

DAFTAR PUSTAKA

- Ameylda, Nadya, Khusnul Khotimah, Fadriansyah Fachril, Muhamad Aldrin Akbar, and Sjamsiar Husen. "Kualitas Informasi Terhadap Loyalitas Pelanggan Tiktok Shop dengan Kepuasan Konsumen Sebagai Variabel Intervening." *Advances in Management & Financial Reporting* 3, no. 3 (2025): 622-635.
- Angelina, Melissa, and Yohan Gunawan Henuk. "Pengaruh streamer attractiveness dan para-social interaction terhadap arousal dan impulsive buying pada TikTok live shopping." *Jurnal Manajemen Pemasaran* 18, no. 2 (2024): 115-122.
- Aydin, Duygu, Yavuz Selvi, Ali Kandeger, and Murat Boysan. "The relationship of consumers' compulsive buying behavior with biological rhythm, impulsivity, and fear of missing out." *Biological Rhythm Research* 52, no. 10 (2021): 1514-1522.
- Ayyasy, Muhammad Zhafran, Karissa Inas Belinda, and I. Made Bayu Dirgantara. "FOMO Related Impulse Buying on Social Commerce: A Literature Review." *Economic and Business Horizon* 4, no. 2 (2025): 365-374.
- Błachnio, Agata, Aneta Przepiórka, Oleg Gorbaniuk, Monika McNeill, Rebecca Bendayan, Menachem Ben-Ezra, Alan Angeluci et al. "Tell me more: relationships between fear of missing out, distress and flourishing. A study in 21 countries." *Current Psychology* 44, no. 11 (2025): 10362-10374.
- Cao, Mei, Qingyu Zhang, and John Seydel. "B2C e-commerce web site quality: an empirical examination." *Industrial management & data systems* 105, no. 5 (2005): 645-661.
- Carrigan, M., Magrizos, S., Lazell, J., & Kostopoulos, I. (2020). Fostering sustainability through technology-mediated interactions: Conviviality and reciprocity in the sharing economy. *Information technology & people*, 33(3), 919-943.
- Chan, Tommy KH, Christy MK Cheung, and Zach WY Lee. "The state of online impulse-buying research: A literature analysis." *Information & Management* 54, no. 2 (2017): 204-217.
- Chandra, Dody Salden. "Pengaruh Kualitas produk, Inovasi dan Interaksi Pelanggan terhadap Brand Image." *Balance: Jurnal Akuntansi dan Manajemen* 2, no. 2 (2023): 73-79.
- Charles, Clivynne Eugenia, and Dewi Mustikasari Immanuel. "FOMO, materialism and the Gen Z shopping behavior: The impact on online impulse buying and post-purchase regret (with a gender perspective)." *Jurnal aplikasi manajemen* 23, no. 1 (2025): 134-157.

- Cheung, M. Y., C. Luo, C. L. Sia, dan H. Chen. "Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-Line Consumer Recommendations." *International Journal of Electronic Commerce* 13, no. 4 (2009): 9–38.
- Dessart, L., C. Veloutsou, dan A. Morgan-Thomas. "Consumer Engagement in Online Brand Communities: A Social Media Perspective." *Journal of Product & Brand Management* 24, no. 1 (2015): 28–42.
- Erdogan, B. Z. "Celebrity Endorsement: A Literature Review." *Journal of Marketing Management* 15, no. 4 (1999): 291–314.
- Fasyni, A., A. P. Budiarti, dan R. S. Lasmini. "Faktor-Faktor yang Mempengaruhi Online Impuls Buying." *Jurnal Ekonomi Bisnis Dan Kewirausahaan* 10, no. 2 (2021): 175.
- Feng, Z., A. Al Mamun, M. Masukujjaman, M. Wu, dan Q. Yang. "Impulse Buying Behavior during Livestreaming: Moderating Effects of Scarcity Persuasion and Price Perception." *Heliyon* 10, no. 7 (2024).
- Filieri, R. "What Makes Online Reviews Helpful? A Diagnosticity-Adoption Framework to Explain Informational and Normative Influences in e-WOM." *Journal of Business Research* 68, no. 6 (2015): 1261–1270.
- Ghahtarani, A., M. Sheikhmohammady, dan M. Rostami. "The Impact of Social Capital and Social Interaction on Customers' Purchase Intention, Considering Knowledge Sharing in Social Commerce Context." *Journal of Innovation & Knowledge* 5, no. 3 (2020): 191–199.
- Ghozali, I. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro, (2018).
- Gustiar, F., dan Y. Nuryani. "Pengaruh Scarcity Promotion dan Streamer Attractiveness terhadap Impulsive Buying Pengguna Tiktok Live Generasi Z di Kota Bandung." *Cakrawala: Jurnal Ekonomi, Manajemen dan Bisnis* 2, no. 3 (2025): 518–526.
- Ha, N. M., dan N. H. Lam. "The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention." *International Journal of Economics and Finance* 9, no. 1 (2017): 64–77.
- Habib, S., dan A. Almamy. "Impact of FOMO on Social Media Engagement and Impulse Buying of Lifestyle Products: Mediation Analysis." *Journal of Innovative Digital Transformation* (2025).
- Hair, J. F., M. Sarstedt, L. Hopkins, dan V. G. Kuppelwieser. "Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research." *European Business Review* 26, no. 2 (2014): 106–121.

- Hair, J. F., G. T. M. Hult, C. M. Ringle, dan M. Sarstedt. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 2nd ed. Thousand Oaks: Sage Publications, (2017).
- Hasanah, U., H. Pudjoprastyono, dan W. C. Izaak. "Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Produk Pada Marketplace (Studi Pada Pengguna Aplikasi Shopee Di Jawa Timur)." *Management Studies and Entrepreneurship Journal* 4, no. 5 (2023): 6956–6963.
- He, J., C. Wang, Y. Zhang, J. Guo, dan Y. Guo. "FA-GANs: Facial Attractiveness Enhancement with Generative Adversarial Networks on Frontal Faces." *arXiv preprint arXiv:2005.08168* (2020).
- Herman, F. J., dan R. Amelinda. "Peran Daya Tarik dan Keahlian Streamer terhadap Niat Pembelian melalui Flow Experience." *Jurnal Ekonomi* 30, no. 1 (2025): 88–110.
- Hu, L. T., dan P. M. Bentler. "Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria versus New Alternatives." *Structural Equation Modeling: A Multidisciplinary Journal* 6, no. 1 (1999): 1–55.
- Hu, M., dan S. S. Chaudhry. "Enhancing Consumer Engagement in E-Commerce Live Streaming via Relational Bonds." *Internet Research* 30, no. 3 (2020): 1019–1041.
- Hu, M., M. Zhang, dan Y. Wang. "Why Do Audiences Choose to Keep Watching on Live Video Streaming Platforms? An Explanation of Dual Identification Framework." *Computers in Human Behavior* 75 (2017): 594–606. <https://doi.org/10.1016/j.chb.2017.06.006>.
- Huang, T., Z. Weng, dan C. Huang. "Study on Livestreaming Shopping Behavior of the Elderly Based on SOR Theory." *Journal of Theoretical and Applied Electronic Commerce Research* 21, no. 1 (2026): 9.
- Indriastuti, H., T. Hidayati, D. Martiyanti, A. R. F. Ayu, dan L. Putit. "How Real-Time Interactivity Influences Impulse Buying Behaviour in Generation Z's During Live Streaming Shopping: The Mediating Role of Perceived Enjoyment." *Economics-Innovative and Economics Research Journal* 12, no. 3 (2024): 279–291.
- Jacoby, J. "Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior." *Journal of Consumer Psychology* 12, no. 1 (2002): 51–57.
- Jiang, G., F. Liu, W. Liu, S. Liu, Y. Chen, dan D. Xu. "Effects of Information Quality on Information Adoption on Social Media Review Platforms: Moderating Role of Perceived Risk." *Data Science and Management* 1, no. 1 (2021): 13–22.

- Jung, Y., B. Choi, dan W. Cho. "Group Satisfaction with Group Work under Surveillance: The Stimulus-Organism-Response (SOR) Perspective." *Telematics and Informatics* 58 (2021): 101530.
- Kang, I., dan I. Ma. "A Study on Bandwagon Consumption Behavior Based on Fear of Missing Out and Product Characteristics." *Sustainability* 12, no. 6 (2020): 2441.
- Kim, H., dan L. S. Niehm. "The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing." *Journal of Interactive Marketing* 23, no. 3 (2009): 221–233.
- Kim, S., dan L. Stoel. "Apparel Retailers: Website Quality Dimensions and Satisfaction." *Journal of Retailing and Consumer Services* 11, no. 2 (2004): 109–117.
- Laesser, C., J. Luo, dan P. Beritelli. "The SOMOAR Operationalization: A Holistic Concept to Travel Decision Modelling." *Tourism Review* 74, no. 3 (2019): 613–631.
- Latif, N., N. Indarti, dan E. M. Sangadji. "Pengaruh Live Streaming Sales di Tiktok dan Brand Ambassador Terhadap Minat Beli Produk Skincare Pada Mahasiswa Pendidikan Ekonomi Universitas PGRI Wiranegara." *Business and Accounting Education Journal* 6, no. 1 (2025).
- Lee, C. H., dan C. W. Chen. "Impulse Buying Behaviors in Live Streaming Commerce Based on the Stimulus-Organism-Response Framework." *Information* 12, no. 6 (2021): 241.
- Leonindhira, A. G., A. N. Zefanya, D. A. Tita, K. M. Adjisani, dan S. Zuhri. "Interaksi Lobi dan Negosiasi dalam Pemasaran Live Streaming Media Sosial Tiktok: Studi Kasus Keputusan Pembelian Parfum @pucelleid." *Journal of Internet and Software Engineering* 1, no. 3 (2024): 10.
- Li, K., C. Ji, C. Prentice, E. Sthapit, dan Q. He. "Unveiling the Myth: How Streamer Attractiveness Drives Impulse Buying in Live Streaming." *Services Marketing Quarterly* 46, no. 1–2 (2025): 1–26.
- Lin, S. W., dan L. Y. S. Lo. "Evoking Online Consumer Impulse Buying through Virtual Layout Schemes." *Behaviour & Information Technology* 35, no. 1 (2016): 38–56.
- Liu, Y. L. "Parent-Child Interaction and Children's Depression: The Relationships between Parent-Child Interaction and Children's Depressive Symptoms in Taiwan." *Journal of Adolescence* 26, no. 4 (2003): 447–457.
- Liu, Y., H. Li, dan F. Hu. "Website Attributes in Urging Online Impulse Purchase: An Empirical Investigation on Consumer Perceptions." *Decision Support Systems* 55, no. 3 (2013): 829–837.

- Lunardi, L., Alexander, dan S. Tambun. "The Influence of Streamer Attractiveness, Content Marketing, and Hedonic Motives on Impulsive Buying with Utilitarian Moderation." *Rubinstein: Multidisciplinary Journal* 4, no. 1 (2025): 57–73.
- Margaretta, V., W. Widjanarko, dan A. H. Manurung. "Pengaruh Literasi Keuangan dan Gaya Hidup Terhadap Berbelanja Online Pengguna Shopee (Studi Kasus Mahasiswa Manajemen Bhayangkara Jakarta Raya Angkatan 2018)." *Cakrawala Repositori IMWI* 5, no. 2 (2022): 449–457.
- McGuire, W. J. "Attitudes and Attitude Change." Dalam *Handbook of Social Psychology*, 3rd ed., diedit oleh G. Lindzey dan E. Aronson, 233–346. New York: Random House, (1985).
- Mehrabian, A., dan J. A. Russell. *An Approach to Environmental Psychology*. Cambridge: The MIT Press, (1974).
- Min, Y., dan C. C. Tan. "A Stimulus-Organism-Response (SOR) Framework for Live Streaming Commerce with a Socio-Technical Perspective." *International Journal of Arts and Social Science* 5, no. 4 (2022): 118–140.
- Mo, Y., dan Q. Wang. "Exploring the Influence of Live Streaming in Social Commerce on Impulse Buying from an Affordance Perspective." (2021).
- Nguyen, D. N., dan D. Van Nguyen. "FOMO and the Impulsive Purchasing Behavior of Young People." *European Journal of Business and Management Research* 10, no. 3 (2025): 41–47.
- Norjanah, N. F., O. Usman, dan M. Fawaiq. "Pengaruh Social Media Influencer dan Kualitas Informasi Terhadap Keputusan Pembelian Reksadana oleh Generasi Z yang Dimediasi oleh FOMO." *LANCAH: Jurnal Inovasi Dan Tren* 2, no. 2 (2024): 630–638. <https://doi.org/10.35870/ljit.v2i2.2820>.
- Parboteeah, D. V., J. S. Valacich, dan J. D. Wells. "The Influence of Website Characteristics on a Consumer's Urge to Buy Impulsively." *Information Systems Research* 20, no. 1 (2009): 60–78.
- Parsad, C., S. Prashar, dan T. S. Vijay. "Comparing between Product-Specific and General Impulse Buying Tendency: Does Shoppers' Personality Influence Their Impulse Buying Tendency?" *Asian Academy of Management Journal* 24, no. 2 (2019): 41–61.
- Pinontoan, M. D., dan U. Soebiantoro. "The Influence of Promotion, Information Quality, and Price Perception on Impulsive Buying on the Shopee Live Feature Among Students of UPN 'Veteran' East Java." *Indonesian Interdisciplinary Journal of Sharia Economics* 7, no. 3 (2024): 8334–8346.
- Piron, F. "Defining Impulse Purchasing." *Advances in Consumer Research* 18, no. 1 (1991).

- Przybylski, A. K., K. Murayama, C. R. DeHaan, dan V. Gladwell. "Motivational, Emotional, and Behavioral Correlates of Fear of Missing Out." *Computers in Human Behavior* 29, no. 4 (2013): 1841–1848.
- Qibtiyah, D. B. "Daya Tarik Live Streaming TikTok Shop: Bagaimana Interaksi Langsung Mempengaruhi Niat Pembelian Produk Fashion." *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi* 3, no. 5 (2024): 558–571.
- Rashid, R. M., A. H. Pitafi, M. A. Qureshi, dan A. Sharma. "Role of Social Commerce Constructs and Social Presence as Moderator on Consumers' Buying Intentions during COVID-19." *Frontiers in Psychology* 13 (2022): 772028.
- Rizqy, N. D., dan L. A. Hidayat. "Pengaruh Kualitas Informasi dan Shopping Lifestyle terhadap Pembelian Impulsif Konsumen Milenial pada E-Commerce (Studi Kasus pada Mahasiswa Universitas Muhammadiyah Magelang)." Dalam *UMMagelang Conference Series*, 590–604. (2021).
- Rook, D. W. "The Buying Impulse." *Journal of Consumer Research* (1987): 189–199.
- Sekaran, U., dan R. Bougie. *Research Methods for Business: A Skill-Building Approach*. 7th ed. West Sussex: Wiley & Sons, (2016).
- Shen, X. L., Y. J. Li, Y. Sun, Z. Chen, dan F. Wang. "Understanding the Role of Technology Attractiveness in Promoting Social Commerce Engagement: Moderating Effect of Personal Interest." *Information & Management* 56, no. 2 (2019): 294–305.
- Shmueli, G., M. Sarstedt, J. F. Hair, J. H. Cheah, H. Ting, S. Vaithilingam, dan C. M. Ringle. "Predictive Model Assessment in PLS-SEM: Guidelines for Using PLSpredict." *European Journal of Marketing* 53, no. 11 (2019): 2322–2347.
- Song, Z., C. Liu, dan R. Shi. "How Do Fresh Live Broadcast Impact Consumers' Purchase Intention? Based on the SOR Theory." *Sustainability* 14, no. 21 (2022): 14382.
- Stern, H. "The Significance of Impulse Buying Today." *Journal of Marketing* 26, no. 2 (1962): 59–62.
- Sugiyono. *Metode Penelitian dan Pengembangan Research dan Development*. Bandung: Alfabeta, (2019).
- Tinarbuko, S. *Pola Hidup Konsumtif Masyarakat Yogya*. Jakarta: Kompas, 2006.
- Triyoga, M., dan S. Hartini. "Impulse Buying in Social Commerce: The Role of Interaction Communication, Expertise, Self-Congruity and Parasocial Relationships." *International Journal of Multidisciplinary Current Education Research* 5, no. 6 (2023): 154–161.

- Usadi, M. P. P., I. P. W. D. JS, dan I. W. S. Wibawa. "What Factors Stimulate Impulse Buying in Live Commerce?" *E-Mabis: Jurnal Ekonomi Manajemen dan Bisnis* 24, no. 1 (2023): 102–112.
- Wang, H., dan J. Yan. "Effects of Social Media Tourism Information Quality on Destination Travel Intention: Mediation Effect of Self-Congruity and Trust." *Frontiers in Psychology* 13 (2022): 1049149.
- Wang, S. W., dan A. C. Scheinbaum. "Enhancing Brand Credibility via Celebrity Endorsement: Trustworthiness Trumps Attractiveness and Expertise." *Journal of Advertising Research* 58, no. 1 (2018): 16–32.
- Widagdo, B., dan K. Roz. "Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction." *The Journal of Asian Finance, Economics and Business* 8, no. 1 (2021): 395–405.
- Widodo, M. S. "Exploring Consumers' Impulse Buying Behavior on Social Commerce Platforms: The Role of Fear of Missing Out (A Study on Tiktok Livestream-Selling)." Dalam *20th International Symposium on Management (INSYMA 2023)*, 377–384. Atlantis Press, (2023).
- Wu, Q., Y. Sang, D. Wang, dan Z. Lu. "Malicious Selling Strategies in Livestream E-Commerce: A Case Study of Alibaba's Taobao and ByteDance's TikTok." *ACM Transactions on Computer-Human Interaction* 30, no. 3 (2023): 1–29.
- Xu, X., J. H. Wu, dan Q. Li. "What Drives Consumer Shopping Behavior in Live Streaming Commerce?" *Journal of Electronic Commerce Research* 21, no. 3 (2020): 144–167.
- Ye, D., F. Liu, D. Cho, dan Z. Jia. "Investigating Switching Intention of E-Commerce Live Streaming Users." *Heliyon* 8, no. 10 (2022).
- Yeap, J. A., J. Ignatius, dan T. Ramayah. "Determining Consumers' Most Preferred eWOM Platform for Movie Reviews: A Fuzzy Analytic Hierarchy Process Approach." *Computers in Human Behavior* 31 (2014): 250–258.
- Yulinda, A. T., R. Rahmawati, dan H. Sahputra. "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, no. 2 (2022): 1315–1326.
- Zafar, A. U., J. Qiu, M. Shahzad, J. Shen, T. A. Bhutto, dan M. Irfan. "Impulse Buying in Social Commerce: Bundle Offer, Top Reviews, and Emotional Intelligence." *Asia Pacific Journal of Marketing and Logistics* 33, no. 4 (2021): 945–973.
- Zalزالah, G. G., dan D. Febriyanto. "Pengaruh Kualitas Informasi, Celebrity Endorsement, dan Sikap Konsumen pada Program Flash Sale terhadap

- Minat Beli di Aplikasi Tiktok." *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship* 13, no. 1 (2023): 234–245.
- Zhang, J., W. Zheng, dan S. Wang. "The Study of the Effect of Online Review on Purchase Behavior Comparing the Two Research Methods." *International Journal of Crowd Science* 4, no. 1 (2020): 73–86.
- Zhang, M., Y. Liu, Y. Wang, dan L. Zhao. "How to Retain Customers: Understanding the Role of Trust in Live Streaming Commerce with a Socio-Technical Perspective." *Computers in Human Behavior* 127 (2022): 107052.
- Zhang, Y., S. Shang, L. Tian, L. Zhu, dan W. Zhang. "The Association between Fear of Missing Out and Mobile Phone Addiction: A Meta-Analysis." *BMC Psychology* 11, no. 1 (2023): 338.
- Zuo, R., dan J. Xiao. "Exploring Consumers' Impulse Buying Behavior in Live Streaming Shopping." Dalam *International Conference on Management Science and Engineering Management*, 610–622. Cham: Springer International Publishing, (2021).

