

## References

- Abdelsalam, S., Salim, N., Alias, R. A., & Husain, O. (2020). Understanding Online Impulse Buying Behaviour in Social Commerce: A Systematic Literature Review. *IEEE Access*, 8: 89041-89058. DOI: 10.1109/ACCESS.2020.2993671
- Abdu'a, A. R., & Wasiyanti, S. (2019). Pengukuran Kualitas E-commerce Shopee Terhadap Kepuasan Pengguna Menggunakan Metode Webqual 4.0. *Journal Komputer dan Informatika*, 21(2): 143-148. DOI: 10.31294/p.v20i2
- Afandi, S. (2020). *Penanganan Pemeriksaan Produk yang Sangat Lama dan Mengecewakan dari Shopee Untuk Mitra Penjualnya*. Retrieved from <https://mediakonsumen.com/2020/04/16/surat-pembaca/penanganan-pemeriksaan-produk-yang-sangat-lama-dan-mengecewakan-dari-shopee-untuk-mitra-penjualnya>
- Afandi, A. R., & Hartati, S. (2017). Pembelian Impulsif pada Remaja Akhir Ditinjau dari Kontrol Diri. *Gajah Mada Journal of Psychology*, 3: 123-130.
- Agustina, L., & Kurniawan, F. (2018). Sistem Reputasi Penjual dalam Proses Pengambilan Keputusan Pembelian di Platform C2C E-Commerce. *Journal Komunikasi Indonesia*, 7(1): 28-43.
- Agustini, M. Y. D. H. (2018). Survey by Knocking the Door and Response Rate Enhancement Technique in International Business Research. *Problems and Perspectives in Management*, 16(2): 155-163. [http://dx.doi.org/10.21511/ppm.16\(2\).2018.14](http://dx.doi.org/10.21511/ppm.16(2).2018.14).
- Ahmad, M. B., Ali, H. F., Malik, M. S., Humayun, A. A., & Ahmad, S. (2019). *European Online Journal of Natural and Social Sciences*, 8(1): 17-35.
- Ahmadi. (2020). Pengaruh E-Commerce, Promosi Penjualan dan Gaya Hidup Terhadap Perilaku Pembelian Impulsif. *Journal Manajemen Pendidikan dan Ilmu Sosial*, 1(2): 481-493.
- Ahmad, S. (2012). *Questionnaire and Types*. <https://doi.org/10.13140/RG.2.1.2235.0320>.
- Ahmed, A., Ans, M., & Ali, H. (2009). *Research: What, Why and How? A Treatise from Researchers to Researchers*. United States of America, Bloomington, Indiana: Author House.
- Ainiyah, N., Deliar, A. & Virtriana, R. (2016). The Classical Assumption Test to Driving Factors of Land Cover Change in the Development Region of Northern Part of West Java. *The International Archives of the*

*Photogrammetry, Remote Sensing and Spatial Information Sciences*. XLI-B6: 205-210. DOI: 10.5194/isprsarchives-XLI-B6-205-2016

- Ajayi, V. O. (2017). Primary Sources of Data and Secondary Sources of Data. *ResearchGate*: 1-5. DOI: 10.13140/RG.2.2.24292.68481.
- Akpo, E. (2013). Impacts that the Internet and E-commerce on International Business.
- 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>
- Akram, U., Hui, P., Khan, M. K., Saduzai, S, K., Akram, Z., & Bhati, M. H. (2017). The Plight of Humanity: Online Impulse Shopping in China. *Human Systems Management*, 36: 73-90. <https://doi.org/10.3233/HSM-171768>.
- Alfa, A. A. G. (2017). Analisis Pengaruh Faktor Keputusan Konsumen dengan Structural Equation Modeling Partial Least Square. *Theses*: 21-37. Retrieved from [http://repository.upi.edu/29292/6/S\\_MAT\\_1306817\\_Chapter3.pdf](http://repository.upi.edu/29292/6/S_MAT_1306817_Chapter3.pdf)
- Alwi, I. (2015). Kriteria Empirik dalam Menentukan Ukuran Sampel pada Pengujian Hipotesis Statistika dan Analisis Butir. *Journal Formatif*, 2(2): 140-148.
- Andarningtyas, N. (2019). Consumers prefer to pay conventionally even though they are used to shopping online. *Antaranews*.
- Andika, F. (2020). Shopee Sukses Jadi Layanan E-commerce Paling Populer di Indonesia. *Indozone.id*. Retrieved from <https://www.indozone.id/tech/4WsoLd/shopee-sukses-jadi-layanan-e-commerce-paling-populer-di-indonesia>
- Anggraeni, N. L. (2008). English Elements In The "LOVE" Magazine Rubric. *Theses*.
- Anwar, M. (2016). What does It Mean to be Ethical in Research? What should It Mean? *Jurnal Bisnis Dan Manajemen*, 16(1), 22–28. <https://doi.org/10.24198/jbm.v16i1.35>
- Aprilly, F. (2016). Perbedaan Tingkat Kestabilan Emosi pada Orang Dewasa yang Mengikuti Kegiatan Meditasi dan Orang Dewasa yang Tidak Mengikuti Kegiatan Meditasi. *Theses*: 1-61.
- Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*,

6(11), 40–47. <https://doi.org/10.12816/0040336>

- Ardiyansyah, B., Kartono, D. T., Demartoto, A. (2019). Dromologi dan Era Flash Sale: Tinjauan Geliat Manusia Dalam Cyberspace. *SIMULACRA*, 2(2): 115-131.
- Aragoncillo, L., & Orus, C. (2017). Impulse Buying Behaviour: an Online-Offline Comparative and the Impact of Social Media. *Spanish Journal of Marketing*, 22(1): 42-62. DOI: 10.1108/SJME-03-2018-007.
- Arkkelin, Daniel. "Using SPSS to Understand Research and Data Analysis" (2014). Psychology Curricular Materials. Book 1. Retrieved from [http://scholar.valpo.edu/psych\\_oer/1](http://scholar.valpo.edu/psych_oer/1)
- Aryanto, A. (2020). Di Tengah Covid-19, Pemasaran Online dan Digital Branding Jadi Pilihan. *WartaEkonomic.co.id*.
- Asnawati & Sri, W. (2018). The Influence of Hedonic Shopping Motivation to the Impulse Buying of Online-Shopping Consumer on Instagram. *Russian Journal Of Agricultural and Socio-economic Sciences*, 74(2): 99-107. DOI: 10.18551/rjoas.2018-02.11.
- Astari, D. A., & Nugroho, C. (2017). Motivasi Pembelian Impulsif Online Shopping pada Instagram. *Channel*, 5(2): 33-46.
- Ayudhitama, A. P. and Pujiyanto, U. (2019). Analisa Kualitas dan Usabilitas Berdasarkan Persepsi pada Website Shopee. *Journal Informatika Polinema*: 6(1): 61-70.
- Azman, A. H. N. (2017). Structural Equation Modelling (SEM): Confirmatory Factor Analysis (CFA). *Inspiora Resources*. DOI: 10.13140/RG.2.2.25615.38565.
- Babin, B and Zikmund, W. (2016). *Exploring Marketing Research*, 11<sup>th</sup> edition. USA: Cengage Learning.
- Bahrul, B. (2019). 7 Mistakes that Buyers Often Make when Shopping Online. *Loop.co.id*
- Ballina, J. F., & Ballina, I. (2019). Scarcity as a Desirable Attribute of Luxury Fashion Brands in Millennial Marketing, *Market Trziste*, 31(2): 153-170. <https://dx.doi.org/10.22598/mt/2019.31.2.153>.
- Batu, R. L., Situngkir, T. L., Krisnawati, I., & Halim, S. (2018). Pengaruh Digital Marketing Terhadap Online Purchase Decision Pada Platform Belanja Online Shopee. *Journal Ekonomi & Bisnis*, 18(2): 144-152.

- Beckett, C., Eriksson, L., Johansson, E., & Wikström, C. (2017). Multivariate Data Analysis (MVDA). In *Pharmaceutical Quality by Design: A Practical Approach*. <https://doi.org/10.1002/9781118895238.ch8>
- Bellotti, V., Begole, B., Chi, E.H., Ducheneaut, N., Fang, J., Isaacs, E. and Price, B. (2008). Activity- based serendipitous recommendations with the magitti mobile leisure guide. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems, 1157-1166.
- Björneborn, L. (2017), “Three key affordances for serendipity: toward a framework connecting environmental and personal factors in serendipitous encounters”, *Journal of Documentation*, Vol. 73 No. 5, pp. 1053-1081, doi:10.1108/JD-07-2016-0097.
- Bondebjerg, I. (2014). Documentary and Cognitive Theory: Narrative, Emotion and Memory. *Media and Communication - Cogitatio*, 2(1): 13-22
- Broden, A., & Soderberg, C. (2011). Impulse Buying, Reasons Why, Consumer Electronics. *Theses*: 1-57.
- Bryan & Haryadi, E. (2018). Analisis Pengaruh Variable Moderasi Switching Costs terhadap Pengaruh Hubungan Service Performance dan Customer Loyalty Member Celebrity Fitness Jakarta. *Journal Manajemen*, 15(1): 52-71.
- Bryman, A. (2012). Social research methods Bryman. In *OXFORD University Press*. <https://doi.org/10.1017/CBO9781107415324.004>
- Budiaji, W. (2013). Skala Pengukuran dan Jumlah Respon Skala Likert. *Jurnal Ilmu Pertanian dan Perikanan*, 2(2): 127-133.
- Calen., Ade, S., Rosmaneliana, D., Evadine, R. (2018). The Impact of Return on Equity (ROE) Dan Debt to Equity Ratio (DER) Toward Change in Profit on the Plantation Company Registered on BEI. *International Journal of Management Sciences and Business Research*, 7(2): 204-212
- Canto & Samsudi. (2016). Keefektifan Pembelajaran Structured Dyadic Methods (SDM) Terhadap Hasil Belajar Siswa SMK Bidang Keahlian TKR. *Journal Pendidikan Teknik Meisn*, 16(2): 53-55.
- Cardoso, P. R., & Pinto, S. C. (2010). Hedonic and Utilitarian Shopping Motivations among Portuguese Young Adult Consumers. *International Journal of Retail & Distribution Management*, 38(7): 538-558. DOI: 10.1108/09590551011052124.
- Cash, R. A., & Rabin, T. L. (2002). Overview of Ethical Issues in Collecting Data in Developing Countries, with Special Reference to Longitudinal Designs. In *Leveraging Longitudinal Data in Developing Countries: Report of a*

*Workshop.*

- Chan, T. K. H. and Cheung, C. M. K., & Lee, Z. W. Y. (2017). The State of Online Impulse Buying Research: A Literature Analysis. *Information Management*, 54(2): 204-217. <https://doi.org/10.1016/j.im.2016.06.001>
- Chatvijit & Sasikarn. (2012). Exploring the Effects of Scarcity, Impulse Buying, and Product Returning Behaviour in the Fast Fashion Environment Among Female Fashion Conscious Consumers: 133.
- Chawla, D., & Sodhi, N. (2011). *Research Methodology: Concepts and Cases*. Vikas Publishing House PVT Ltd.
- Cherry, K. (2020). Overview of the 6 Major Theories of Emotion. *Verywellmind*. Retrieved from <https://www.verywellmind.com/theories-of-emotion-2795717>
- Christian, M. (2017). Pengaruh Faktor Perilaku Pada Kelompok Millineal Terhadap Keinginan Untuk Berwirausaha. *Journal of Business and Applied Management*, 10(2): 92-105.
- Chung, N., Song, H. G., & Lee, H. (2017). Consumers' impulsive buying behaviour of restaurant products in social commerce. *International Journal of Contemporary Hospitality Management*, 29(2), 709- 731.
- Cinjarevic, M., Tatic, K., & Petric, S. (2011). See it, Like it, Buy it! Hedonic Shopping Motivations and Impulse Buying. *Economic Review: Journal of Economics and Business*, ISSN 1512-8962, University of Tuzla, Faculty of Economics, Tuzla, 9(1): 3-15. <http://hdl.handle.net/10419/193794>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods 12th edition*. New York: McGraw-Hill.
- Dakduk, S., Santalla, Z., Horst, E. T., Molina, G. (2017). Customer Behaviour in Electronic Commerce: A Bayesian Approach. *Journal of Teoretical and Applied Electronic Commerce Research*, 11(2): 1-20. DOI: 10.4067/S0718-18762017000200002
- Dalati, S. (2018). *Measurement and Measurement Scales*. March, 79–96. <https://doi.org/10.1007/978-3-319-74173-4>
- Dalati, S., & Gomez, J. M. (2018). Modernizing the Academic Teaching and Research Environment: Methodologies and Cases in Business Research. *Modernizing the Academic Teaching and Research Environment: Methodologies and Cases in Business Research*, March, 161–174. <https://doi.org/10.1007/978-3-319-74173-4>



- Daliri, E., Rezaei, S., & Ismail, W. K. W. (2014). Online Shopping: The Impact of Attitude, Customer Information Quality, Effectiveness of Information Content and Perceived Social Presence. *International Journal of Business Environment*, 6(4): 426-450. DOI: 10.1504/IJBE.2014.064995
- Danial, R. D., Shara, P. V., Rahmayuni, I., Suryantono, A., Aulia, F. Y., & Ismanto, O. (2016). Situational Influences.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). *International Business Environments and Operations*, United States of America: Pearson Education.
- Daous, J. I. (2017). Multicollinearity and Regression Analysis. *Journal of Physics*, 949: 1-6. DOI: 10.1088/1742-6596/949/1/012009.
- Das, K. K. (2017). A Theoretical Approach to Define and Analyze Emotions. *International Journal of Emergency Mental Health and Human Resilience*, 19(4): 1-14.
- Darma, L. A., & Japarianto, E. (2014). Analisa Pengaruh Hedonic Shopping Value terhadap Impulse Buying dengan Shopping Lifestyle and Positive Emotion sebagai Variable Intervening. *Journal Manajemen Pemasaran*, 8(2): 80-89. DOI: 10.9744/pemasaran.8.2.80-89.
- Darmawan, Hanna. 2015. Uji Asumsi Klasik. Semarang: Penerbit Undip.
- David, W. & Djamaris, A. R. A. (2018). *Metode Statistik untuk Ilmu dan Teknologi Pangan*. Jakarta: Penerbitan Universitas Bakrie.
- Dennis, C., Morgan, A., Wright, L. T., & Jayawardhena, C. (2010). The Influences of Social e-Shopping in Enhancing Young Women's Online Shopping Behaviour. *Journal of Customer Behaviour*, 9(2): 151-174.
- Dessler, G. (2016). *Fundamentals of Human Resource Management*. United States of America: Pearson Education.
- Deraman, R., Wang, C., Yap, J. B. H., Li, H., & Mohd-Rahim, F. A. (2019). Developing Internet Online Procurement Frameworks for Construction Firms. *Future Internet*, 11(136); 1-22. DOI: 10.3390/fi11060136.
- Dey, D. K. & Srivastava, A. (2017). Impulse Buying Intentions of Young Consumers from a Hedonic Shopping Perspective. *Journal of Indian Business Research*, 9(4): 266-282. DOI: 10.1108/JIBR-02-2017-0018.

- Dijkstra, T. K. and Henseler, J. (2015). Consistent and Asymptotically Normal PLS Estimators for Linear Structural Equations, *Computational Statistics & Data Analysis*, 81(1): 10-23.
- Djelassi, S., Godefroit-Winkel, D., & Diallo, M. F. (2018). Does Culture Affect the Relationships among Utilitarian and Non-utilitarian Values, Satisfaction and Loyalty to Shopping Centres? Evidence from Two Maghreb Countries. *International Journal of Retail & Distribution Management*, 46(11/12): 1153-1169. DOI: 10.1108/IJRDM-06-2017-0131.
- Dolot, A. (2018). The Characteristics of Generation Z. *Academic Journal Published by Warsaw School of Economics*, 2(74): 44-50. <http://dx.doi.org/10.15219/em74.1351>.
- Dudovskiy, J. (n.d.). *Types of Research Methods*. Business Research Methodology. Retrieved August 8, 2020, from <https://research-methodology.net/research-methodology/research-types/>
- Durmaz, Y. (2014). The Impact of Psychological Factors on Consumer Buying Behaviour and an Empirical Application in Turkey. *Asian Social Science*, 10(6): 194-204. DOI: 10.5539/ass.v10n6p194
- Early, K., Mankoff, J., & Fienberg, S. E. (2017). Dynamic question ordering in online surveys. *Journal of Official Statistics*, 33(3), 625–657. <https://doi.org/10.1515/JOS-2017-0030>
- Eisikovits, Z., & Koren, C. (2010). Approaches to and outcomes of dyadic interview analysis. *Qualitative Health Research*, 20(12), 1642–1655. <https://doi.org/10.1177/1049732310376520>
- Erdelez, S., Heinström, J., Makri, S., Björneborn, L., Beheshti, J., Toms, E., & Agarwal, N. K. (2016). Research perspectives on serendipity and information encountering. *Proceedings of the Association for Information Science and Technology*, 53(1), 1–5. <https://doi.org/10.1002/pra2.2016.14505301011>
- Evans, J. R., & Mathur, A. (2005). The value of online surveys. *Internet Research*, 15(2), 195–219. <https://doi.org/10.1108/10662240510590360>
- Even. (2016). Analisis Keunggulan Kompetitif PT. Garena Indonesia (E-commerce Divisi Shopee) Dalam Meningkatkan Daya Saing Pada Bisnis Marketplace Online di Indonesia. *Theses*.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2015). Comparison of Convenience Sampling and Purposive Sampling, *American Journal of Theoretical and Applied Statistics*, 5(1): 1-4. DOI: 10.11648/j.ajtas.20160501.11

- Fadhal, S., & Nurhajati, L. (2012). Identifikasi Identitas Kaum Muda di Tengah Media Digital. *Journal Al-Azhar Indonesia Seri Pranata Sosial*, 1(3): 176-200.
- Fairchild, A. J., & MacKinnon, D. P. (2009). A general model for testing mediation and moderation effects. *Prevention science : the official journal of the Society for Prevention Research*, 10(2), 87–99. <https://doi.org/10.1007/s11121-008-0109-6>
- Farki, A., Baihaqi, I., & Wibawa, B. M. (2016). Pengaruh Online Customer Review dan Rating Terhadap Kepercayaan dan Minat Pembelian Pada Onine Marketplace di Indonesia. *Journal Tenik ITS*, 5(2): A614-A69.
- Farnsworth, B. (2019). *An Introduction to Theories of Emotion*. Retrieved from <https://imotions.com/blog/theories-of-emotion/>
- Fauziah. (2020). Strategi Komunikasi Bisnis Online Shope “Shopee” Dalam Meningkatkan Penjualan. *Journal Abiwarra*, 1(2): 45-53.
- Floh, A., & Madlberger, M. (2013). The Role of Atmospheric Cues in Online Impulse-Buying Behaviour. *Electronic Commerce Research and Applications*, 12: 425-439.
- Franklin, M. I. (2013). *Understanding Research Coping With The Quantitative-Qualitative Divide* (Issue 2). Routledge. <https://doi.org/10.1016/j.khinf.2010.03.015>
- Fraser, J., Fahlman, D. W., Arscott, J., & Guillot, I. (2018). Pilot Testing for Feasibility in a Study of Student Retention and Attrition in Online Undergraduate Programs. *International Review of Research in Open and Distributed Learning*, 19(1): 260-278.
- Friedman, N., & Goldszmidt, M. (2013). Learning in Graphical Models. DOI: 10.1007/978-94-011-5014-9\_15
- Frijda, N. H. (2020). The Psychologists' Point of View. *Handbook of Emotions*: 68-87.
- Fierro, I., Arbelaez, D. A. C., & Gavilanez, J. (2017). Digital Marketing: a New Tool for International Education. *Pensamiento & Gestion*, 43: 220-240. <http://dx.doi.org/10.14482/pege.41.9704>.
- Fincham, J. E. (2008). Response Rate and Responsiveness for Surveys, Standards and the Journal. *American Journal of Pharmaceutical Education*, 72(2): 43. DOI: 10.5688/aj720243.



- Firman. (2018). Ilmu Pengetahuan, Teori dan Penelitian. *ResearchGate*: 1-15.
- Gabler. C. B., & Reynolds, K. E. (2013). Buy Now or Buy Later: The Effects of Scarcity and Discounts on Purchase Decisions. *Journal of Marketing Theory and Practice*, 21(4): 441-455. DOI: 10.2753/MTP1069-6679210407.
- Gaidhani, S., Arora, L., & Sharma, B. K. (2019). Understanding the Attitude of Generation Z towards Workplace. *International Journal of Management, Technology and Engineering*, 9(1): 2804-2812.
- Ghozali, I. H. (2011). *Aplikasi Analisis Multivariate dengan Program IMB SPSS 25*. Semarang: Badan Peneliti Universitas Diponegoro.
- Griffin, R., & Pustay, M. (2015). *International Business A Managerial Perspective*. United States of America: Pearson Education.
- Grozdanovska, V., Jankulovski, N., & Bojkovska, K. (2017). International Business and Trade. *International Journal of Sciences: Basic and Applied Research (IJSBAR)*, 31(3): 105-114.
- Goetha, S. (2020). Analysis the Effect of Scarcity Message on Impulsive Purchase and their Relationship to Retail Consumer Competition in the City of Kupang. *Journal Inspirasi Ekonomi*, 2(2): 33-47.
- Goldsmith, R. E., Flynn, L. R. and Clark, R. A. (2011), "Materialism and brand engagement as shopping motivations", *Journal of Retailing and Consumer Services*, Vol. 18 No. 4, pp. 278-284.
- Goundar, S. (2012). Chapter 3. In *Research Methodology and Research Method* (pp. 84–193).
- Gultekin, B. and Ozer, L. (2012). The Influence of Hedonic Motives and Browsing on Impulse Buying. *Journal of Economics and Behavioural Studies*, 4(3): 180-189.
- Gupta, S. (2013). The Psychological Effects of Perceived Scarcity on Consumers' Buying Behaviour. *Dissertations, Theses and Student Research from the College of Business*. 41. <https://digitalcommons.unl.edu/businessdiss/41>
- Gwee, M. Y. T. & Chang, K. T. T. (2013). Effects of Persuasive Claims on Desirability and Impulse Purchase Behaviour. *Americans Conferences of Information Systems*.

- Habib, M. D., & Qayyum, A. (2018). Cognitive Emotion Theory and Emotion-Action Tendency in Online Impulsive Buying Behaviour. *Journal of Management Sciences*, 5(1): 86-99. DOI: 10.20547/jms.2014.1805105
- Hair, J. F. Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis A Global Perspective*, 7th ed. New Jersey: Pearson Education, Inc.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–151.
- Hair, Jr., J., Hult, G., Ringle, C., & Sarstedt, M. (2014). *A PRIMER ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)*. New York: SAGE Publications.
- Hair, J. F., Hollingsworth, C. L., Randolph, A. B., and Chong, A. Y. L (2017). An Updated and Expanded Assesment of PLS-SEM in Information System
- Hair, J. F., Hollingsworth, C. L., Randolph, A. B., and Chong, A. Y. L (2017). An Updated and Expanded Assesment of PLS-SEM in Information System Research. *Industrial Management & Data Systems*, 117(3): 442-458.
- Hair, J., Celsi, M., Ortinau, D., & Bush, R. (2017). *Essentials of Marketing Research*. New York: McGraw-Hill Education.
- Halim, M. (2019). Langkah-langkah Dalam Melakukan Evaluasi Model. Retrieved from <https://muhammadhalim22.wordpress.com/2019/10/27/langkah-langkah-dalam-melakukan-evaluasi-model-pengukuran-reflektif-dengan-smart-pls-3/>
- Hambali, S. (2019). Pengujian Hipotesis Uji Kesamaan Dua Rata Rata. *ResearchGate*.
- Hamid, M. R. A., Sami, W., & Sidek, M. H. M. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conf. Series*, (890): 1-5. DOI: 10.1088/1742-6596/890/1/012163
- Hamilton, R., Thompson, D., Bone, S., Chaplin, L. N., Griskevicius, V., Goldsmith, K., Hill, R., John, D. R., Mittal, C., O'Guinn, T., Piff, P., Roux, C., Shah, A., & Zhu, M. (2019). The Effect of Scarcity on Consumer Decision Journeys. *Journal of the Academy of Marketing Science*, 47: 532-550. <https://doi.org/10.1007/s11747-018-0604-7>.
- Haoxing, Z., & Jianxiong, P. (2018). Research on the Influence Mechanism of Social Shopping Community on Consumers' Purchase Intention. *Advances*

in *Social Science, Education and Humanities Research (ASSEHR)*, 182: 752-758.

Harahap, D. A., & Amanah, D. (2018). *Pengantar Manajemen*. <https://doi.org/10.31227/osf.io/3ub4t>

Harahap, D. A, Amanah, D. (2018). Perilaku Belanja Online di Indonesia: Studi Kasus. *Jurnal Riset Manajemen Sains Indonesia*. 9(2): 193-213. <http://doi.org/10.21009/JRMSI>

Hartiningtyas, S. (2020). *Transaksi di Shopee Tidak Dapat Cashback Seperti yang Seharusnya, Malah Mengancam akan Blokir Akun*. Retrieved from <https://mediakonsumen.com/2020/06/03/surat-pembaca/transaksi-di-shopee-tidak-dapat-cashback-seperti-yang-seharusnya-malah-mengancam-akan-blokir-akun>

Haris, N. (2015). The Trend of E-commerce in Developing Country: Indonesia. *ResearchGate*:1-8. DOI: 10.13140/RG.2.2.34137.01124.

Hatta, M. (2018). Media Sosial Sebagai Sumber Keberagaman Alternatif Remaja dalam Fenomena Cyberreligion. *Journal Kajian Dakwah dan Kemasyarakatan*, 22(1): 1-30. <http://doi.org/10.15408/dakwah.v22i1.12044>

Haq, M. A., Abbasi, S., et al. (2016). Indirect impact of hedonic consumption and emotions on impulse purchase behavior: A double mediation model. *Journal of Management Sciences*, 3(2), 108–122.

Henseler, J., Ringle, C. M., and 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.

Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., ... Calantone, R. J. (2014). Common Beliefs and Reality About PLS. *Organizational Research Methods*, 17(2), 182–209.

Hernandez, B., Jimenez, J., & Martin, M. J. (2010). Customer Behaviour in Electronic Commerce: The Moderating Effect of E-purchasing Experience. *Journal of Business Research*, 63: 964-971. doi:10.1016/j.jbusres.2010.01.019

Hidayat, A. (2017). Penjelasan Teknik Purposive Sampling Lengkap Detail. *Statistikian.com*. Retrieved from <https://www.statistikian.com/2017/06/penjelasan-teknik-purposive-sampling.html>

- Hidayati, N. L. (2018). Pengaruh Viral Marketing, Online Consumer Reviews dan Harga Terhadap Keputusan Pembelian Shopee di Surabaya. *Jurnal Pendidikan Tata Niaga*, 6(3): 77-84.
- Hill, Griffiths., & Lim. 2011. Principles of Econometrics. United States of America.
- Hitt, M. A., Xu, K., & Li, D. (2015). International Strategy: From Local to Global and Beyond. *Journal of World Business*.
- Ho, R. (2013). *Handbook of Univariate and Multivariate Data Analysis with IBM SPSS*, 2nd ed. CRC Press.
- Hsu, C. J. (2008). Dominant factors for online trust. *Proceedings of the 2008 International Conference on Cyberworlds, CW 2008*, 165–172. <https://doi.org/10.1109/CW.2008.21>
- Hubert, L., & Wainer, H. (2012). Ethical Considerations in Data Collection. In *A Statistical Guide for the Ethically Perplexed*. <https://doi.org/10.1201/b13103-20>
- Hwong, C. (2020). *Who is the Online Shopper? The Three Most Common Categories of Online Shoppers Millennials Are Light Shoppers*. <https://vertoanalytics.com/the-e-commerce-ecosystem-who-is-the-online-shopper/>
- Ilker Etikan, Sulaiman Abubakar Musa, Rukayya Sunusi Alkassim. Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*. Vol. 5, No. 1, 2016, pp. 1-4. doi: 10.11648/j.ajtas.20160501.11
- In, J. (2017). Introduction of a Pilot Study. *Korean Journal of Anesthesiology*. 70(6): 601-605. <https://doi.org/10.4097/kjae.2017.70.6.601>
- Indraswari, G. R., & Martono, S. (2016). Pengaruh Promosi Terhadap Impuls Buying dengan Gender Sebagai Variable Dummy. *Management Analysis Journal*, 5(2): 116-122.
- Ismaya, Elsafira (2018). *Pengaruh Serendipitous Information, Scarcity, Discounted Price, dan Perceived Enjoyment Terhadap Urge to Buy Impulsively dan Impulsive Buy Behavior pada Flash Sale Shopee (telaaah pada Flash Sale Shopee di Indonesia)*. Bachelor Thesis, Universitas Multimedia Nusantara.
- Istiqlal, A. H. (2019). Hubungan Kontrol Diri dengan Impulse Buying Pada Mahasiswa. *Theses*.

- Jain, S. (2011). Role of Preliminary Research in the Research Process. *Journal of Mass Communication*. 9(1): 1-64.
- Janadari, N. & Ramalu, S. S. (2018). Evaluation of Measurement and Structural Model of the Reflective Model Construct in PLS-SEM. *ResearchGate*.
- John, A., & Rathidevi, R., & Matthew, J. (2019). Antecedents of Online Impulse Buying Behaviour: A Meta-Analysis. *International Journal of Scientific & Technology Research*, 8(11): 3321-3324
- Johnson, S. L., Carver, C. S., & Joormann, J. (2013). Impulsive Responses to Emotions as a Transdiagnostic Vulnerability to Internalizing and Externalizing Symptoms. *Journal of Affective Disorders*: 872-878. <http://dx.doi.org/10.1016/j.jad.2013.05.004>
- Joswendo. (2020). Perilaku Impulsif Konsumen Batam terhadap Produk Fashion dalam E-commerce. *UIB Repository*.
- Kabir, S. M. . (2016a). *Basic Guidelines for Research: An Introductory Approach for All Disciplines*. Book Zone Publication.
- Kabir, S. M. (2016). *Methods of data collection*. 201–275. <https://doi.org/10.1097/00006527-199406000-00014>
- Kang, J., & Park-Poaps, H. (2010). Hedonic and utilitarian shopping motivations of fashion leadership. *Journal of Fashion Marketing and Management*, 14(2), 312–328. <https://doi.org/10.1108/13612021011046138>
- Karim, J. A., Kumar, M., & Rahman, S. A. (2012). Measuring Shopping Values of Malaysian Retail Consumers. *Asia Pacific Journal of Marketing and Logistics*, 25(2): 200-224. DOI: 10.1108/13555851311314022.
- Karina, M. (2019). Pengaruh E-servicescape Online Marketplace “Shopee”. *Theses*: 1-13.
- Kartawinata, B. R., Wardhana, A., Syahputra. (2014). *Bisnis International*. Bandung: PT. Karya Manunggal Lithomas.
- Kaur, S. (2001). Variables in Research Designs. *Concise Handbook of Experimental Methods for the Behavioral and Biological Sciences*, 3(4), 75–110. <https://doi.org/10.1201/9781420040869.ch4>
- Kenny, D. A. (2018). Mediation. Retrieved from <http://davidakenny.net/cm/mediate.htm>
- Khairuddin, I. (2019). Masyarakat Indonesia Sangat Suka Mobile Window Shopping. *Selular.id*.



- Khazaei-pool, M., Roshani, D., Arefi, Z., & Pashaei, T. (2017). Development and Psychometric Properties of a Questionnaire to Measure Drug Users' Attitudes Towards Methadone Maintenance Treatment in Iran. *BMC Public Health*, 17:1-10. DOI 10.1186/s12889-017-4911-6
- Khoirinnisa, E., Gumilar, I., & Nurhayati, A. (2016). Analisis Perilaku Konsumen dalam Keputusan Pembelian Produk Kaki Naga. *Journal Perikanan Kelautan*, 7(1): 66-74.
- Khosravani, Y., & Dastjerdi, H. V. (2013). Back translation vs. collaborative translation: A comparative study of Persian subtitles in English movies. *Lebende Sprachen*, 58(2), 366–378. <https://doi.org/10.1515/les-2013-0021>
- Kivunja C., & Kuyinu, A. B. (2017). Understanding and Applying Research Paradigms in Educational Context. *International Journal of Higher Education*, 6(5): 26-41. <https://doi.org/10.5430/ijhe.v6n5p26>.
- Kim, S.B.; Sun, K.A.; Kim, D.Y. The influence of consumer value-based factors on attitude-behavioral intention in social commerce: The differences between high-and low-technology experience groups. *J. Travel Tour Mark.* 2013, 30, 108–125.
- Kim, S., and Eastin, S. (2011). Hedonic Tendencies and the Online Consumer: An Investigation of the Online Shopping Process. *Journal of Internet Commerce*, pp. 68-90.
- Kubai, E. (2019) Reliability and Validity of Research Instruments. *Critical Analysis of Policies on Special Education in Kenya*. Retrieved from [https://www.researchgate.net/publication/335827941\\_Reliability\\_and\\_Validity\\_of\\_Research\\_Instruments\\_Correspondence\\_to\\_kubaiedwin@yahoo.com](https://www.researchgate.net/publication/335827941_Reliability_and_Validity_of_Research_Instruments_Correspondence_to_kubaiedwin@yahoo.com)
- KuKar-Kinney, Monika, Scheinbaum, A. C., and Schaefer, T. (2015). Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements. *Journal of Business Research*, 69(2), pp. 691-699.
- Kumar, S. (2018). Analysis in a Business Research. *Journal of General Management Research*, 5(2), 70–82.
- Kumar, V., Umashankar, N., Kim, K. H., & Bhagwat, Y. (2014). Assessing the Influence of Economic and Customer Experience Factors on Service Purchase Behaviour. *Marketing Science*, 33(5): 673-692. <http://dx.doi.org/10.1287/mksc.2014.0862>
- Kusuma, K. A. N., & Rastini, N. M. (2017). Peran Kunggulan Bersaing Memediasi Pengaruh Orientasi Kewirausahaan terhadap Kinerja Pemasaran. *E-Jurnal*

*Manajemen Universitas Udayana*, 6(8).

Kusumowidagdo, A., Sachari, A., & Widodo, P. (2013). Pengaruh Atmosfer Pusat Belanja Pada Shopping Value. *Jurnal Siasat Bisnis*, 17(1), 28–44. <https://doi.org/10.20885/jsb.vol17.iss1.art3>

Kawulich, B. (2012). Collecting Data Through Observation. *ResearchGate*.

Laksanapanyakul, N. (2020), ‘How Can E-marketplaces Turn Thailand into a Distributive Economy?’, in Chen, L. and F. Kimura (eds.), *E-commerce Connectivity in ASEAN*. Jakarta, Indonesia: Economic Research Institute for ASEAN and East Asia, pp.99-119.

LaMorte, W. W. (2017). Hypothesis Testing for Means & Proportions. *Boston University School of Public Health*. Retrieved from [https://sphweb.bumc.bu.edu/otlt/mph-modules/bs/bs704\\_hypothesistest-means-proportions/bs704\\_hypothesistest-means-proportions3.html](https://sphweb.bumc.bu.edu/otlt/mph-modules/bs/bs704_hypothesistest-means-proportions/bs704_hypothesistest-means-proportions3.html)

LaRose, R. (2001). On the Negative Effects of E-Commerce: A Socio-Cognitive Exploration of Unregulated On-Line Buying. *Journal of Computer-Mediated Communication*, 6(3).

Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community Based Participatory Research Approaches*. The Guilford Press.

Lee, L. (2015). The Emotional Shopper: Assessing the Effectiveness of Retail Therapy. *Foundations and Trends in Marketing*, 8(2): 69-145. DOI: 10.1561/1700000035.

Lee, I. (2017). Industrial Management & Data Systems A Study of the Effect of Social Shopping Deals on Online Reviews Article information : A Study of the Effect of Social Shopping Deals on Online Reviews Purpose. *A Study of the Effect of Social Shopping Deals on Online Reviews*.

Lin, J.-S.C. and Liang, H.-Y. (2011), “The Influence of Service Environments on Customer Emotion and Service Outcome”, *Managing Service Quality*, 21(4), pp. 350-372.

Logan, R. K. (2012). What is information?: Why is it relativistic and what is its relationship to materiality, meaning and organization. *Information (Switzerland)*, 3(1), 68–91. <https://doi.org/10.3390/info3010068>

Luo, Y., & Ye, Q. (2019). Understanding consumers’ loyalty to an online outshopping platform: The role of social capital and perceived value. *Sustainability (Switzerland)*, 11(19), 1–19.

<https://doi.org/10.3390/su11195371>

- Luo, W., Gui, X., Wang, B., Zhang, W., Ouyang, Z., Guo, Y., Zhang, B & Ding, M (2010). Validity and Reliability Testing of the Chinese (Mainland) Version of the 39 Item Parkinson's Disease Questionnaire. *Journal of Zhejiang University Science B*, 11(7): 531-538. doi: 10.1631/jzus.B0900380
- Luis, C. (2020). *Shopee Merugikan Penjual karena Memblokir Produk yang Dijual*. Retrieved from <https://mediakonsumen.com/2020/07/04/surat-pembaca/shopee-merugikan-penjual-karena-memblokir-produk-yang-dijual>
- Machado, C. (2015). *International Human Resource Management Challenges and Changes*. Switzerland: Springer International
- Machali, I. (2015). Statistik itu Mudah, Menggunakan SPSS sebagai Alat Bantu Statistik. *Yogyakarta*
- Madden, A. D. (2000). A definition of information. *Aslib Proceedings*, 52(9), 343–349. <https://doi.org/10.1108/EUM0000000007027>
- Maftukhin. (2015). Ilmuwan, Etika dan Strategi Pengembangan Ilmu Pengetahuan di Indonesia. *Episteme*, 10(1): 199-226
- Malhotra, N. K. (2010). Chapter Three. In *Marketing Research An Applied Orientation*: pp. 39–44. Pearson Education. <https://doi.org/10.1017/cbo9780511702112.004>
- Malhotra, N., Nunan, D., & Birks, D. (2017). *Marketing Research: An Applied Orientation*. New York: Pearson Education.
- Mamuaya, N. C., & Tumiwa, R. A. F. (2018). The Effect of Scarcity, Serendipity and Website Quality on the Urge to Buy Impulsively and its Implication on Online Impulsive Buying of Consumer in Manado City. *Journal of International Conference Proceedings*, 1(1). DOI: <https://doi.org/10.32535/jicp.v1i1.193>
- Mangestuti, R. (2014). Model Pembelian Kompulsif Pada Remaja. *Theses*: 1-195.
- Manurung. (2020). Moderating and Control Variable 1. Retrieved from <http://www.finansialbisnis.com/Jurnal/Moderating%20and%20Controll%20%20%20Variable.pdf>
- Martin, K. and Quan-Haase, A. (2013), “Are e-books replacing print Books? Tradition, serendipity, and opportunity in the adoption and use of e-books for historical research and teaching”, *Journal of the American Society for Information Science and Technology*, Vol. 64 No. 5, pp. 1016-1028.

- Maqhfiroh, L., & Prihandono, D. (2019). The Role of Time Availability in Moderating Hedonic Shopping Motivation toward Impulse Buying of Consumer Online at Harbolnas's Event, *Management Analysis Journal*, 8(2): 135-145.
- McCay-Peet, L. and Toms, E.G. (2015), "Investigating serendipity: how it unfolds and what may influence it", *Journal of the Association for Information Science and Technology*, Vol. 66 No. 7, pp. 1463-1476.
- Meidita, Y., Suprpto, & Rokhmawati, R. I. (2018). Pengaruh Kualitas Layanan Terhadap Kepuasan, Kepercayaan dan Loyalitas Pelanggan Pada E-commerce (Studi Kasus: Shopee). *Journal Pengembangan Teknologi Inforansi dan Ilmu Komputer*, 2(11): 5682-5690.
- Megel, M. E., & Heermann, J. A. (1994). Methods of data collection. *Plastic Surgical Nursing*, 14(2), 109–110. <https://doi.org/10.1097/00006527-199406000-00014>
- Miranda, Y. C. (2016). Kajian terhadap Faktor yang Mempengaruhi Impulse Buying Dalam Online Shopping. *Kompetensi*, 10(1): 63-76.
- Moharana, T. R., & Pradhan, D. (2020). Shopping Value and Patronage: When Satisfaction and Crowding Count. *Marketing Intelligence & Planning*, 38(2): 137-150. DOI: 10.1108/MIP-07-2018-0264
- Mohammed, A. (2019). International Business. *ResearchGate*. DOI: 10.13140/RG.2.2.10618.64965
- Mohinuddin, M. (2017). *Theories of Emotion (Evolutionary, Cannon-bard, James-Lange and Schachter-Singer Theory)*. Retrieved from <https://socialworkeducationbd.blogspot.com/2017/08/theories-of-emotionevolutionary-cannon.html>
- Moore, E., & Dooly, M. (2017). Qualitative approaches to research on plurilingual education. In *Research-publishing.net*. <https://doi.org/10.14705/rpnet.2017.emmd2016.9781908416476>
- Moser, C., Schoenebeck, S. Y., & Resnick, P. (2019). Impulse Buying: Design Practices and Consumer Needs. *ACM*: 1-15. <https://doi.org/10.1145/3290605.3300472>
- Mucthar, J. (2018, November). *Millennials Dominate Indonesia's Online Shopping Scene*. Jakarta Globe. <https://jakartaglobe.id/business/millennials-dominate-indonesias-online-shopping-scene/>
- Mukherjee, M., & Roy, S. (2017). E-Commerce and Online Payment in the Modern

Era. *International Journal of Advanced Research in Computer Science and Software Engineering*, 7(5): 1-5. DOI: 10.23956/ijarcsse/SV715/0250.

Muruganantham, G., & Bhakat, R. S. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, 5(3): 149-160. DOI: 10.5539/ijms/v5n3p149

Myers, M. D. (2014). *Penelitian Kualitatif di Manajemen dan Bisnis*. Taman Sidoarjo: Zifatama

Nair, K. S. (2017). Impact on E-commerce on Global Business and Opportunities – A Conceptual Study. *International Journal of Advanced Engineering and Management Research*, 2(2): 324-336.

Nassaji, H. (2015). Qualitative and descriptive research: Data type versus data analysis. *Language Teaching Research*, 19(2), 129–132. <https://doi.org/10.1177/1362168815572747>

Nogoev, A., Mohseni, S., Yazdanifard, R., Samadi, B., & Menon, M. (2011). The Evolution and Development of E-commerce Market and E-cash. *ResearchGate*: 1-5. DOI: 10.1115/1.859858.

Noviyanti, R., & Nuhasanah. Factors Influencing to The Fisherman's Competency in Banten Bay Using Partial Least Square-Structural Equation Modeling (PLS-SEM). *Marine Fisheries*, 10(1): 33-44.

Nugrahani, F. (2014). *Metode Penelitian Kualitatif dalam Penelitian Pendidikan Bahasa*. Surakarta.

Nugroho, Rento Ari. 2016. *Shopee Gratiskan Ongkos Kirim ke Seluruh Indonesia*. Diperolah dari (<http://jogja.tribunnews.com/2016/02/06/Shopee-gratiskan-ongkos-kirim-ke-seluruh-indonesia>.)

Nugroho, D. A. C. A. C. (2017). Motivasi Pembelian Impulsif Online Shopping pada Instagram. *Channel*, 5(2): 33-46.

Nurdiarsih, F. (2019). Shopee Catatkan 1.2 Juta Transaksi Per Hari di Indonesia. *Liputan6*.

Nurnberg, R. O. (2015). The Effects of Product Scarcity on Consumer Behaviour: A Meta-Analysis. 1-120. Retrieved from [https://opus4.kobv.de/opus4-euv/frontdoor/deliver/index/docId/180/file/Dissertation\\_Ruziye\\_Oruc.pdf](https://opus4.kobv.de/opus4-euv/frontdoor/deliver/index/docId/180/file/Dissertation_Ruziye_Oruc.pdf)

Oatley, K., & Johnson-Laird, P. N. (2014). Cognitive Approaches to Emotions. *Trends in Cognitive Sciences*, 10: 1-7.



- Oatley, K., & Johnson-Laird, P. N. (2011). Basic Emotions in Social Relationships, Reasoning and Psychological Illness. *International Society for Research on Emotion*.
- Octavia, D. (2015). The Differences of Online and In-store Impulsive Buying Behaviour using Stimulus and Response Model. *3<sup>rd</sup> International Seminar and Conference on Learning Organization*.
- O’Gorman, K. & MacIntosh, R. (2015). *Research Methods for Business and Management*. United Kingdom: Goodfellow Publishers Limited.
- Osang, J. E., Udoimuk, A. B., Etta, E. B., Ushie, P. O., & E., O. N. (2013). Methods of Gathering Data for Research Purpose and Applications Using IJSER Acceptance Rate of Monthly Paper Publication (March 2012 Edition-May 2013 Edition). *IOSR Journal of Computer Engineering*, 15(2), 59–65. <https://doi.org/10.9790/0661-1525965>
- 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>
- Pandey, C. M., Mishra, P., & Singh, U. (2018). Scale of Measurement and Presentation of Statistical Data. *Annals of Cardiac Anaesthesia*, 22(1), 1–5. <https://doi.org/10.4103/aca.ACA>
- Pappas, I., Chrissikopoulos, V., & Giannakos, M. (2012). Personalized Services in Online Shopping: Enjoyment and Privacy. *International Conference on Information Society*: 168-173.
- Pardede, P. (2018). Identifying and Formulating the Research Problem. *Research in ELT (Module 4)*: 1-13.
- Pariser, E. (2011). *The filter bubble: What the Internet is hiding from you*. New York, NY: Penguin Press.
- Pasaribu, L. O., & Dewi, C. K. (2015). Pengaruh Hedonic Shopping Motivation terhadap Impulse Buying pada Toko Online: Studi pada Toko Online Zalora. *Media Neliti*, 19(2), 159-169.
- Patel, S. (2015). *The research paradigm – methodology, epistemology and ontology explained in simple language*. <http://salmapatel.co.uk/academia/the-research-paradigm-methodology-epistemology-and-ontology-explained-in-simple-language/>
- Paterson, A., Leung, D., Jackson, W., MacIntosh & O’Gorman, K. (2016). *Research Methods for Accounting & Finance. The Global Management Series*.

- Pearse, N. (2011). Deciding on the scale granularity of response categories of likert type scales: The case of a 21-point scale. *Electronic Journal of Business Research Methods*, 9(2), 159–171.
- Periamsyah, Subhan, & Syahab, A. (2018). Analisis Sistem E-commerce Pada Perusahaan Marketplace Mobile Shopee Indonesia. *Seminar Nasional Sistem Informasi dan Teknologi Informasi*: 565-569.
- Permatasari, A. (2016). Pengaruh Persepsi Konsumen pada Promosi Penjualan Terhadap Kecenderungan Perilaku Pembelian Tidak Terencana. *Theses*: 1-72.
- Pham, L. (2018). A Review of key paradigms: positivism, interpretivism and critical inquiry. *ResearchGate*.  
<https://doi.org/10.13140/RG.2.2.13995.54569>
- Pitts, W., Henry, M., Goolsby, T., Hubbard, C., & Mack, J. (2016). Causal Research. Retrieved from <https://www.haikudeck.com/causal-research-education-presentation-54f1b7cd20#slide0>
- Poetri, M, R., Ranteallo, I. C., & Zuryani, N. (2014). Perilaku Konsumtif Remaja Perempuan Terhadap Trend Fashion Korea di Jakarta Selatan.
- Poluan, F. J., Tampi, J. R. E., & Mukuan, D. D. S. (2019). Pengaruh Hedonic Shopping Motives dan Promosi Penjualan Terhadap Impulse Buying Konsumen di Matahari Department Store Manado Town Square. *Journal Administrasi Bisnis*, 8(2): 114-120.
- Powoh, T. (2016). *Research Methods*. Paris.
- Prasmawati, E. (2010). Study tentang Nilai Pelanggan dengan Positive Words of Mouth pada Pengguna Motor Yamaha di Semarang. *Thesis*: 1-108.
- Prasetyo, Y. (2017). Gaya Hidup dan Shopping Addiction. *Journal Psikologi Indonesia*, 6(2): 121-128.
- Prathama, F., & Sahetapy, W. L. (2019). Pengaruh Kemudahan Penggunaan Aplikasi dan Kepercayaan Konsumen terhadap Minat Beli Ulang Konsumen E-commerce Lazada. *AGORA*, 7(1).
- Pujihastuti, I. (2010). Prinsip Penulisan Kuesioner Penelitian. *Journal Agribisnis dan Pengembangan Wilayah*, 2(1): 43-56.
- Purnomo, H., & Riani, L. P. (2018). Analisis Hedonic Shopping Motives Terhadap Impulse Buying Toko Daring pada Masyarakat Kota Kediri. *Journal Bisnis dan Manajemen*, 2(1): 68-88 DOI: <http://dx.doi.org/10.25139/ekt.v2i1.719>

- Purwanto, Margiati, L., & Muslimin. (2018). Menangkap Motif Jahat Konsumen Dibalik Pembelian Barang Mewah Palsu Via Platforms Digital. *Prosiding Conference on Economic & Business*.
- Putera, A. D. (2018). Jumlah Pembeli Online Indonesia Capai 11,9 Persen dari Populasi.
- Putra, I. M. S., & Santika, I. W. (2018). Pengaruh Gender, Daya Tarik Promosi, Kepemilikan Kartu Kredit Terhadap Perilaku Pembelian Impulsif Online Produk Lifestyle. *E-Journal Management Unud*, 7(10): 5570-5598. <https://doi.org/10.24843/EJMUNUD.2018.v7i10.p13>
- Putri, V. M. (2020). *Kebiasaan Orang Indonesia Saat Belanja Online*. Retrieved from <https://inet.detik.com/cyberlife/d-4906274/ini-kebiasaan-orang-indonesia-saat-belanja-online>
- Putri and Suyanto, A. (2019). Analysis of Impulsive Buying Factors on Shopee. *E-Proceeding of Management*, 6(3): 2-8.
- Putri, N. A. R., & Iriani, S. S. (2019). Faktor yang Mempengaruhi Keputusan Pembelian di Shopee. *Jurnal Komunikasi, Media dan Informatika*, 8(2): 69-77.
- Rachmatunnisa. (2020). *Survei: Tokopedia dan Shopee Adu Kuat Mendominasi*. Retrieved from <https://inet.detik.com/business/d-4872404/survei-tokopedia-dan-shopee-adu-kuat-mendominasi>
- Rahayu, N. (2019). Pertumbuhan E-commerce Pesat di Indonesia. *WartaEkonomi.co.id*. Retrieved from <https://www.wartaekonomi.co.id/read216302/pertumbuhan-e-commerce-pesat-di-indonesia>
- Rahayu, S. W. (2015). Contribution of Philosophy of Science of Ethics Scientific Modern Society. *Kanun Jurnal Ilmu Hukum*, (67): 533-553.
- Rahayu, H. (2019). Analisis Hukum Islam Terhadap Undian Berhadiah Shopee. *Theses*: 1-88.
- Rahman, D. Cahya, dkk. 2014. Uji Normalitas dengan Shapiro Wilk. Jakarta: Sekolah Tinggi Ilmu Statistik.
- Rahmidani, R. (2015). Penggunaan E-commerce Dalam Bisnis Sebagai Sumber Keunggulan Bersaing Perusahaan. *Seminar Nasional Ekonomi Manajemen dan Akutansi*: 344-352.
- Ramadhan, A. (2019). Analisis Pengaruh Promosi Penjualan, Kualitas Website, E-WOM dan Motif Belanja Hedonis Terhadap Pembelian Impulsif. *Theses*: 1-88.

- Ramya, N., & Ali, S. M. (2016). Factors Affecting Consumer Buying Behaviour. *International Journal of Applied Research*, 2(10): 76-80.
- Rani, P. (2014). Factor Influencing Consumer Behaviour. *International Journal of Current Research and Academic Review*, 2(9): 52-61.
- Rehman, A. A., & Alharthi, K. (2016). An Introduction to Research Paradigms. *International Journal of Educational Investigations*, 3(8): 51-59.
- Renanita, T. (2017). Kecenderungan Pembelian Impulsif Online ditinjau dari Penjelajahan Website yang bersifat Hedonis dan Jenis Kelamin pada Generasi Y. *Journal Indigenous*, 2(1): 1-6.
- Research. *Industrial Management & Data Systems*, 117(3): 442-458.
- Hair, J., Celsi, M., Ortinau, D., & Bush, R. (2017). *Essentials of Marketing Research*. New York: McGraw-Hill Education.
- Richins, M.L. (2011), "Materialism, transformation expectations, and spending: implications for credit use", *Journal of Public Policy & Marketing*, 30(2), pp. 141-156.
- Ruel, E., Wagner, W. E., & Gillespie, B. J. (2015). *The Practice of Survey Research*. United States of America: SAGE Publications.
- Saldaña, J. (2014). Coding and analysis strategies. In P. Leavy (Ed.), *The Oxford hand- book of qualitative research* (pp. 581–605). New York: Oxford University Press.
- Salhin, A., Kyiu, A., Taheri, B., Porter, C., Valantasis-Kanellos, N., & König, C. (2016). Quantitative Data Gathering Methods and Techniques. In *Research Methods for Accounting and Finance*. Goodfellow Publishers Limited. <https://doi.org/10.23912/978-1-910158-88-3-3226>
- Sanjay Datta. (2020). Sampling Methods. *Journal of Human Lactation*, 36(2), 224–226. <https://doi.org/10.1177/0890334420906850>
- Santiyasa, I. W. (2016). Pengujian Hipotesis. *Modul Kuliah*.
- Santoso, Singgih. 2010. Statistik Multivariat. Jakarta: PT. Elex Media Komputindo.
- Sarkar, A. (2011). Impact of Utilitarian and Hedonic Shopping Values on Individual's Perceived Benefits and Risks in Online Shopping. *International Management Review; Marietta*, 7(1), 58–65.
- Sarker, P., Hughe, L., Dwivedi, Y. K., & Rana, N. P. (2020). Social Commerce Adoption Predictors: A Review and Weight Analysis. *Responsible Design*,

*Implementation and Use of Information and Communication Technology:* 176-191. DOI: 10.1007/978-3-030-44999-5\_15.

- Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). Estimation Issues with PLS and CBSEM: Where the Bias Lies! *Journal of Business Research*, 69(10), 3998-4010.
- Sarwono, J. (2010). Pengertian Dasar Structural Equation Modelling (SEM). *ResearchGate*.
- Saputri, M. E. (2016). The Effect of Consumer Behaviour Toward The Online Purchase of Fashion Product of Zalora Indonesia. *Journal Sosioteknologi*, 15(2): 291-297. DOI: 10.5614/sostek.itbj.2016.15.02.11.
- Satibi, A. F., Suharyono., & Abdillah, Y. (2017). *Journal Administrasi Bisnis*, 50(6): 96-105.
- Satya. (2012). Chapter 5 Questionnaire Design. In *Business Research Methods*. Springer International Publishing Switzerland. [https://doi.org/10.1007/978-3-319-00539-3\\_5](https://doi.org/10.1007/978-3-319-00539-3_5)
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods For Business Students*. Pearson Education
- Seinauskiene, B., Mascinskiene, J., & Jucaityte, I. (2015). The Relationship of Happiness, Impulse Buying and Brand Loyalty. *Procedia – Social and Behavioural Science*, 213: 687-693.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. United Kingdom: Wiley.
- Setyawan, A. (2012). Menuju Sebuah Teori Umum Pemasaran. *Benefit Journal Manajemen dan Bisnis*, 16(1): 1-9.
- Shadfar, S., & Malekmohammadi, I. (2013). Application of Structural Equation Modeling (SEM) in Restructuring State Intervention Strategies toward Paddy Production Development. *International Journal of Academic Research in Busienss and Social Sciences*, 3(12): 576-618. <http://dx.doi.org/10.6007/IJARBS/v3-i12/472>
- Shafinah, K. & Ahmad, I. (2018). Analisis Data Kuantitatif: Kenapa PLS-SEM? Kuala Lumpur: Venton Publishing.
- Shen, J. (2012). Social Comparison, Social Presence, and Enjoyment in the Acceptance of Social Shopping Websites. *Journal of Electronic Commerce Research*, 13(3):198-212.



- Sheppard, V. (2020). *Research Methods for the Social Sciences: An Introduction*.
- Shmueli, G., Ray, S., Estrada, J. M. V., & Chatla, S. B. (2016). The elephant in the room: Predictive performance of PLS models. *Journal of Business Research*, 69(10), 4552-4564.
- Showkat, N., & Parveen, H. (2017). Non-Probability and Probability Sampling. *ATHSHALA*.
- Shukla, S. (2018). Variables, Hypotheses and Stages of Research. *Icssr*, 10(1), 55–67.
- Shrum, L.J., Wong, N., Arif, F., Chugani, S.K. and others, (2013), “Reconceptualizing Materialism as Identity Goal Pursuits: Functions, Processes, and Consequences”, *Journal of Business Research*, 66(8): 1179-1185.
- Siaumei, S. (2020). *Layanan Bantuan Chat CS Shopee Tidak Membantu Sama Sekali*. Retrieved from <https://mediakonsumen.com/2020/04/05/surat-pembaca/layanan-bantuan-chat-cs-shopee-tidak-membantu-sama-sekali>
- Sibarani, D. L. (2019). Pengaruh Citra Diri Terhadap Pembelian Impulsif Pada Dewasa Awal di Jakarta. *Theses*: 1-92.
- Singh, D. P. (2018). Integration of materialism with shopping motivations: motivations based profile of Indian mall shoppers. *Journal of Asia Business Studies*, 12(4), 381–401. <https://doi.org/10.1108/JABS-05-2016-0075>
- Solmin. (2011). Aplikasi Rencana Anggaran Proyek Pada Kontraktor PT. Hexa Mulia. *Journal Ilmiah d'ComPutarE*, 1: 44-50.
- Solomon, M. R., Bamossy, G. J., Askegaard, S. T., & Hogg, M. K. (2013). *Consumer Behaviour: A European Perspective*. United States of America: Pearson Education.
- Solomon, Y., & Bronstein, J. (2015). Serendipity in Legal Information Seeking Behaviour, Chance Encounters of Family-law Advocates with Curt Rulings. *Aslib Journal of Information*, 68(1): 112-134. DOI: 10.1108/AJIM-04-2015-0056.
- Song, H.G., Chung, N. and Koo, C. (2015), “Impulsive buying behaviour of restaurant products in social commerce: a role of serendipity and scarcity message”, *Proceedings from PACIS 2015: The 19th Pacific Asia Conference on Information Systems*, Singapore, 6-9 July.
- Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014). *Business research methods*:

- An applied orientation. In *Business Research Methods: An Applied Orientation*. <https://doi.org/10.1007/978-3-319-00539-3>
- Stein, C. M., Nock, N. L., & Morris, N. J. (2012). Structural Equation Modeling. *Statistical Human Genetics: Methods and Protocols, Methods in Molecular Biology*, 850: 495-512. DOI 10.1007/978-1-61779-555-8\_27
- Stokes, R. (2013). *Emarketing, The Essential Guide to Marketing in a Digital World*. Cape Town: Quirk Education Pty (Ltd).
- Suharyono, Anggun Suci Kiswara Putri, (2017). Pengaruh Hedonic Shopping Motives dan Promosi Penjualan Terhadap Impulse Buying. *Jurnal Administrasi Bisnis*. 47(2): 145 – 153.
- Sun, T., Zhang, M. and Mei, Q. (2013). Unexpected relevance: An empirical study of serendipity in retweets. *ICWSM*.
- Sutrisno, N., & Novrita. (2015). Pengaruh Adventure Shopping, Value Shopping, Idea Shopping, Social Shopping and Relaxation Shopping terhadap Affective Impulse Buying Tendency. *Journal Business and Accounting*, 17(1a).
- Swanson A.C. (2015). Exploratory Research. 11(8), 20–22. <https://doi.org/10.1063/1.3062684>
- Syastra, M. T. & Wangdra, Y. (2018). Analisis Online Impulse Buying dengan menggunakan Framework SOR. *Journal Sistem Inforansi Bisnis*, 2: 133-140. DOI:10.21456/vol8iss2ppl133-140.
- Taherdoost, H. (2017). Determining sample size; How to calculate survey sample size. *International Journal of Economics and Management Systems*, 2(2), 237–239. <http://www.iaras.org/iaras/journals/ijems>
- Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *International Journal of Academic Research in Management*. 5(3): 28-36. DOI: 10.2139/ssrn.3205040
- Tan, H. S. (2019). *OVERVIEW OF INDONESIA'S ONLINE CONSUMER IN Q4*. Janio Asia. <https://janio.asia/id/sea/indonesia/indonesia-q4-consumer-overview/>
- Techo, V. P. (2016). *Research Methods-Quantitative , Qualitative , and Mixed methods*. July, 1–6. <https://doi.org/10.13140/RG.2.1.1262.4886>
- iPrice (2019). *"The Map of E-commerce in Indonesia"*. Retrieved from

<https://iprice.co.id/insights/mapofecommerce/en/>

- Thohiroh, A. Q. (2015). Perilaku Konsumtif Melalui Online Shopping Fashion. *Theses*: 1-23.
- Thuong, N. U. (2020). Factors Affecting Online Impulse Buying of Consumers in Hue City. *Journal of Science: Economic and Development*, 129(5A). <https://doi.org/10.26459/hueuni-jed.v129i5A.5750>
- Tien, N. H., Phu, P. P., & Chi, D. T. P. (2019). The Role of International Marketing in International Business Strategy. *International Journal of Research in Marketing Management and Sales*, 1(2): 134-138.
- Travers, J. C., Cook, B. G., & Cook, L. (2017). Null Hypothesis Significance Testing and p Values. *Learning Disabilities Research and Practice*, 32(4), 208–215. <https://doi.org/10.1111/ldrp.12147>
- Tsai, S.P. (2010), “Shopping mall management and entertainment experience: a cross-regional investigation”, *The Service Industries Journal*, 30(3): 321-337.
- Trisnawati, T. Y. (2011). Fashion Sebagai Bentuk Ekspresi Diri dalam Komunikasi, *The messenger*, 3(1): 36-47.
- Trivedi, J. P. (2017). The Effect of Trademark on Consumer Behavior. *Business, Management and Economics Research*, 17(65): 58–66. <https://doi.org/10.32861/bmer.65.58.66>
- Tyaswara, B., Taufik, R. R., Suhadi, M., & Danyati, R. (2017). Pemaknaan Terhadap Fashion Style Remaja di Bandung. *Journal Komunikasi*, 3(3): 293-297.
- Ulker, M. E. (2012). A Comparative Analysis of Thesis Guidelines and Master Thesis Abstracts Writen in English. *Theses*: 1-123.
- Utbah, K. (2015). Pengaruh Hedonic Motivation terhadap Impulse Buying Tendency pada Konsumen Pengguna Online Shopping. *Skripsi*.
- VanderStoep, S. W., & Johnston, D. D. (2009). Research methods for everyday life: blending qualitative and quantitative approaches. 24.
- Vannisa, D., Fansuri, A., & Ambon, I. M. (2020). The Effect of Flash Sale Program on Shopping Enjoyment and Impulse Buying on Flash Sale on C2C E-commerce. *International Journal of Scientific & Technology Research*, 9(4): 2534-2539.

- Varsha, A. V, Goerge, G., & Sahajanandan, R. (2019). Lutembacher Syndrome: Dilemma of Doing a Tricuspid Annuloplasty Abstract. *Annals of Cardiac Anaesthesia*, 22(1), 1–5. <https://doi.org/10.4103/aca.ACA>
- 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. *Springer*, 34: 197-210. DOI: 10.1007/s10603-011-9158-5.
- Wahyudi, S. (2017). Pengaruh Price Discount terhadap Impulse Buying. *Journal Valuta*, 3(2): 276-289.
- Wainwright, D., & Sambrook, S. (2010). The ethics of data collection: Unintended consequences? *Journal of Health, Organisation and Management*, 24(3), 277–287. <https://doi.org/10.1108/14777261011054617>
- Wan, Y., Nakayama, M., & Sutcliffe, N. (2012). The Impact of Age and Shopping Experiences on the Classification of Search, Experience and Credence Goods in Online Shopping. *Information Systems and eBusiness Management*. DOI: 10.1007/s10257-010-0156-y
- Wang, C. (2013). Social Shopping Development and Perspectives. *SemanticScholar*: 97-98. DOI: 10.4018/978-1-4666-4022-1.ch007
- Wangratanasopon, N. (2018). The Study of Back Translation Applications in Thai Academic Research. *Proceedings of the 6th Phayao Research Conference, January*, 1–12.
- Wang, C., & Zhang, P. (2012). The Evolution of Social Commerce: The People, Management, Technology and Information Dimensions. *Communication of the Association for Information System*, 31(5): 105-127. DOI: 10.17705/1CAIS.03105
- Wardani, L. K. (2017). Pengaruh Linimasa Instagram terhadap Gaya Busana Santriwati Pondok Pesantren Ali Maksum Krappyak Yogyakarta. *Theses*:1-115.
- Warsita, B. (2014). Kontribusi Teori dan Teknologi Komunikasi dalam Teknologi Pembelajaran. *Journal Kwangsan*, 2(2): 71-91.
- Wibowo, E. A. (2016). Pemanfaatan Teknologi E-commerce Dalam Proses Bisnis. *Journal Equilibiria, Fakultas Ekonomi*: 95-108.

- Widagdo, P. B. (2016). Perkembangan Electronic Commerce (E-Commerce) di Indonesia. *Researchgate*.
- Widhiarso, Wahyu. 2010. Catatan Pada Uji Linearitas Hubungan. Yogyakarta: Fakultas Psikologi UGM.
- Widiyanto, I., Prasilowati, S. L., 2015. Perilaku Pembelian Melalui Internet. *Jurnal Manajemen Dan Kewirausahaan*, 17(2), 109–112.
- Wijaya, O. Y. A., & Ardyan, E. (2018). The Influencing Factors of Impulse Buying Behaviour in Transmart Carrefour Sidoarjo. *Binus Business Review*, 9(3): 199-205. DOI: 10.21512.bbr.v9i3.4729.
- Wijayanto, M. A. (2014). Dinamika Perkembangan Industri Besar di China Tahun 1998-2012. *Naskah Publikasi*: 1-17.
- Winata, R. G. & Sukaatmadja, I. P. G. (2014). Pengaruh Sifat Materialisme dan Kecanduan Internet terhadap Perilaku Pembelian Impulsif Secara Online: 751-769.
- Wojciechowska, P. (2017). Influence of Personality on Buying Behaviour: A Cross-Cultural Study Comparing Poland and the UK. *Journal of Marketing and Consumer Behaviour in Emerging Markets*, 2(6): 54-76. DOI: 10.7172/2449-6634.jmcbem.2017.2.4
- Wong, K. K. (2013). Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, 24(1): 1-32
- Wu, W. (2012). Model Fit and Model Selection in Structural Equation Modeling. *ResearchGate*.
- Wu, W., Huang, V., Chen, X., Davison, R. M., & Hua, Z. (2017). Social Value and Online Social Shopping Intention: The Moderating Role of Experience. *Information Technology and People*, 31(3): 688-711. DOI: 10.1108/ITP-10-2016-0236
- Wulan, W. N. N., & Suharyati & Rosali (2019). Analisis Pembelian Tidak Terencana pada Toko Online Shopee. *Journal Ekonomi dan Bisnis*, 6(1): 54-71. DOI: 10.35590/jeb.v6i1.830.
- Yahaya, M. (2019). Partial Least Square Structural Equation Modeling (PLS-SEM). *International Journal of Environmental Studies and Safety Research*, 4(4): 1-30.



- Yang, K & Kim, H. Y. (2012). Mobile Shopping Motivation: an Application of Multiple Discriminant Analysis. *International Journal of Retail & Distribution Management*, 40(10): 778-789. DOI: 10.1108/09590551211263182.
- Yazdanifard, R., & Samuel, O. (2012). The Influence of E-commerce on Marketing Practitioners and Consumers. *Computer Technology and Application* 3: 279-282.
- Yigit, M. K., & Tigli, M. (2018). Research in Business and Social Science. *International Journal of Research in Business and Social Science*, 7(1): 35-48. <https://doi.org/10.20525.ijrbs.v7i1.834>.
- York, K. B. (2017). A Causal Comparative Study on the Effect of Proficiency-Based Education on School Climate. Retrieved from <https://core.ac.uk/download/pdf/83112367.pdf>
- Yu, C., & Bastin, M. (2017). Hedonic Shopping Value and Impulse Buying Behaviour in Transitional Economies: A Symbiosis in the Mainland China Marketplace. *Journal of Brand Management*, 18(2): 105-114.
- Zainudin, M. A. (2018). Perilaku Impulse Buying Intence Generasi Y pada Online Store Media Sosial. *Theses*: 1-147.
- Zaenudin, A. (2017). Profil Konsumen Belanja Online di Indonesia. *Tirto.id*.
- Zalni, Z. R., & Abror. (2019). Pengaruh Reputasi, Electronic Word of Mouth and Web Quality Terhadap Kepercayaan Pelanggan Shopee di Kota Padang. *Journal Kajian Manajemen dan Wirausaha*, 1(2): 97-107.
- Zhang, K. Z. K., Xu, H., Zhao, S., & Yu, Y. (2018). Online Reviews and Impulse Buying Behaviour: The Role of Browsing and Impulsiveness. *Emerald Publishing Limited*, 28(3): 1066-2243. DOI 10.1108/IntR-12-2016-0377
- Zhang, Y. C.; Séaghdha, D.Ó.; Quercia, D.; Jambor, T. Auralist: Introducing serendipity into music recommendation. In Proceedings of the Fifth ACM International Conference on Web Search and Data Mining, Seattle, WA, USA, 8–12 February 2012; ACM: New York, NY, USA, 2012; pp. 13–22.
- Zhao, Z., Chen, M., & Zhang, W. (2019). Social Community, Personal Involvement and Psychological Processes: A Study of Impulse Buying in the Online Shopping Carnival. *Journal of Electronic Commerce Research*, 20(4): 255-273.
- Zheng, X., Liu, N., & Zhao, L. (2013). "A Study of the Effectiveness of Online Scarce Promotion — Based on the Comparison of Planned Buying and

Unplanned Buying". WHICEB 2013 Proceedings. 51.  
<http://aisel.aisnet.org/whiceb2013/51>

Zhou, X., Sun, X., Wang, Q., & Sharples, S. (2017). A Context-based Study of Serendipity in Information Research among Chinese Scholars. *Journal of Documentation*, 74(3): 526-551. DOI 10.1108/JD-05-2017-0079

Zikmund, Babin, Carr, & Griffin. (2010). *Business Research Methods* (Eighth ed.).

Zikmund, W. G., & Babin, B. J. (2010). *Essentials of Marketing*, 4th ed. USA: Cengage Learning.

Zikmund, W. G., & Babin, B. J. (2010) *Business Research Method*, 4th ed. United states of America: South Western Cengage Learning.

Zou, T. (2018). Online Impulse Buying Behaviour Amongst Undergraduate Students in Tianjin, The People's Republic of China. *ABAC Journal*, 38(2): 94-113.

Zulfah, S. (2018). Pengaruh Perkembangan Teknologi Inforamsi Lingkungan. *Journal Online Universitas Islam Sumatera Utara*.