

DAFTAR PUSTAKA

- Akram, U., Hui, P., Khan, M., Saduzai, S., & Bhati, M. (2017). The plight of humanity: Online impulse shopping in China. *Human Systems Management*, 36(1), 73–90.
- Badgaiyan, A. J., & Verma, A. (2014). Intrinsic factors affecting impulsive buying behavior: Evidence from India. *Journal of Retailing and Consumer Services*, 21(4), 537–549.
- Bellini, S., Cardinali MG, & Grandi B. (2017). A structural equation model of impulse buying behaviour in grocery retailing. *Journal of Retailing and Consumer Services*, 164–171.
- Cahyono, T. D., & Al-Bari. (2016). Analisis Pengaruh Persepsi Kualitas dan Persepsi Nilai Terhadap Kepuasan Konsumen dan Minat Beli Ulang. *Jurnal Tambora*.
- Chan, C. M. K., Tommy, K. H., & Cheung Zach W.Y. (2017). *The state of online impulse-buying research: A literature analysis*.
- Chen, J., Su, B., & Widjaja, A. (2016). Facebook C2C social commerce: A study of online impulse buying. *Decision Support Systems*, 57–69.
- Dholakia, U. M. (2000). Temptation and Resistance: An Integrated Model of Consumption Impulse Formation and Enactment. *Psychology & Marketing*, 955–982.

- Dittmar, H. (2005). Compulsive Buying – a Growing Concern? An Examination of Gender, Age, and Endorsement of Materialistic Values as Predictors. *British Journal of Psychology*, 467–491.
- Duffy, D. L. (2005). Affiliate marketing and its impact on e-commerce. *Journal of Consumer Marketing*.
- Eriksson, N., Rosenbröijer, C., & Fagerstrøm, A. (2017). The relationship between young consumers' decision-making styles and propensity to shop clothing online with a smartphone. *Procedia Computer Science* 121, 519–524.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, 54(2), 177–184.
- Eshra, N., & Beshir, N. (2017). Impact of Coorporate Social Responsibility on Consumer Buying Behavior in Egypt. *World Review of Business Research*.
- Euromonitor International. (2019, January). *Retailing in Indonesia Analysis*. Www.Euromonitor.Com/Internet-Retailing-in-Indonesia/Report.
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425–439.

- Fox, P., & Wareham, J. (2010). Mekanisme Tata Kelola dalam Program Pemasaran Afiliasi Berbasis Internet di Spanyol. *Jurnal Internasional Penelitian E-Bisnis*.
- Garson, G. D. (2016). *Partial Least Squares (PLS-SEM). 2016 Edition*.
- Ghozali, I., & Hengky, L. (2015). *Partial Least Square. Konsep, Teknik Dan Aplikasi Menggunakan Program Smart PLS 3.0 . 2nd edition*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial least squares: Konsep, teknik, dan aplikasi menggunakan program smart PLS 3.0 (2nd ed.)*.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2014). *Multivariate Data Analysis, New International Edition*. Pearson Education Limited.
- Hussain, M., Mollok, A. T., Johns, R., & Rahman, M. (2018). M-payment adoption for bottom of pyramid segment: an empirical investigation. *International Journal of Bank Marketing*, 362–381.
- H. Van der Heijden, & T. Verhagen. (2004). Gambar toko online: fondasi konseptual dan pengukuran empiris, *Informasi & Manajemen*. *Informasi & Manajemen* , 5.
- Ika, F., & Ari, W. (2021). *Consumer traits and situational factors: Exploring the consumer's online impulse buying in the pandemic time*.
- Jurišová, V. (n.d.). Affiliate marketing in the context of online marketing. *Review of Applied Socio-Economic Research*, 5, 106.

- Katrina, B., & Benedict, L. (2019, January 2). *Indonesia's Top eCommerce Product Categories - Janio.* <https://janio.asia/articles/indonesia-s-top-e-commerce-product-categories/>
- Kemp, S., & Moey, S. (2019, January 26). *Digital 2019 Spotlight: E-commerce in Indonesia.* <Https://Datareportal.Com/Reports/Digital-2019-Ecommerce-Inindonesia>.
- Lammenett, E. (2017). *Praxiswissen Online-Marketing: Affiliate- und E-Mail-Marketing, Suchmaschinenmarketing, Online-Werbung, Social Media, Facebook.* .
- Lee, J., Goh, M. L., & Noor, M. N. B. M. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 161–178.
- Leong, L. Y., Jaafar, N. I., & Sulaiman, A. (2017). Understanding impulse purchase in facebook commerce: Does big five matter? *Internet Research*, 786–818.
- Lertwannawit, A., & Mandhachitara, R. (2012). Interpersonal effects on fashion consciousness and status consumption moderated by materialism in metropolitan men. *Journal of Business Research*, 65(10), 1408–1416.
- Liao, S., Shen, Y., & Chu, C. (2009). The effects of sales promotion strategy, product appeal and consumer traits on reminder impulse buying behaviour. *International Journal of Consumer Studies*, 33(3), 274–284.

- Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. *International Journal of Consumer Studies*, 33(3), 274–284.
- Lo, L., Lin, S., & Hsu, L. (2016). Motivation for online impulse buying: A two-factor theory perspective. *International Journal of Information Management*, 36(5), 759–772.
- Maizer. (2016). *Market Trend Textile and Fashion Industry in Indonesia*. Http://Www.Indotextiles.Com/Index.Php?Option=com_content&task=view&id=4405&Itemi D=1.
- Manganari, E. E., George, J. S., Irini D. Rigopoulou, & Adam P. Vrechopoulos. (2011). Virtual store layout effects on consumer behaviour. *Internet Research*, 326–346.
- M. F, A., & S. E, M. (2018). *Pengaruh Digital Marketing dan Sales Promotion terhadap Impulse Buying pada Situs Berrybenka . com (Studi Kasus pada Masyarakat Kota Bandung)*.
- Muhammad Rizki Maulana Putra, M. Alimul Kabir Albant, Laeli Novita Sari, & Vicky F Sanjaya. (2020). Pengaruh Promosi, Fashion Involvement, dan Shopping Lifestyle, dan Impulse Buying di E-Commerce Shopee. *Jurnal Ekonomi Pembangunan Dan Ekonomi Syari'ah*, 03(02).
- O'Cass, A., Lee, W., & Siahtiri, V. (2013). Can Islam and status consumption live together in the house of Indonesian Journal of Business and Entrepreneurship

- fashion clothing? *Journal of Fashion Marketing and Management*, 17(4), 440–459.
- Park, E., Kim, E., & Forney, J. (2006). A structural model of fashion-oriented impulse buying behavior. *Journal of Fashion Marketing and Management*, 10(4), 433–446.
- Park, E., Kim, E., Funches, V., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, 65(11), 1583–1589.
- Prihantoro, W., Satria, A., & Hartoyo, H. (2018). The determinant factors of behavior in m-commerce application usage for online purchasing. *Purchasing. Indonesian Journal of Business and Entrepreneurship*.
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product perceived quality and purchase intention with consumer satisfaction. *Global Journal of Management and Business Research: E Marketing*, 15(1), 21–28.
- Salelaw, G. T., & Singh, A. (2016). The Impact of Sales Promotion on Brand Equity: The Case of Brewery Industry. *Journal of Marketing and Consumer Research*, 68–81.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th Edition). Wiley & Sons.

Seo, Y., Lee, K., & Lee, D. (2013). The impact of ubiquitous decision support systems on decision quality through individual absorptive capacity and perceived usefulness. *Online Information Review*.

Smart, M. (2021). *10 E-Commerce Terbaik Berdasarkan Kunjungan Kuartal 1-2021*. <Https://Smart-Money.Co/Serba-Serbi/10-e-Commerce-Terbaik-Berdasarkan-Kunjungan-Kuartal-i-2021>.

Snoj, B., Korda, A. P., & Murnel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*, 13(3), 156–167.

Spacil, V., & Teichmannova, A. (2016). Intergenerational Analysis of Consumer Behaviour on the Beer Market. *Social and Behavioral Science*, 487–495.

Sugandi, E. (2017). *Household Consumption Remains Key Engine Economic Growth Indonesia*. <Https://Www.Indonesia-Investments.Com/News/Todays-Headlines/Household-Consumption-Remains-Key-Engine-Economic-Growth-Indonesia/Item7540>.

Tayibnapis, A. Z., Wuryaningsih, L. E., & Gora, R. (2018). The development of digital economy in Indonesia. IJMBS International Journal of Management and Business Studies. *IJMBS International Journal of Management and Business Studies*, 14–18.

Tibert Verhagen, & Willemijn van Dolen. (2011). *The influence of online store beliefs on consumer online impulse buying: A model and empirical application*

Tobi, H., & Kampen, J. K. (2018). Research design: the methodology for interdisciplinary research framework. *Qual Quant*, 52, 1209–1225.
<https://doi.org/10.1007/s11135-017-0513-8>

Turkyilmaz, C., Erdem, S., & Uslu, A. (2015). The effects of personality traits and website quality on online impulse buying. *Procedia - Social and Behavioral Sciences*, 98–105.

Umair, A., Peng, H., Muhammad, K. K., Chen, Y., & Zubair, A. (2018). *Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment*.

Wells, J., Parboteeah, V., & Valacich, J. (2011). Online impulse buying: Understanding the interplay between consumer impulsiveness and website quality. *Association for Information Systems*, 12(1), 32–56.

Wiranata, A. (2018). View of Do Website Quality, Fashion Consciousness, and Sales Promotion Increase Impulse Buying Behavior of E-Commerce Buyers?
DO WEBSITE QUALITY, FASHION CONSCIOUSNESS, AND SALES PROMOTION INCREASE IMPULSE BUYING BEHAVIOR OF E-COMMERCE BUYERS.

YK, D., NP, R., & Alryalat. (2017). *Pemasaran afiliasi: Tinjauan dan analisis literatur yang muncul. Tinjauan Pemasaran.*