Fitriadi, B. W., & Yusnita, R. T. (2024). *Analysis Of Differences In Online Impulse Buying Behavior Of Gen Z And Gen Y In Terms Of Hedonic Shopping Motivation (Survey on Shopee E-commerce Users in Tasikmalaya City Area) Analisis Perbedaan Perilaku Online Impulse Buying Gen Z Dan Gen Y Ditinjau . 1(1)*, 61–72.
- Alkusani, A., Sukaris, S., Baskoro, H., Suwardana, H., & Dewantoro, A. Q. (2022). The Effect of Self-Control and Ease of Transactions on Impulsive Buying Tendencies. *Innovation Research Journal*, 3(2), 143. <https://doi.org/10.30587/innovation.v3i2.4829>
- Asiva Noor Rachmayani. (2015). *Perilaku Hedonisme Mahasiswa di Trans Studio Mall Makassar*. 9, 6.
- Aulia, H., Mu'arrif, Z., & Sumanti, E. (2024). Perbandingan Model Promosi pada Platform Facebook, Instagram, dan Tiktok terhadap Keputusan Pembelian berdasarkan model AISAS. *Ekonomis: Journal of Economics and Business*, 8(2), 1414–1433. <https://doi.org/10.33087/ekonomis.v8i2.1818>
- Beck, L., & Ajzen, I. (1991). *Predicting Dishonest Actions Using the Theory of Planned Behavior*. 301, 285–301.
- Bhakat, R. S., & Muruganantham, G. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, 5(3). <https://doi.org/10.5539/ijms.v5n3p149>
- Celestin, M. (2024). *UNDERSTANDING THE SHIFT TO DIGITAL PAYMENTS AND ITS IMPACT ON CONSUMER PREFERENCES: THE ROLE OF FINTECH IN SHAPING THE FUTURE UNDERSTANDING THE SHIFT TO DIGITAL PAYMENTS AND ITS IMPACT ON CONSUMER PREFERENCES: THE ROLE OF FINTECH IN SHAPING THE FUTURE*. O. October. <https://doi.org/10.5281/zenodo.13955406>
- 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>
- Conner, M. (2020). Theory of Planned Behavior. *Handbook of Sport Psychology*, 1–18. <https://doi.org/10.1002/9781119568124.ch1>
- Dewi Maharani, Saida Zainurossalamia ZA, Asnawati, Johni Eka Putra, E. D. (2024). THE INFLUENCE OF FEAR OF MISSING OUT (FOMO) ON IMPULSE BUYING WITH PRODUCT UNIQUENESS AS A MODERATING VARIABLE. *Edunomika – Vol. 8, No. 3, 2024, 15(1)*, 37–48.
- Dicky Mardianto, D. (2023). Komunikasi Ekspresif Penggunaan Media Sosial TikTok (Studi Kasus Generasi Z Usia 18-23 Tahun). *IKOMIK: Jurnal Ilmu Komunikasi Dan Informasi*, 3(2), 50–58. <https://doi.org/10.33830/ikomik.v3i2.6481>
- Dita Keysia Armelia Dwi Putri, & Jojok Dwiridotjahno. (2024). Pengaruh Korean Brand Ambassador Credibility, Social Media Marketing, dan Fear of Missing Out Terhadap Impulse Buying pada Kolaborasi Scarlett Whitening X EXO. *Reslaj: Religion Education Social Laa Roiba Journal*, 6(6), 3015–3026. <https://doi.org/10.47467/reslaj.v6i6.2122>
- Dyan Paramitha Darmayanti, Iqbal Arifin, M. I. A. M. (2023). FoMO: Kecemasan Digital di Kalangan Pengguna TikTok. 6, 198–215.
- Evangelin, M. R., Sulthana, A. N., & Vasantha, S. (2021). The Effect Of Hedonic Motivation Towards Online Impulsive Buying With The Moderating Effect Of Age. *Quality - Access to Success*, 22(184). <https://doi.org/10.47750/qas/22.184.31>
- Fatika, R. A. (2024). 10 Negara dengan Pengguna TikTok Terbesar, Indonesia Urutan Berapa? GoodStats. <https://data.goodstats.id/statistic/10-negara-dengan-pengguna-tiktok-terbesar-indonesia-urutan-berapa-xFOgI>
- Fumar, M., Setiadi, A., Harijanto, S., & Tan, C. (2023). The Influence of Fear of Missing Out (FOMO), Sales Promotion, and Emotional Motive Mediated Self-Control on Impulsive Buying for Hypebeast Products. *Riwayat: Educational Journal of History and Humanities*, 6(3), 1363–1375. <http://jurnal.unsyiah.ac.id/riwayat/>
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*. 25.
- Gumilang, R. R., Sumiati, A., Tresnadi, A., April, U. S., Behavior, I. B., & Streaming, L. (2024). *Pengaruh Flash Sale dan Live Streaming Terhadap*

Impulse Buying Behavior Pada Platform TikTok. 15(3), 479–488.

- Hadi, S. (2004). *Metodologi Research*. Yogyakarta: Andi, 2004.
- Hasanah, I., & Hastriana, A. Z. (2024). Dampak Fenomena Penutupan Tiktok Shop Terhadap Perubahan Perilaku Konsumen Studi Kasus Mahasiswa Institut Ilmu Keislaman Annuqayah (Instika) Guluk-Guluk Sumenep. *Jurnal Inovasi Global*, 2(1), 26–31.
- Hwa, E. T. B., & Perumal, S. (2015). Application of the Theory of Planned Behaviour on Impulse Buying Behaviour in an Internationalized Shopping Centre. *Sunway Institutional Respository*, 1–16.
- Iliah, L. R., & Aswad, M. (2022). *Faktor-Faktor Yang Mempengaruhi Pembelian Impulsif Secara Online Pada Masyarakat Kabupaten Kediri*. 1(3), 209–224.
- Ilmiah, J., Ilmu, M., Haryati, R., & Bisnis, A. (2024). *ANALISIS PERILAKU BELANJA ONLINE GENERASI Z*. 18(April).
- Iswenda, B. A. (2024). *Indonesia Jadi Negara dengan Durasi Penggunaan TikTok Terlama 2024*. GoodStats. <https://goodstats.id/article/indonesia-menjadi-negara-dengan-rata-rata-durasi-mengakses-tiktok-di-hp-android-terlama-ul495>
- Kamilia Sari, S., & Azzahra, M. (2024). *Asian Journal of Management Entrepreneurship and Social Science Price Discount, Ease of Payment, and Self Control Effect Analysis on Impulse Buying in ShopeeFood Application*. 04(02), 1242–1263. <https://ajmesc.com/index.php/ajmesc>
- Kang, I., Cui, H., & Son, J. (2019). Conformity consumption behavior and FoMO. *Sustainability (Switzerland)*, 11(17). <https://doi.org/10.3390/su11174734>
- Ke-, B. D. A. N. A. S., Ekonomi, F., & Bisnis, D. A. N. (n.d.). *Faktor Yang Mempengaruhi Terjadinya Impulsive Buying Dalam Berbelanja Online Di Shopee Factors Influencing Impulsive Buying In Online Shopping At Shopee*. 63–70.
- Konsumen, P. M., Dan, P., & Konsumen, S. (2023). *MUFAKAT: TERHADAP KEPUTUSAN PEMBELIAN MOBIL* Dian Sudiantini , Siska Atmaja , Uswatun Hasanah , Wahyu Untoro , Winda Siregar Universitas Bhayangkara Jakarta Raya MUFAKAT :
- Koranti, K., Noviyana, S., Sriyanto, S., & Aryani, N. I. (2024). The Effect of Discount, Promotion, Hedonic Shopping Motivation, Shopping Lifestyle on Impulse Buying on Tiktok Shop Users. *Daengku: Journal of Humanities and Social Sciences Innovation*, 4(2), 345–355. <https://doi.org/10.35877/454ri.daengku2531>
- Lestari, K. B., Ernawati, M. T., Pranatasari, F. D., Program,), Manajemen, S., &

- Ekonomi, F. (2023). PENGARUH HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE, DAN SALES PROMOTION TERHADAP IMPULSE BUYING PADA E-COMMERCE SHOPEE The Effect of Hedonic Shopping Motivation, Shopping Lifestyle, and Sales Promotion on Impulse Buying in Shopee E-Commerce. *Business Management Journal*, 19(2), 163–172. www.kompasiana.com.
- Ma, J. ping, Wang, C. xing, & Ye, Y. (2022). Development and validation of fear of missing out scale among Chinese college students. *Current Psychology*, 41(12), 8625–8634. <https://doi.org/10.1007/s12144-021-01357-8>
- Mentari Septynaputri Widodo. (2024). Pengaruh Impulse Buying Dan Sales Promotion Terhadap Impulse Buying Dengan Gender Sebagai Variabel Moderasi. *Jurnal Bisnis Terapan*, 8(1), 36–44. <https://doi.org/10.24123/jbt.v8i1.6395>
- Muharam, G. M., Sulistiya, D., Sari, N., Fahmy, Z., & Zikrinawati, K. (2023). Experimental Student Experiences The Effect of Fear of Missing Out (FoMO) and Peer Conformity on Impulsive Buying in Semarang City Students (Study on TikTok Shop Consumers). *Jurnal Sunan Doe*, 1(8), 2985–3877. <https://jurnal.institutsunandoe.ac.id/index.php/ESE>
- Nafira, S., & Supriyanto, A. (2022). Keputusan Pembelian ditinjau dari Electronic Word of Mouth, Impulse Buying, Brand Image dan Label Halal Produk MS Glow pada Generasi Millennial dan iGeneration. *Jurnal BANSI - Jurnal Bisnis Manajemen Akutansi*, 2(1), 21–30. <https://doi.org/10.58794/bns.v2i1.97>
- Nasywa, Z. S. (2023). Pengaruh Hedonisme Terhadap Mahasiswa Kurang Mampu Dalam Filsafat Sosial: Perspektif dan Implikasi Sosial. *Jurnal Mahasiswa Antropologi*, 2(1), 24–35. <https://doi.org/10.31947/jma.v2i1.27491>
- Noviani, L., & Rifai, A. (n.d.). *KONSUMEN SHOPEE MELALUI HEDONIC SHOPPING MOTIVATION DAN UTILITARIAN VALUE SEBAGAI INTERVENING*. 163–181.
- Nurdin, A. A., Pamungkas, A. B., & Kholifah, A. N. (2023). *Factors that influence the use of digital payments as ease of transactions in the digital era*. 13(1), 25–32.
- Nurhaliza, P., & Kusumawardhani, A. (2023). ANALISIS PENGARUH LIVE STREAMING SHOPPING, PRICE DISCOUNT, DAN EASE OF PAYMENT TERHADAP IMPULSE BUYING (Studi pada Pengguna Platform Media Sosial TikTok Indonesia). *Diponegoro Journal of Management*, 12(3), 1. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Nurtanio, I. N., Bursan, R., Wiryawan, D., & Listiana, I. (2022). Influence of Shopping Lifestyle and Hedonic Shopping Motivation on Impulse Buying in Bukalapak E-Commerce (Study on Bukalapak Consumers in Bandar

- Lampung). *Takfirul Iqtishodiyah (Jurnal Pemikiran Ekonomi Syariah)*, 2(2), 1–28. <http://ejournal.stisdulamtim.ac.id/index.php/JTI>
- Oktania, D. E., & Indarwati, T. A. (2022). Pengaruh Perceived Usefulness, Perceived Ease of Use, dan Compatibility With Lifestyle Terhadap Niat Beli Di Social Commerce. *Jurusan Manajemen Fakultas Ekonomika Dan Bisnis Universitas Negeri Surabaya*, 10, 255–267. <https://journal.inspirasi.or.id/nomicpedia/article/view/138/53>
- Ozen, H., & Engizek, N. (2014). Shopping online without thinking: Being emotional or rational? *Asia Pacific Journal of Marketing and Logistics*, 26(1), 78–93. <https://doi.org/10.1108/APJML-06-2013-0066>
- Panggabean, A. D. (2024). *Ini Data Statistik Penggunaan Media Sosial Masyarakat Indonesia Tahun 2024*. Radio Republik Indonesia. <https://www.rri.co.id/ipitek/721570/ini-data-statistik-penggunaan-media-sosial-masyarakat-indonesia-tahun-2024>
- Pookulangara, S., Hawley, J., & Xiao, G. (2011). Explaining consumers' channel-switching behavior using the theory of planned behavior. *Journal of Retailing and Consumer Services*, 18(4), 311–321. <https://doi.org/10.1016/j.jretconser.2011.02.005>
- Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Putu, N., Nindya, I., & Saufi, A. (2022). *International Journal of Multicultural and Multireligious Understanding The Effect of Hedonic Shopping and Utilitarian Values on Impulse Buying Moderated by Gender on the Marketplace*. 54–67.
- Rahmiani, S. (2023). *Pengaruh Fear of Missing Out (FoMO) dan Hedonic Shopping Motivation Terhadap Impulse Buying di E-Commerce Shopee Pada Waktu Flash Sale*. 5, 34–38. <https://doi.org/10.29303/alexandria.v5iSpecialIssue.604>
- Rizki Octaviana, A., Komariah, K., Mulia, F., & Sukabumi, U. M. (2022). Analisis Shopping Lifestyle, Hedonic Shopping Motivation And Flash Sale On Online Impulse Buying Analisis Shopping Lifestyle, Hedonic Shopping Motivation Dan Flash Sale Terhadap Online Impulse Buying. *Management Studies and Entrepreneurship Journal*, 3(4), 1961–1970. <http://journal.yrpiiku.com/index.php/msej>
- 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>

- Rosifa, M. (2022). Konsep Kebahagiaan Dalam Perspektif Etika Epikureanism. *Jurnal Moderasi*, 2(2), 57. <http://ejournal.uin-suka.ac.id/ushuluddin/moderasi/index>
- Salsabillah, A., Pembangunan Nasional, U., & Timur, J. (2023). Pengaruh Price Discount, Kemudahan Pembayaran, Dan Self Control Terhadap Perilaku Impulse Buying Pada Pengguna Aplikasi Shopeefood Di Kota Surabaya Dengan Pendapatan Sebagai Variabel Moderasiid 2 *Corresponding Author. *Management Studies and Entrepreneurship Journal*, 4(3), 3258–3266. <http://journal.yrpioku.com/index.php/msej>
- Sandra, D. K., & Fithrotunisa, C. A. (n.d.). *PERILAKU IMPULSE BUYING TERHADAP LAYANAN SPAYLATER DAN GRATIS ONGKIR SEBAGAI STRATEGI MARKETING SHOPEE*. 188–198.
- 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). *Jurnal Ilmiah Ekonomi Bisnis*, 25(1), 45–54. <https://doi.org/10.35760/eb.2020.v25i1.2343>
- Setiawan, M. A., & Supriyanto, A. (2023). Impulse Buying of Generation Z Muslims: a Study on Hedonic Shopping Motivation, Shopping Lifestyle, and Hedonic Shopping Value. *Jurnal Al-Iqtishad*, 19(1), 68. <https://doi.org/10.24014/jiq.v19i1.19875>
- Sette, C. P., Lima, N. R. S., Queluz, F. N. F. R., Ferrari, B. L., & Hauck, N. (2020). The Online Fear of Missing Out Inventory (ON-FoMO): Development and Validation of a New Tool. *Journal of Technology in Behavioral Science*, 5(1), 20–29. <https://doi.org/10.1007/s41347-019-00110-0>
- Setyowati, D. (2024). *Transaksi Shopee hingga TikTok Shop Tokopedia di RI Rp 867 Triliun*. Kata Data. https://katadata.co.id/digital/e-commerce/6694e1bf09ec8/transaksi-shopee-hingga-tiktok-shop-tokopedia-di-ri-rp-867-triliun?utm_source=Direct&utm_medium=Sub-Kanal Digital E-commerce Detail&utm_campaign=Baca Juga Redaksi Pos 2
- Sitindaon, D. H., Ekonomi, F., Brawijaya, U., Ekonomi, F., & Brawijaya, U. (2022). *PENGARUH HEDONIC SHOPPING MOTIVATION , PRICE DISCOUNT , DAN VISUAL MERCHANDISING TERHADAP IMPULSE BUYING DI UNIQLO INDONESIA*. 01(3), 402–411.
- Sofiyah Salsabilah, Iswati Iswati, & Arief Widjadmoko. (2024). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle terhadap Impulse Buying pada Konsumen E-Commerce Shopee Surabaya. *Jurnal Riset Manajemen*, 2(3), 216–231. <https://doi.org/10.54066/jurma.v2i3.2256>
- Sparks, P., Ajzen, I., & Hall-box, T. (2002). *Perceived Behavioral Control , Self-Efficacy , Locus of Control , and the Theory of Planned Behavior*. 665–683.

- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. CV. Alfabeta, Bandung.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV. Alfabeta, Bandung.
- Sugiyono. (2018). *Statistik Nonparametris Untuk Penelitian*. Alfabeta Bandung.
- Ubaedilah, N., Puji Isyanto, & Asep Darojatul Romli. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Impulsif Pada Pengguna Tiktok Shop. *Journal of Trends Economics and Accounting Research*, 4(1), 46–56. <https://doi.org/10.47065/jtear.v4i1.875>
- Utama, A., Fitrianna, H., & Wibowo, A. (2024). *The Effect of Price Discount and Store Atmosphere on Impulse Buying Mediated by Positive Emotion and Moderated by Ease of Payment in the Context of Sustainable Retail at Shopping Centres in Yogyakarta City* (Vol. 2024, Issue Ijcah). Atlantis Press SARL. <https://doi.org/10.2991/978-2-38476-317-7>
- Wicaksono, T. A. (2024). *The Impact of TikTok Social Media on Users : A Neuropsychological Perspective Dampak Media Sosial Tiktok pada Pengguna : Perspektif Neuropsikologi*. 13(3), 455–463.
- 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>
- Yam, J. H., & Taufik, R. (2021). *Hipotesis Penelitian Kuantitatif. Perspektif: Jurnal Ilmu Administrasi*. 3(2), 96–102.
- Zalfa Azahra Luqiana, Revina Revina, Shifa Ashila Wahyudi, A. P. (2024). *Optimalisasi Belanja Masyarakat Melalui Media Sosial TikTok Shop*. 3(1).
- Zarhan, A., Ramdani, L., & Handayani, B. (2024). *The Influence of Electronic Word of Mouth and Hedonic Shopping Motivation on Impulse Buying with Fear of Missing Out as a Moderating Variable*. 10(1), 3015–3024. <https://doi.org/10.22178/pos.100-27>