

DAFTAR PUSTAKA

- Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic Commerce Research and Applications*, 3(4), 405–420. <https://doi.org/10.1016/j.elerap.2004.05.001>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Albari, & Safitri, I. (2018). The influence of product price on consumers' purchasing decisions. *Review of Integrative Business and Economics Research*, 7(2), 328–337.
- Albino, V., Balice, A., & Dangelico, R. M. (2009). Environmental strategies and green product development: An overview on sustainability-driven companies. *Business Strategy and the Environment*, 18(2), 83–96. <https://doi.org/10.1002/bse.638>
- Al-Salamin, H. & Al-Hassan, E. (2016). The impact of pricing on consumer buying behavior in Saudi Arabia: Al-Hassa case study. *European Journal of Business and Management*, 8(12), 62-73.
- American Marketing Association. (n.d.). *What is Marketing? — The Definition of Marketing — AMA*. Diakses dari <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Andreani, F., Taniaji, T. L., & Puspitasari, R. N. M. (2012). The Impact of Brand Image, Customer Loyalty with Satisfaction as A Mediator in McDonald's. *Jurnal Manajemen Dan Kewirausahaan*, 14(1). <https://doi.org/10.9744/jmk.14.1.64-71>
- Apriadi, R. D. (2020). *Perilaku Konsumtif Generasi Z dan Pengaruhnya Terhadap Brand Retail*. MarketingCraft. Diakses dari <https://marketingcraft.getcraft.com/id-articles/perilaku-konsumtif-generasi-z-dan-pengaruhnya-terhadap-brand-retail>
- Auf, M. A. A., Meddour, H., Saoula, O., & Majid, A. H. A. (2018). Consumer buying behaviour: The roles of price, motivation, perceived culture importance, and religious orientation. *Journal of Business and Retail Management Research*, 12(4), 177–186. <https://doi.org/10.24052/jbrmr/v12is04/art-18>
- Banirestu, H. (2019). *Gen Z akan Mendominasi Pasar 2020*. SWA. Diakses dari <https://swa.co.id/swa/trends/gen-z-akan-mendominasi-pasar-2020>
- Beatty, S. E., & Ferrell, E. M. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/10.1016/s0022-4359\(98\)90009-4](https://doi.org/10.1016/s0022-4359(98)90009-4)
- Birtwistle, G., & Tsim, C. (2005). Consumer purchasing behaviour: an investigation of the UK mature women's clothing market. *Journal of Consumer Behaviour*, 4(6), 453–464. <https://doi.org/10.1002/cb.31>
- Brynjolfsson, E., & Smith, M. D. (2000). Frictionless commerce? A comparison of Internet and conventional retailers. *Management Science*, 46(4), 563–585. <https://doi.org/10.1287/mnsc.46.4.563.12061>
- Budiansyah, A. (2020). *Kejutan, Shopee Geser Tokopedia Jadi Raja e-Commerce RI*. CNBC Indonesia. Diakses dari <https://www.cnbcindonesia.com/tech/20200312124249-37-144331/kejutan->

- shopee-geser-tokopedia-jadi-raja-e-commerce-ri
- Chakraborty, P., & Suresh, A. S. (2018). A Study of Factors of Consumer Buying Behavior and its Influence on Consumer Perception: Evidence from Value Fashion Retail in The City of Bengaluru. *International Journal of Management Studies*, V(3(6)), 27. [https://doi.org/10.18843/ijms/v5i3\(6\)/04](https://doi.org/10.18843/ijms/v5i3(6)/04)
- Chen, J. V., Su, B. C., & Widjaja, A. E. (2016). Facebook C2C social commerce: A study of online impulse buying. *Decision Support Systems*, 83, 57–69. <https://doi.org/10.1016/j.dss.2015.12.008>
- Choirul, A., & Artanti, Y. (2019). Millennials's Impulse Buying Behaviour: Does Positive Emotion Mediate? *Journal of Economics, Business & Accountancy Ventura*, 22(2), 223–236. <https://doi.org/10.14414/jebav.v22i2.1738>
- Chovanová, H. H., Korshunov, A. I., & Babčanová, D. (2015). Impact of Brand on Consumer Behavior. *Procedia Economics and Finance*, 34(15), 615–621. [https://doi.org/10.1016/s2212-5671\(15\)01676-7](https://doi.org/10.1016/s2212-5671(15)01676-7)
- Chung, N., Song, H. G., & Lee, H. (2017). Consumers' impulsive buying behavior of restaurant products in social commerce. *International Journal of Contemporary Hospitality Management*, 29(2), 709–731. <https://doi.org/10.1108/IJCHM-10-2015-0608>
- CNN Indonesia. (2020). *Tren dan Peluang Industri E-Commerce di Indonesia 2020*. <https://www.cnnindonesia.com/teknologi/20200205204206-206-472064/tren-dan-peluang-industri-e-commerce-di-indonesia-2020#>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th ed.). McGraw-Hill Companies, Inc.
- DailySocial. (2018). *Karakter Gen Z untuk Strategi Pemasaran*. <https://dailysocial.id/post/karakter-gen-z-untuk-strategi-pemasaran>
- Deliya, M. M., & Parmar, B. (2012). Role of Packaging on Consumer Buying Behavior—Patan District. *Global Journal of Management and Business Research*, 12(10), 49–67.
- Devi, L. K. I. (2019). Pengaruh Kualitas Produk, Harga dan Promosi terhadap Keputusan Pembelian pada Marketplace Shopee (Studi Kasus pada Mahasiswa di Surabaya). Skripsi.
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif: Beberapa Konsep Dasar untuk Penulisan Skripsi & Analisis Data dengan SPSS*. Deepublish.
- Eshra, N., & Beshir, N. (2017). Impact of Corporate Social Responsibility on Consumer Buying Behavior in Egypt. *World Review of Business Research*, 7(1), 32–44.
- Essoussi, L. H., & Merunka, D. (2007). Consumers' product evaluations in emerging markets: Does country of design, country of manufacture, or brand image matter? *International Marketing Review*, 24(4), 409–426. <https://doi.org/10.1108/02651330710760991>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Franedy, R. (2020). *Tokopedia Tergeser! Ini Dia Jawara e-Commerce Indonesia*. CNBC Indonesia. Diakses dari <https://www.cnbcindonesia.com/tech/20200824073330-37-181385/tokopedia->

[tergeser-ini-dia-jawara-e-commerce-indonesia](#)

- Fromm, J., & Read, A. (2018). *Marketing to Gen Z: The Rules for Reaching this Vast and Very Different Generation of Influencers*. AMACOM
- Furaiji, F., Łatuszyńska, M., & Wawrzyniak, A. (2012). An empirical study of the factors influencing consumer behaviour in the electric appliances market. *Contemporary Economics*, 6(3), 76–86. <https://doi.org/10.5709/ce.1897-9254.5>
- Grimm, P. (2010). Pretesting a Questionnaire. *Wiley International Encyclopedia of Marketing*, 2010. <https://doi.org/10.1002/9781444316568.wiem02051>
- Gunawan, M., & Japarianto, E. (2016). Pengaruh Visual Merchandising, Personal Selling Dan Product Quality Terhadap Purchase Intention Pada Produk Kosmetik Lt Pro Di Surabaya. *Jurnal Manajemen Pemasaran*, 10(2), 59–65. <https://doi.org/10.9744/pemasaran.10.2.59-65>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications, Inc.
- Hidayati, T. (2018). *Pengembangan Perangkat Pembelajaran Matematika dengan Suplemen History of Mathematics*. CV. Pena Persada.
- Horrigan, J. B. (2008). Online Shopping: Internet users like the convenience but worry about the security of their financial information. *Pew Internet & American Life Project*, 32.
- Hsieh, J.-K., & Tseng, C.-Y. (2018). Exploring social influence on hedonic buying of digital goods - Online games' virtual items. *Journal of Electronic Commerce Research*, 19(2), 164–185. http://www.jecr.org/sites/default/files/2018vol19no2_Paper4.pdf
- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 3, 145–152. <https://doi.org/10.1016/j.jretconser.2016.10.006>
- Indonesia, K. P. R. (2018). Making Indonesia. *Making Indonesia*, 1–8. <https://doi.org/10.7591/9781501719370>
- iPrice Group. (2020). *Laporan Belanja Online E-commerce Indonesia Tahun 2019*. <https://iprice.co.id/trend/insights/laporan-belanja-online-e-commerce-indonesia/>
- iPrice Insights. (2020). *Top 50 E-Commerce Sites & Apps in Indonesia 2019*. <https://iprice.co.id/insights/mapofecommerce/en/>
- Išoraitė, M. (2016). Marketing Mix Theoretical Aspects. *International Journal of Research-Granthaalayah*, 4(6), 25–37. <https://doi.org/10.5281/zenodo.56533>
- Jackson, T., & Shaw, D. (2001). *Mastering Fashion Buying and Merchandising Management*. Palgrave Macmillan.
- Kominfo. (2017). Penetrasi & Perilaku Pengguna Internet Indonesia Survey 2017. *Teknopreneur*, 2018(31 August 2018), Hasil Survey.

- Kotler, P. & Armstrong, G. (2016). *Principles of Marketing*. Pearson Education Limited.
- Kumar, R. (2019). *Research Methodology: A Step-by-Step Guide for Beginners* (A. Owen). SAGE Publication Inc.
- Kumar, V., Hundal, B. S., & Kaur, K. (2019). Factors affecting consumer buying behaviour of solar water pumping system. *Smart and Sustainable Built Environment*, 8(4), 351–364. <https://doi.org/10.1108/SASBE-10-2018-0052>
- Kusmahanani, A. S., & Halim, R. E. (2020). Social Influence and Online Impulse Buying of Indonesian Indie Cosmetic Products. *Mix Jurnal Ilmiah Manajemen*, 10(2), 237. <https://doi.org/10.22441/mix.2020.v10i2.007>
- Levy, M., Weitz, B. A., & Grewal, D. (2014). *Retailing Management*. McGraw-Hill Education.
- Madden, C. (2019). *Hello Gen Z: Engaging the Generation of Post-Millennials*. Hello Clarity.
- Malik, K. & Choudhary, P. (2008). *Software Quality: A Practitioner's Approach*. Tata McGraw-Hill Publishing Company Limited.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.
- Ndlela, T., & Chuchu, T. (2016). *Celebrity Endorsement Advertising: Brand Awareness, Brand Recall, Brand Loyalty as Antecedence of South African Young Consumers' Purchase Behavior*. *Journal of Economics and Behavioral Studies*, 8(2), 79–90.
- Nirmala, R. P., & Dewi, I. J. (2011). The effects of shopping orientations, consumer innovativeness, purchase experience, and gender on intention to shop for fashion products online. *Gadjah Mada International Journal of Business*, 13(1), 65–83. <https://doi.org/10.22146/gamaijb.5495>
- Oflazoglu, S. (2017). *Qualitative versus Quantitative Research*. InTech.
- Paniandi, A. T., A.R, A., M., B., A., A., & V., B. (2018). Marketing Mix and Destination Image, Case Study: Batu Caves as a Religious Destination. *Journal of Tourism Culture and Territorial Development*, 9(17), 165–186.
- Pourdehghan, A. (2015). The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry. *Marketing and Branding Research*, 2(1), 44–63. <https://doi.org/10.33844/mbr.2015.60184>
- Priest, J., Carter, S., & Statt, D. A. (2013). *Consumer Behavior*. Edinburgh Business School.
- Priporas, C. V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*, 77, 374–381. <https://doi.org/10.1016/j.chb.2017.01.058>
- Qurniawati, R. S., & Nurohman, Y. A. (2018). eWOM PADA GENERASI Z DI SOSIAL MEDIA. *Jurnal Manajemen Dayasaing*, 20(2), 70–80.
- Raykov, T. & Marcoulides G. A. (2006). *A First Course in Structural Equation Modeling* (2nd ed.). Lawrence Erlbaum Associates.
- Rehman, F. ur, Yusoff, Bin Md. R., Zabri, Bin Mohamed. S., & Fadillah, Binti Ismail. (2017). Determinants of personal factors in influencing the buying

- behavior of consumers in sales promotion: a case of fashion industry. *Young Consumers*, 18(4), 408–424. <https://doi.org/10.1108/YC-06-2017-00705>
- Rohman, F. (2012). *Peran Faktor Situasional dan Perilaku Impulsif*. UB Press.
- Rossiter, J. R. (2014). “Branding” explained: Defining and measuring brand awareness and brand attitude. *Journal of Brand Management*, 21, 533–540. <https://doi.org/10.1057/bm.2014.33>
- Rundh, B. (2009). Packaging design: Creating competitive advantage with product packaging. *British Food Journal*, 111(9), 988–1002. <https://doi.org/10.1108/00070700910992880>
- Sallam, M. A. A., & Wahid, N. A. (2012). Endorser Credibility Effects on Yemeni Male Consumer’s Attitudes towards Advertising, Brand Attitude and Purchase Intention: The Mediating Role of Attitude toward Brand. *International Business Research*, 5(4), 55–66. <https://doi.org/10.5539/ibr.v5n4p55>
- Santoso, G., & Triwijayati, A. (2018). Gaya Pengambilan Keputusan Pembelian Pakaian Secara Online pada Generasi Z Indonesia. *Jurnal Ilmu Keluarga Dan Konsumen*, 11(3), 231–242. <https://doi.org/10.24156/jikk.2018.11.3.231>
- Satya, V. E. (2018). Kajian Singkat Terhadap Isu Aktual Dan Strategis Strategi Indonesia Menghadapi Industri 4.0. *Pusat Penelitian Badan Keahlian DPR RI*, X(09), 19.
- Sekaran, U. & Bougie, R. (2016). *Research methods for business: a skill-building approach* (7th ed.). Chichester, West Sussex, United Kingdom: John Wiley & Sons.
- Schiffman, L. G. & Wisenblit, J. L. (2015). *Consumer Behavior*. Pearson Education Limited.
- Schindler, R. M. (2012). *Pricing strategies: a marketing approach*. SAGE Publications Inc.
- Shaharudin, R. M., Mansor, S. W., Hassan, A. A., Omar, M. W., & Harun, E. H. (2013). The relationship between product quality and purchase intention: The case of Malaysia’s national motorcycle/scooter manufacturer. *African Journal of Business Management*, 5(20), 8163–8176. <https://doi.org/10.5897/ajbm11.267>
- Shemi, H. (2019). *Begini Lho Perilaku Belanja Gen Z, Kamu Termasuk Gak?* IDN Time. Diakses dari [https://www.idntimes.com/business/economy/helmi/begini-lho-perilaku-belanja-gen-z-kamu-termasuk-gak/1](https://www.idntimes.com/business/economy/helmi/begini-lho-perilaku-belanja-gen-z-kamu-termasuk-gak/)
- Sirclo. (2020). Menilik Tren Perkembangan E-Commerce Indonesia di 2020. Diakses dari <https://www.sirclo.com/menilik-tren-perkembangan-e-commerce-indonesia-di-2020/>
- Spáčil, V., & Teichmannová, A. (2016). Intergenerational Analysis of Consumer Behaviour on the Beer Market. *Procedia - Social and Behavioral Sciences*, 220, 487–495. <https://doi.org/10.1016/j.sbspro.2016.05.524>
- Statista. (2020). Countries with the highest number of internet users as of December 2019. Diakses dari <https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>
- Statista Research Department. (2020). Top 10 e-commerce sites in Indonesia 2020. Diakses dari <https://www.statista.com/statistics/869700/indonesia-top-10-e-commerce-sites/>

- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sutopo, Y. & Slamet, A. (2017). *Statistik Inferensial*. Yogyakarta: ANDI.
- Syahrir, Danial, Yulinda, E., & Yusuf, M. (2020). *Aplikasi Metode SEM-PLS dalam Pengelolaan Sumberdaya Pesisir dan Lautan*. PT Penerbit IPB Press.
- WARC. (2019). Understanding the mobile habits of Indonesia's Gen Z. Diakses dari <https://www.warc.com/newsandopinion/news/understanding-the-mobile-habits-of-indonesias-gen-z/43040>
- Yusup, M. (2011). Analisis Pengaruh Promosi, Harga, Kualitas Produk dan Layanan Purna Jual terhadap Keputusan Pembelian Sepeda Motor Honda (Studi Kasus pada Mahasiswa Fakultas Ekonomi Universitas Diponegoro Semarang). Skripsi.
- Zhang, Y., & Shrum, L. J. (2009). The influence of self-construal on impulsive consumption. *Journal of Consumer Research*, 35(5), 838–850. <https://doi.org/10.1086/593687>