

DAFTAR PUSTAKA

- [1] N. Safaroh, "Pengaruh *Fear of Missing Out (FoMO)*, *Shopping Enjoyment*, dan Hedonic Shopping Motivation Terhadap Impulse Buying di E-Commerce Shopee Pada Waktu Flash Sale," Jurnal, vol. 5, pp. 34–38, 2023.
- [2] I. A. & A. N. Mainun, "Pengaruh *Fomo Marketing* dan *Sales Promotion* Terhadap *Online Impulsive Buying* dengan Mediasi *Retargeted Advertisements*(Studi Pada Mahasiswa FISIP UPN 'Veteran' Jawa Timur)," *Mimb. Agribisnis J. Pemikir. Masy. Ilm. Berwawasan Agribisnis*, vol. 10, pp. 2220–2228, 2024.
- [3] Wearesocial, "Digital 2024: 5 billion social media users." Accessed: Mar. 15, 2025. [Online]. Available: <https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>
- [4] F. Novilia, "SEIKO : Journal of Management & Business Evaluasi Pelaksanaan Promosi dengan Menggunakan Tiktok dan Tiktok Shop Pada Toko Baju Wanita Fabulousgrosir," *SEIKO J. Manag. Bus.*, vol. 6, no. 1, pp. 237–253, 2023.
- [5] S. Muhammad Nasrullahil Aziz, "*The Effect Of Viral Marketing And Flash Sale on Purchasing Decisions At Marketplace Pengaruh Viral Marketing dan Flash Sale Terhadap Keputusan Pembelian Pada Marketplace*" vol. 5, no. 2, 2024.
- [6] finante.id, "Transaksi TikTok Shop Tertinggi," 7 Februari. Accessed: May 15, 2025. [Online]. Available: https://www.instagram.com/reel/DFxINnMJ2gr/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
- [7] N. P. I. N. Paramitha, S. Sulhaini, and A. Saufi, "*The Effect of Hedonic Shopping and Utilitarian Values on Impulse Buying Moderated by Gender on the Marketplace*" *Int. J. Multicult. Multireligious Underst.*, vol. 9, no. 2, p. 54, 2022, doi: 10.18415/ijmmu.v9i2.3322.
- [8] S. F. Lamis, P. W. Handayani, and W. R. Fitriani, "*Impulse buying during flash sales in the online marketplace*" *Cogent Bus. Manag.*, vol. 9, no. 1, 2022, doi:

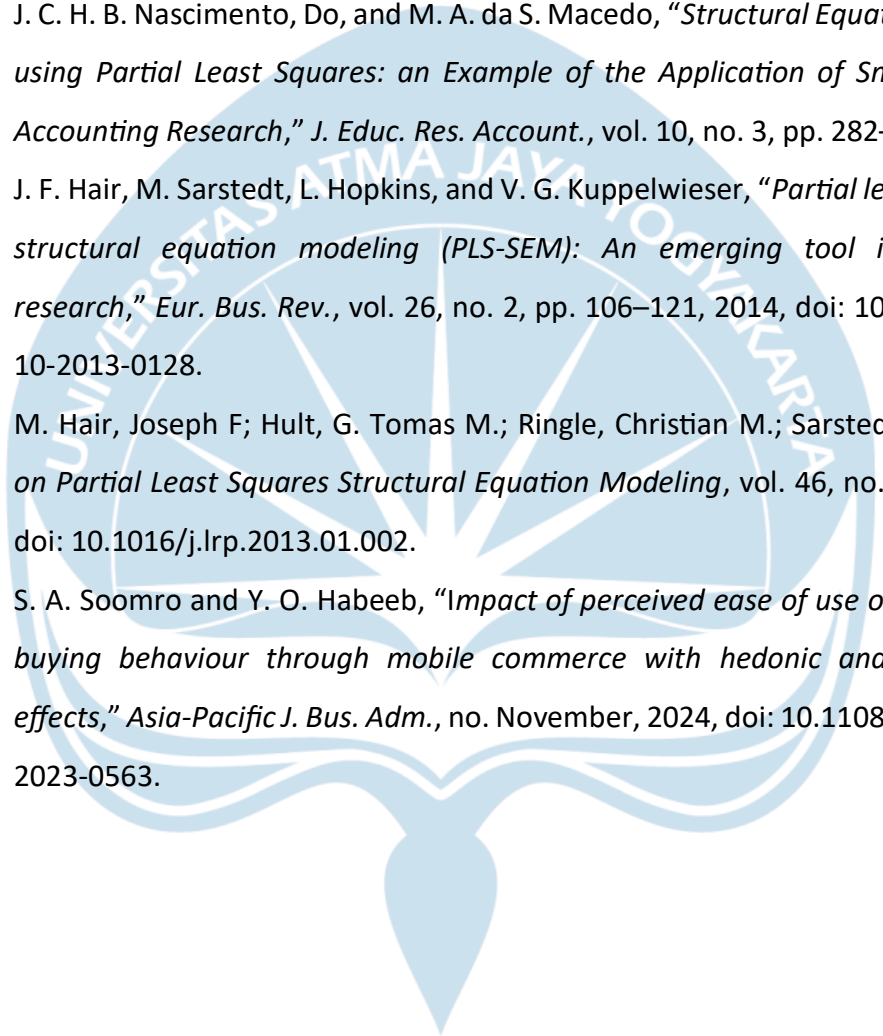
10.1080/23311975.2022.2068402.

- [9] J. Jayadi, E. I. Putra, and I. A. Murwani, "The Implementation of S-O-R Framework (Stimulus, Organism, and Response) in User Behavior Analysis of Instagram Shop Features on Purchase Intention" *Sch. J. Eng. Technol.*, vol. 10, no. 4, pp. 42–53, 2022, doi: 10.36347/sjet.2022.v10i04.003.
- [10] C. H. Lee and C. W. Chen, "Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework" *Inf.*, vol. 12, no. 6, pp. 1–17, 2021, doi: 10.3390/info12060241.
- [11] Y. Rahmadini, Desty Devina; Masnita, "Consumer Response to Live Streaming Shopping using the Stimulus, Organism and Response (SOR) Method Approach," *J. Ilm. Manaj. Kesatuan*, vol. 11, no. 2, pp. 203–212, 2023, doi: 10.37641/jimkes.v11i2.1750.
- [12] S. S. Mussaffa, F. B. Kashira, M. Praya, K. Hakim, R. I. Fayadh, and S. S. Maesaroh, "Analisis Perilaku Konsumtif Terkait Dengan Penggunaan *Flash Sale* Dan Pembayaran *Spaylater* di Kota Tasikmalaya," *Jambura*, vol. 6, no. 2, pp. 593–600, 2023.
- [13] X. Chen, X. E. Zhang, and J. Chen, "TAM-Based Study of Farmers' Live Streaming E-Commerce Adoption Intentions," *Agric.*, vol. 14, no. 4, pp. 1–22, 2024, doi: 10.3390/agriculture14040518.
- [14] D. W. Winarno and R. R. R. Roostika, "Application of The UTAUT Model to Customer Purchase Intention Toward Online Food Delivery Services: Case Study *Gofood*," *J. Manaj. Bisnis*, vol. 11, no. 1, pp. 52–64, 2024, doi: 10.33096/jmb.v11i1.691.
- [15] A. Rosário and R. Raimundo, "Consumer marketing strategy and e-commerce in the last decade: A literature review," *J. Theor. Appl. Electron. Commer. Res.*, vol. 16, no. 7, pp. 3003–3024, 2021, doi: 10.3390/jtaer16070164.
- [16] R. Bravo, M. G. Segura, O. Temowo, and S. Samaddar, "How Does a Pandemic

- Disrupt the Benefits of eCommerce? A Case Study of Small and Medium Enterprises in the US,” J. Theor. Appl. Electron. Commer. Res.*, vol. 17, no. 2, pp. 522–557, 2022, doi: 10.3390/jtaer17020028.
- [17] G. Drana Yuningpra and E. Nurzainul Hakimah, “*The Impact of Tiktok Shop Closure on Generation Z’s Buying Interest,*” *Kilisuci Int. Conf. Econ. Bus.*, vol. 2, no. 76, pp. 701–708, 2024.
- [18] M. Khikam Ali Majid, N. Sa, and L. Rahmawati, “*Fenomena dan Perilaku Belanja Online Melalui Tiktok Shop pada Generasi Z Perspektif Konsumsi Islam,*” *J. Ilm. Ekon. Islam*, vol. 10, no. 02, pp. 1796–1806, 2024.
- [19] M. Maulida, Y. Sari, and S. Rohmah, “*Influence of Electronic Word Of Mouth (e-WOM), Hedonic Motivation, and Price Value On Consumer’s Purchase Intention Using Social Commerce ‘TikTok Shop,’*” *2022 7th Int. Conf. Informatics Comput. ICIC 2022*, no. December 2022, 2022, doi: 10.1109/ICIC56845.2022.10007012.
- [20] N. S. Hidayah, U. Suhud, and I. Febrilia, “*Analysis of Impulsive Buying Among Generation Z and Millennials in Bekasi City: What is the Role of Flash Sales and Live Shopping?,*” vol. 5, no. 1, pp. 185–199, 2025.
- [21] K. Oktavyana, M. D. Habra, M. H. Fikri, and H. Siregar, “*Pengaruh Program Gratis Ongkir, Discount, dan Flash Sale Terhadap Impulse Buying (Studi Kasus Pengguna TikTok Shop Pada Masyarakat Di Dusun Pembangunan I Desa Sekip Lubuk Pakam),*” *J. Mirai Manag.*, vol. 9, no. 1, p. 1016, 2024, doi: 10.37531/mirai.v9i1.7271.
- [22] J. Mensah, P. K. Oppong, and M. Addae, “*Effect of Packaging on Perceived Quality and Brand Loyalty: The Mediating Role of Brand Association in Over-the-Counter Market,*” *Open J. Bus. Manag.*, vol. 10, no. 01, pp. 297–313, 2022, doi: 10.4236/ojbm.2022.101018.
- [23] Z. Song, C. Liu, and R. Shi, “*How Do Fresh Live Broadcast Impact Consumers’ Purchase Intention? Based on the SOR Theory,*” *Sustain.*, vol. 14, no. 21, 2022,

doi: 10.3390/su142114382.

- [24] Q. Wang, “*The Impact of Expert Endorser in Electric Vehicle Advertising on Consumers’ Purchase Intention*,” *Adv. Econ. Manag. Polit. Sci.*, vol. 41, no. 1, pp. 106–110, 2023, doi: 10.54254/2754-1169/41/20232051.
- [25] S. Chen, Y. Tian, and S. Pei, “*Technological Use from the Perspective of Cultural Heritage Environment: Augmented Reality Technology and Formation Mechanism of Heritage-Responsibility Behaviors of Tourists*,” *Sustain.*, vol. 16, no. 18, 2024, doi: 10.3390/su16188261.
- [26] A. Mehrabian and J. A. Russell, *An approach to environmental psychology*. Cambridge, MA: The MIT Press, 1974. [Online]. Available: <https://archive.org/details/approachtoenviro00albe/mode/2up>
- [27] N. Faliha Utama *et al.*, “Pengaruh E-Commerce Terhadap Perilaku *Impulsive Buying* pada Generasi Z,” *J. Manaj. dan Pemasar. Digit.*, vol. 2, no. 3, pp. 218–226, 2024, [Online]. Available: <https://creativecommons.org/licenses/by/4.0/>
- [28] W. Souisa, “Pengaruh *Flash Sale* dan Citra Merek terhadap Pembelian Impulsif pada *Marketplace* Lazada,” *J. Mirai Manag.*, vol. 7, no. 2, pp. 508–516, 2022, doi: 10.37531/mirai.v7i2.2674.
- [29] S. H. Tsabita and M. Isa, “Pengaruh *Scarcity Promotion* Pada *Flash Sale* Terhadap *Impulse Buying* Dengan *Arousal* Sebagai Variabel Mediasi,” vol. 4, no. 2, pp. 4278–4291, 2025.
- [30] A. P. Rachmadhani, A. Pinandito, and W. Purnomo, “Analisis Pengaruh Diskon Harga , Ulasan Produk , Dan Persepsi Kualitas,” vol. 9, no. 2, pp. 1–8, 2025.
- [31] R. Dewi, “Pengaruh Kemampuan Kerja, Motivasi dan Pengembangan Karier Terhadap Kinerja Karyawan PT. Bina Buana Semesta,” *JEBI) J. Ekon. Bisnis Indones.*, vol. 16, no. 1, pp. 19–25, 2021, [Online]. Available: www.jurnal.stiebi.ac.id
- [32] A. Iba, Zainuddin; Wardhana, *Populasi dan Sampel*, vol. 14, no. 1. 2021.

- 
- [33] S. K. Ahmed, "How to choose a sampling technique and determine sample size for research: A simplified guide for researchers," *Oral Oncol. Reports*, vol. 12, no. September, p. 100662, 2024, doi: 10.1016/j.oor.2024.100662.
- [34] J. C. H. B. Nascimento, Do, and M. A. da S. Macedo, "Structural Equation Models using Partial Least Squares: an Example of the Application of SmartPLS® in Accounting Research," *J. Educ. Res. Account.*, vol. 10, no. 3, pp. 282–305, 2016.
- [35] J. F. Hair, M. Sarstedt, L. Hopkins, and V. G. Kuppelwieser, "Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research," *Eur. Bus. Rev.*, vol. 26, no. 2, pp. 106–121, 2014, doi: 10.1108/EBR-10-2013-0128.
- [36] M. Hair, Joseph F; Hult, G. Tomas M.; Ringle, Christian M.; Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling*, vol. 46, no. 1–2. 2013. doi: 10.1016/j.lrp.2013.01.002.
- [37] S. A. Soomro and Y. O. Habeeb, "Impact of perceived ease of use on impulsive buying behaviour through mobile commerce with hedonic and utilitarian effects," *Asia-Pacific J. Bus. Adm.*, no. November, 2024, doi: 10.1108/APJBA-11-2023-0563.

LAMPIRAN

Daftar Revisi

No.	Revisi	Halaman
1.	Gambar perbandingan aplikasi lain tidak perlu.	Telah dihapus pada halaman 52
2.	Menambahkan perbandingan teori atau metode yang disampaikan dalam BAB II.	Telah ditambahkan pada halaman 8 - 14
3.	Menambahkan penelitian sebelumnya untuk mendukung hasil hipotesis 1 keterbatasan produk.	Telah ditambahkan pada halaman 51
4.	Perbaiki sitasi pada Gambar 2.1. harus yang gambar yang asli.	Telah ditambahkan pada halaman 17
5.	Penulisan lebih dari 1 penulis, ditulis dengan dkk.	Telah ditambahkan pada halaman 11 - 12 dan 57 - 58
6.	Pada tabel pertanyaan, bisa dibedakan mana pertanyaan bersumber dari referensi dan mana pertanyaan dari peneliti.	Telah ditambahkan pada halaman 29-31
7.	Perlu dibuat penjelasan mengenai penyusunan pertanyaan terutama untuk pertanyaan yang diambil dari penelitian kualitatif, bisa ditunjukkan pertanyaan asli dan pertanyaan kuesioner anda.	Telah ditambahkan pada halaman 27 - 32
8.	Kesalahan Ketik (Typo).	Telah diperbaiki