

DAFTAR PUSTAKA

- Abbaspour, B., Abtin, A., Abnavi, A. J., & Mirzaee, A. (2018). EFFECT OF WEBSITE QUALITY, CUSTOMER EMOTION AND ELECTRONIC CUSTOMER SATISFACTION ON ELECTRONIC LOYALTY OF CUSTOMER IN TRIP RESERVATION WEBSITES. *Journal of Marketing Management*, 13(38), 15–31.
- Abdullah, H. H., Hanaysha, J., & Ghani, N. H. (2017). Analyzing the relationship between advertising and sales promotion with brand equity. *Asian International Journal of Social Sciences*, 17(2), 88–103. <https://doi.org/10.29139/aijss.20170204>
- Adedeji, A. N., Sidique, S. F., Rahman, A. A., & Law, S. H. (2016). The role of local content policy in local value creation in Nigeria's oil industry: A structural equation modeling (SEM) approach. *Resources Policy*, 49, 61–73. <https://doi.org/10.1016/j.resourpol.2016.04.006>
- Ahyar, H., Andriani, H., Sukmana, D. J., Auliya, N. H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi (ed.); Issue March). Pustaka Ilmu.
- Akbar, M. I. U. D., Ahmad, B., Asif, M. H., & Siddiqui, S. A. (2020). Linking Emotional Brand Attachment and Sales Promotion to Post-Purchase Cognitive Dissonance: The Mediating Role of Impulse Buying Behavior. *Journal of Asian Finance, Economics and Business*, 7(11), 367–379. <https://doi.org/10.13106/jafeb.2020.vol7.no11.367>
- Akram, U., Hui, P., Kaleem Khan, M., Tanveer, Y., Mehmood, K., & Ahmad, W. (2018). How website quality affects online impulse buying. *Asia Pacific Journal of Marketing and Logistics*, 30(1), 235–256. <https://doi.org/10.1108/APJML-04-2017-0073>
- Alalwan, A. A., Dwiwedi, Y., Rana, N. P. P., & Williams, M. D. (2016). Article information: To cite this document: About Emerald www.emeraldinsight.com. *Journal of Enterprise Information Management*, 29(1), 118–139.
- Albalushi, M. A., Jano, Z., Devi, I., Abazeed, A., & Alkaabi, M. (2022). Measuring Website Quality using Service Quality and User Satisfaction Dimensions: A Conceptual Framework. *Journal of Computer Science*, 18(7), 674–686. <https://doi.org/10.3844/jcssp.2022.674.686>
- Alcazar, J., & Bradford, T. (2021). The Appeal and Proliferation of Buy Now, Pay Later: Consumer and Merchant Perspectives. *Federal Reserve Bank of Kansas City*, 11, 1–7.

- Andani, K., & Wahyono, W. (2018). Influence of Sales Promotion, Hedonic Shopping Motivation and Fashion Involvement Toward Impulse Buying through a Positive Emotion. *Management Analysis Journal*, 7(4), 448–457. <https://doi.org/10.15294/maj.v7i4.24105>
- Andriyanto, D., Suyadi, I., & Fanani, D. (2016). Pengaruh Fashion Involvement Dan Positive Emotion Terhadap Impulse Buying. *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 31(1), 42–49.
- Apriliawati, D. (2020). Diary Study sebagai Metode Pengumpulan Data pada Riset Kuantitatif: Sebuah Literature Review. *Journal of Psychological Perspective*, 2(2), 79–89. <https://doi.org/10.47679/jopp.022.12200007>
- Ardian, N. (2019). Pengaruh insentif berbasis kinerja , motivasi kerja , dan kemampuan kerja terhadap prestasi kerja pegawai UNPAB. *Jurnal*, 4(2), 119–132.
- Arikunto, S. (2011). *Prosedur Penelitian suatu Pendekatan Praktik*. Rineka Cipta. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=217760>
- Asja, H. J., Susanti, S., & Fauzi, A. (2021). Pengaruh Manfaat, Kemudahan, dan Pendapatan terhadap Minat Menggunakan Paylater : Studi Kasus Masyarakat di DKI Jakarta (The Influence of Perceived Usefulness, Ease of Use and Income on Interest in Using Paylater: A Case Study of People in DKI Jakarta). *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 2(4), 309–325.
- Asrinta, P. S. (2018). The Influence of Sales Promotion and Store Atmosphere towards Impulse Buying with Shopping Emotion as Intervening Variable. *Journal of Research in Management*, 1(2), 23–33. <https://doi.org/10.32424/jorim.v1i2.27>
- Azwar, S. (2017). *Metode Penelitian Psikologi*. Pustaka Pelajar. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1125837>
- Badgaiyan, A. J., & Verma, A. (2015). Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors. *Journal of Retailing and Consumer Services*, 22, 145–157. <https://doi.org/10.1016/j.jretconser.2014.10.002>
- Bajpai, R., & Bajpai, S. (2014). Goodness of Measurement: Reliability and Validity. *International Journal of Medical Science and Public Health*, 3(2), 112. <https://doi.org/10.5455/ijmsph.2013.191120133>
- Bandyopadhyay, N., Sivakumaran, B., Patro, S., & Kumar, R. S. (2021). Immediate or delayed! Whether various types of consumer sales promotions drive impulse buying?: An empirical investigation. *Journal of Retailing and Consumer Services*, 61(November 2020), 102532. <https://doi.org/10.1016/j.jretconser.2021.102532>
- Barakat, M. A. (2019). A Proposed Model for Factors Affecting Consumers ' Impulsive Buying Tendency in Shopping Malls. *Journal of Marketing*

- Management*, 7(1), 2333–6099. <https://doi.org/10.15640/jmm.v7n1a10>
- Barnes, S., & Vidgen, R. (2002). An Integrative Approach to the Assessment of E-Commerce Quality. *Journal of Electronic Commerce Research*. *Journal of Electronic Commerce Research*, 3(3), 114–127. <http://web.csulb.edu/journals/jecr/issues/20023/paper2.pdf>
- Bavarsad, B., Mennatyan, M. A., & Farajollah, R. (2013). A Study of the Effects of Website's Perceived Features on the Intention to Use E-shopping. *World Applied Programming*, 3(6), 252–263. www.tijournals.com
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
- Belch, G. E., & Belch, M. (2018). Advertising and Promotion. An Integrated Marketing Communication Perspective. In *Marketing Communications* (Issue January 2009). <https://www.researchgate.net/publication/46966230%0AAdvertising>
- Bessouh, N., & Belkhir, D. O. (2018). The Effect of Mood on Impulse Buying Behavior-Case of Algerian Buyers. *The International Journal of Business & Management*, 6(1), 1–6. www.theijbm.com
- Bhakat, R. S., & Muruganatham, G. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, 5(3). <https://doi.org/10.5539/ijms.v5n3p149>
- Bismo, A., Putra, S., Sarjono, H., & Nasrul, L. (2020). Effect of Functional Convenience and Representational Delight on Positive Emotional Effect and Impulse Buying of Discount Group Site Users in Indonesia. *Pertanika Journal of Social Sciences and Humanities*, 28(2), 777–790.
- Bogdan, R., & Biklen, S. K. (2007). *Qualitative Research for Education: An Introduction to Theory and Methods*. Allyn and Bacon, Inc. https://books.google.co.id/books/about/Qualitative_Research_for_Education.html?hl=id&id=HSMiAQAAIAAJ&redir_esc=y
- Bordens, K. S., & Abbott, B. B. (2016). Research Design and Methods. In 8th (Ed.), *Research Design and Methods: A Process Approach* (Vol. 22, pp. 99–116). McGraw-Hill. https://doi.org/10.1007/978-3-319-30157-0_5
- Bougie, R., & Sekaran, U. (2019). *Research Methods For Business: A Skill Building Approach* (8th ed.). John Wiley & Sons, Ltd. <https://www.wiley.com/en-us/Research+Methods+For+Business%3A+A+Skill+Building+Approach%2C+8th+Edition-p-9781119561248>
- Cahyania, D. (2018). Tinjauan Atas Prosedur Pembelian Peralatan Kantor Pada PT Deltra Wijaya Konsultan. *Repository UNIKOM*.
- Chan, D. W. M., Olawumi, T. O., Saka, A. B., & Ekundayo, D. (2022).

- Comparative analysis of the barriers to smart sustainable practices adoption in the construction industry between Hong Kong and Nigeria. *International Journal of Construction Management*, 0(0), 1–11. <https://doi.org/10.1080/15623599.2022.2108973>
- Chasanah, U., & Mathori, M. (2021). Impulsive Buying: Kajian Promosi Penjualan, Gaya Hidup, Dan Norma Subyektif Pada Marketplace Di Yogyakarta. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 12(2), 231–255. <https://doi.org/10.21009/jrmsi.012.2.03>
- Chen, C.-C., & Yao, J.-Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics*, 35(5), 1249–1262. <https://doi.org/10.1016/j.tele.2018.02.007>
- Cintananda, A. N. P. P. (2018). Pengaruh Kualitas Website, Electronic Word of Mouth, dan Promosi Penjualan terhadap Pembelian Impulsif pada Shopee. *UMY Repository*. <http://repository.umy.ac.id/handle/123456789/19530%0A>
- Collier, J. E. (2020). Applied Structural Equation Modeling Using AMOS. *Applied Structural Equation Modeling Using AMOS*. <https://doi.org/10.4324/9781003018414>
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publication. https://books.google.co.id/books?id=4uB76IC_pOQC&printsec=copyright&hl=id#v=onepage&q&f=false
- Cudjoe, A. G., Anim, P. A., & Tetteh Nyanyofio, J. G. N. (2015). Determinants of Mobile Banking Adoption in the Ghanaian Banking Industry: A Case of Access Bank Ghana Limited. *Journal of Computer and Communications*, 03(02), 1–19. <https://doi.org/10.4236/jcc.2015.32001>
- Czarnecka, B., Schivinski, B., & Keles, S. (2020). How values of individualism and collectivism influence impulsive buying and money budgeting: the mediating role of acculturation to global consumer culture. *Journal of Consumer Behaviour*, 19(5), 505–522. <https://doi.org/10.1002/cb.1833>
- Damayanti, F. D. W., & Canggih, C. (2021). Pengaruh Penggunaan Pembayaran ShopeePay Later Terhadap Perilaku Konsumsi Islam Generasi Milenial Di Surabaya. *Jurnal Ilmiah Ekonomi Islam*, 7(03), 1880–1888.
- Das, K., Tamhane, T., Vatterott, B., Wibowo, P., & Wintels, S. (2018). The digital archipelago: How online commerce is driving Indonesia's economic development. In *McKinsey & Company* (Issue August). McKinsey & Company. www.mckinsey.com/featured-insights/asia-pacific/the-digital-archipelago-how-online-
- Dawson, S., & Kim, M. (2010). Cues on apparel web sites that trigger impulse purchases. *Journal of Fashion Marketing and Management*, 14(2), 230–246.

<https://doi.org/10.1108/13612021011046084>

- Deliana, N. (2022). Pengaruh Kualitas Website dan Kualitas Layanan Terhadap Minat Beli Ulang Melalui Kepuasan dan Kepercayaan Konsumen Shopee. *Jurnal Indonesia Sosial Teknologi*, 3(3), 358–369. <https://doi.org/10.36418/jist.v3i3.377>
- Deng, M., & Gu, X. (2021). Information acquisition, emotion experience and behaviour intention during online shopping: an eye-tracking study. *Behaviour and Information Technology*, 40(7), 635–645. <https://doi.org/10.1080/0144929X.2020.1713890>
- Destari, F., Indraningrat, K., & Putri, M. N. N. (2020). Impact of shopping emotion towards impulse buying in e-commerce platform. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(1), 47–64. <https://doi.org/10.25105/jmpj.v13i1.6123>
- Devi, N. W. C., & Jatra, I. M. (2020). POSITIVE EMOTION MEMEDIASI SALES PROMOTION DAN STORE ENVIRONMENT TERHADAP IMPULSE BUYING. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1942. <https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p15>
- Dyatmika, I. G. M. D. T., & Sudiksa, I. B. (2015). Pengaruh Promosi Dan Pelayanan Ritel Terhadap Pembelian Impulsif Di Ramayana Mall Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 18, 21–38. <https://kohesi.sciencemakarioz.org/index.php/JIK/article/view/83>
- Febria, M., & Oktavio, A. (2020). Peran Positive Emotion Sebagai Intervening Variable Antara Sales Promotion Dan Impulsive Buying Behaviour Pada Pengguna E-Wallet Pengunjung Tunjungan Plaza Surabaya. *Jurnal Manajemen Pemasaran*, 14(2), 67–76. <https://doi.org/10.9744/pemasaran.14.2.67>
- Febrilia, I., & Warokka, A. (2021). Consumer traits and situational factors: Exploring the consumer's online impulse buying in the pandemic time. *Social Sciences & Humanities Open*, 4(1), 100182. <https://doi.org/10.1016/j.ssaho.2021.100182>
- Felita, P., & Oktivera, E. (2019). Pengaruh Sales Promotion Shopee Indonesia Terhadap Impulsive Buying Konsumen Studi Kasus: Impulsive Buying pada Mahasiswa STIKS Tarakanita. *Jurnal Ilmu Komunikasi Dan Bisnis*, 4(2), 159–185. <http://www.jurnal.stiks-tarakanita.ac.id/index.php/JIK/article/view/229>
- Fernanda, M. (2019). Pengaruh Promosi Penjualan, Daya Tarik Iklan Internet, dan Kualitas Website Terhadap Pembelian Impulsif. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 3(5), 07. <https://doi.org/10.24912/jmbk.v3i5.6073>
- Fitri, F. R. (2018). The Influence of Web Quality and Sales Promotion Toward Impulse Buying Behavior With Openness Personality as Moderating Variable. *Journal of Accounting Management and Economics*, 20(1), 48–55. <http://jos.unsoed.ac.id/index.php/jame/article/view/1028>

- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425–439. <https://doi.org/10.1016/j.elerap.2013.06.001>
- Fook, L. A., & McNeill, L. (2020). Click to Buy: The Impact of Retail Credit on Over-Consumption in the Online Environment. *Sustainability*, 12(18), 7322. <https://doi.org/10.3390/su12187322>
- Gerrans, P., Baur, D. G., & Lavagna-Slater, S. (2022). Fintech and responsibility: Buy-now-pay-later arrangements. *Australian Journal of Management*, 47(3), 474–502. <https://doi.org/10.1177/03128962211032448>
- Ghafiki, R. (2017). Pengaruh Kualitas Website Terhadap Keputusan Pembelian Pada Situs Bukalapak.Com the Impact of Website Quality To Purchase Decision on Bukalapak.Com. *E-Proceeding of Management*, 4(1), 678.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Universitas Diponegoro.
- Habib, M. D., & Qayyum, A. (2018). Cognitive Emotion Theory and Emotion-Action Tendency in Online Impulsive Buying Behavior. *Journal of Management Sciences*, 5(1), 86–99. <https://doi.org/10.20547/jms.2014.1805105>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Prentice Hall. https://books.google.co.id/books/about/Multivariate_Data_Analysis.html?hl=id&id=JIRaAAAAYAAJ&redir_esc=y
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2006). *Multivariate Data Analysis* (6th ed.). Pearson Prentice Hall. [https://www.scirp.org/\(S\(351jmbntvnsjt1aadkposzje\)\)/reference/ReferencesPapers.aspx?ReferenceID=1385913](https://www.scirp.org/(S(351jmbntvnsjt1aadkposzje))/reference/ReferencesPapers.aspx?ReferenceID=1385913)
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2016). *A Primer On Partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publication. <https://us.sagepub.com/en-us/nam/a-primer-on-partial-least-squares-structural-equation-modeling-pls-sem/book244583>
- Hair, J. F., & Sarstedt, M. (2019). Factors versus Composites: Guidelines for Choosing the Right Structural Equation Modeling Method. *Project Management Journal*, 50(6), 619–624. <https://doi.org/10.1177/8756972819882132>
- Hamdi, A. S., & Bahruddin, E. B. (2014). *Metode Penelitian Kuantitatif Aplikasi dalam Pendidikan* (A. Anas (ed.); 1st ed.). Deepublish. https://books.google.co.id/books?id=nhwaCgAAQBAJ&printsec=frontcover&dq=nhwaCgAAQBAJ&hl=id&sa=X&ved=0ahUKewi_3Oeik_bnAhXbF3IKHfbuDjEQ6AEIKjAA#v=onepage&q&f=false
- Handayani, D., Hadi, D. R., Isbaniah, F., Burhan, E., & Agustin, H. (2020). Corona

- Virus Disease 2019. *Jurnal Respirologi Indonesia*, 40(2), 119–129. <https://doi.org/10.36497/jri.v40i2.101>
- Haryono, S., & Wardoyo, P. (2015). Structural Equation Modeling. In *Dictionary of Statistics & Methodology*. PT Intermedia Personalia Utama. <https://doi.org/10.4135/9781412983907.n1909>
- Hasim, M. A., Shamsudin, M. F., Ali, A. M., & Shabi, S. (2018). The relationship between sales promotions and online impulse buying in Malaysia. *Opcion*, 34(Special Issue 16), 295–308.
- Hermanto, E. Y. (2016). PENGARUH FASHION INVOLVEMENT TERHADAP IMPULSE BUYING BEHAVIOUR MASYARAKAT SURABAYA DENGAN HEDONIC SHOPPING MOTIVATION DAN POSITIVE EMOTION SEBAGAI VARIABEL INTERVENING PADA MEREK ZARA. *Jurnal Manajemen Pemasaran*, 10(1), 11–19. <https://doi.org/10.9744/pemasaran.10.1.11-19>
- Hidayat, A. A. A. (2014). *Metode penelitian kebidanan dan teknik analisis data* (Nurchasanah (ed.)). Salemba Medika.
- Hsu, C.-L., Chang, K.-C., & Chen, M.-C. (2012). The impact of website quality on customer satisfaction and purchase intention: perceived playfulness and perceived flow as mediators. *Information Systems and E-Business Management*, 10(4), 549–570. <https://doi.org/10.1007/s10257-011-0181-5>
- Hultén, P., & Vanyushyn, V. (2014). Promotion and shoppers' impulse purchases: The example of clothes. *Journal of Consumer Marketing*, 31(2), 94–102. <https://doi.org/10.1108/JCM-06-2013-0603>
- Hussain, A., Mkpojiogu, E. O. C., & Yusof, M. M. (2016). Perceived usefulness, perceived ease of use, and perceived enjoyment as drivers for the user acceptance of interactive mobile maps. *AIP Conference Proceedings*, 1761, 020051. <https://doi.org/10.1063/1.4960891>
- Imbayani, I. G. A., & Novarini, N. N. A. (2018). Pengaruh Shopping Lifestyle, Fashion Involvement dan Positive Emotion Terhadap Impulse Buying Behavior. *Jurnal Ilmiah Manajemen & Bisnis*, Volume 3,(2), 199–210.
- Indarsin, T., & Ali, H. (2017). Attitude toward Using m-Commerce: The Analysis of Perceived Usefulness, Perceived Ease of Use, and Perceived Trust: Case Study in Ikens Wholesale Trade, Jakarta-Indonesia. *Saudi Journal of Business and Management Studies*, 2(11), 995–1007. <https://doi.org/10.21276/sjbms.2017.2.11.7>
- Ismail, H. A., Trimiati, E. ., & Prihati, Y. . (2020). Membangun model konseptual faktor sinergitas perilaku konsumen dalam konteks pembelian impulsive secara online. *Al Tijarah*, 6(3), 10. <https://doi.org/10.21111/tijarah.v6i3.5603>
- Jiang, Z. (Jack), Wang, W., Tan, B. C. Y., & Yu, J. (2016). The Determinants and Impacts of Aesthetics in Users' First Interaction with Websites. *Journal of*

Management Information Systems, 33(1), 229–259.
<https://doi.org/10.1080/07421222.2016.1172443>

- Junaidi. (2021). Aplikasi AMOS dan Structural Equation Modeling (SEM). In *UPT Unhas Press Keanggotaan*:
- Jundrio, H., & Keni, K. (2020). Pengaruh Website Quality, Website Reputation dan Percieved Risk Terhadap Purchase Intention pada Perusahaan E-Commerce. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 229.
<https://doi.org/10.24912/jmieb.v4i2.7802>
- Karbasivar, A., & Yarahmadi, H. (2011). Evaluating Effective Factors on Consumer Impulse Buying Behavior. *Asian Journal of Business Management Studies*, 2(4), 174–181.
- Kawulich, B., & Chilisa, B. (2001). *9.13 Selecting a research approach: paradigm, methodology and methods*. January 2012, 1–21.
- Khatri, K. K. (2020). Research Paradigm: A Philosophy of Educational Research. *International Journal of English Literature and Social Sciences*, 5(5), 1435–1440. <https://doi.org/10.22161/ijels.55.15>
- Khusna, G. K., & Oktafani, F. (2017). Pengaruh Bauran Promosi Perpustakaan Terhadap Keputusan Pembelian Dunkin' Donuts Bandung. *Ekonomii, Bisnis & Entrepreneurship*, 1(1), 27–36.
- Kim, C., Galliers, R. D., Shin, N., Ryoo, J. H., & Kim, J. (2012). Factors influencing Internet shopping value and customer repurchase intention. *Electronic Commerce Research and Applications*, 11(4), 374–387.
<https://doi.org/10.1016/j.elerap.2012.04.002>
- Kim, Y., & Kim, Y. (2019). Incivility on Facebook and political polarization: The mediating role of seeking further comments and negative emotion. *Computers in Human Behavior*, 99(May), 219–227.
<https://doi.org/10.1016/j.chb.2019.05.022>
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26. <https://doi.org/10.5430/ijhe.v6n5p26>
- Kosyu, D. A., Hidayat, K., & Yusri, A. (2014). Pengaruh Hedonic Shopping Motives Terhadap Shopping Lifestyle Dan Impulse Buying (Survei Pada Pelanggan Outlet Stradivarius Di Galaxy Mall Surabaya). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 14(2), 84440.
- Kotler, P. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kumala, A. A. W., & Wardana, I. M. (2021). The Role of Positive Emotion in Mediating the Effect of Sales Promotion towards Impulse Buying. *American Journal of Humanities and Social Sciences Research*, 5, 176–181.
www.ajhssr.com

- Kwan, O. G. (2016). Pengaruh Sales Promotion Dan Store Atmosphere Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Planet Sports Tunjungan Plaza Surabaya. *Jurnal Manajemen Pemasaran*, 10(1), 27–34. <https://doi.org/10.9744/pemasaran.10.1.27-34>
- Lerner, J. S., Li, Y., Valdesolo, P., & Kassam, K. S. (2015). Emotion and Decision Making. *Annual Review of Psychology*, 66(1), 799–823. <https://doi.org/10.1146/annurev-psych-010213-115043>
- Li, L., Peng, M., Jiang, N., & Law, R. (2017). An empirical study on the influence of economy hotel website quality on online booking intentions. *International Journal of Hospitality Management*, 63, 1–10. <https://doi.org/10.1016/j.ijhm.2017.01.001>
- Lia, D. A. Z., & Natswa, S. L. (2021). Buy-now-pay-later (bnpl): generation z's dilemma on impulsive buying and overconsumption intention. *Proceedings of the BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2021)*, 193(Bistic), 130–137.
- Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. *Decision Support Systems*, 55(3), 829–837. <https://doi.org/10.1016/j.dss.2013.04.001>
- Maidiana, M. (2021). Penelitian Survey. *ALACRITY: Journal of Education*, 1(2), 20–29. <https://doi.org/10.52121/alacrity.v1i2.23>
- Malhotra, N. (2021). *Marketing Research: An Applied Orientation*. Pearson. <https://www.pearson.com/en-us/subject-catalog/p/marketing-research-an-applied-orientation/P200000005969/9780137504879?tab=accessibility>
- Mardiatmoko, G. (2020). Pentingnya Uji Asumsi Klasik Pada Analisis Regresi Linier Berganda. *BAREKENG: Jurnal Ilmu Matematika Dan Terapan*, 14(3), 333–342. <https://doi.org/10.30598/barekengvol14iss3pp333-342>
- Marlina, S., & Syamsuar, G. (2020). Analisis Pengaruh Citra Merek, Harga dan Promosi Terhadap Keputusan Pembelian pada E-Commerce Shopee. *Repository STIE Indonesia*. <http://repository.stei.ac.id/id/eprint/3251>
- Mattila, A. S., & Wirtz, J. (2008). The role of store environmental stimulation and social factors on impulse purchasing. *Journal of Services Marketing*, 22(7), 562–567. <https://doi.org/10.1108/08876040810909686>
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention. *Online Information Review*, 40(7), 1090–1110. <https://doi.org/10.1108/OIR-11-2015-0373>
- McNeill, L. S. (2014). The place of debt in establishing identity and self-worth in transitional life phases: young home leavers and credit. *International Journal of Consumer Studies*, 38(1), 69–74. <https://doi.org/10.1111/ijcs.12065>
- McNeill, L. S., & Snowdon, J. (2019). Slow Fashion – Balancing the Conscious

- Retail Model within the Fashion Marketplace. *Australasian Marketing Journal*, 27(4), 215–223. <https://doi.org/10.1016/j.ausmj.2019.07.005>
- Moez, L., & Gharbi, J.-E. (2013). Antecedents and Effect of Commitment on the Impulse Buying by Internet. *Journal of Internet Banking and Commerce*, 18(1), 10.
- Moleong, L. J. (2018). *Metode Penelitian Kualitatif , Edisi Revisi*. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1133305>
- Morrisan, M. A. (2017). *Metode Penelitian Survei*. Kencana. <https://books.google.co.id/books?id=LhZNDwAAQBAJ&pg>
- Muhsin, A., & Zuliestiana, D. Z. (2017). Analisis Pengaruh Kualitas Website (Webqual) 4.0 Terhadap Kepuasan Pengguna Bukalapak di Kota Bandung. *E-Proceeding of Management*, 4(3), 2424–2433.
- Nawang Sari, A. Y. (2011). *Structural Equation Modeling Pada Perhitungan Indeks Kepuasan Pelanggan Dengan Menggunakan Software Amos (Studi Kasus: Perhitungan Indeks Kepuasan Mahasiswa FMIPA UNY Terhadap Operator IM3)*. https://eprints.uny.ac.id/186/1/skripsi_STRUCTURAL_EQUATION_MODELING.pdf
- Nazir, M., & Sikumbang, R. F. (2014). *Metode Penelitian* (9th ed.). Ghalia Indonesia. <http://perpus.bandungkab.go.id/opac/detail-opac?id=4242>
- Nindyakirana, R. H., Manajemen, J., Ekonomi, F., Semarang, U. N., & Artikel, I. (2016). Membangun Emosi Positif melalui Promosi Penjualan dan Lingkungan Toko Dampaknya terhadap Impulse Buying. *Management Analysis Journal*, 5(4), 375–388.
- Notoatmojo, S. (2018). *Metodologi Penelitian Kesehatan* (3rd ed.). Rineka Cipta.
- Ostrovskiy, A., Garkavenko, V., & Rybina, L. (2021). Influence of socio-psychological factors on consumers purchasing behavior in Kazakhstan. *The Service Industries Journal*, 41(7–8), 527–552. <https://doi.org/10.1080/02642069.2019.1601707>
- Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2009). The influence of website characteristics on a consumer's urge to buy impulsively. *Information Systems Research*, 20(1), 60–78. <https://doi.org/10.1287/isre.1070.0157>
- Park, E.-J., & Kim, E.-Y. (2008). Effects of Consumer Tendencies and Positive Emotion on Impulse Buying Behavior for Apparel. *Journal of the Korean Society of Clothing and Textiles*, 32(6), 980–990. <https://doi.org/10.5850/JKSCT.2008.32.6.980>
- Park, Y. S., Konge, L., & Artino, A. R. (2020). The Positivism Paradigm of Research. *Academic Medicine*, 690–694. <https://doi.org/10.1097/ACM.0000000000003093>

- Pengnate, S. (Fone), & Sarathy, R. (2017). An experimental investigation of the influence of website emotional design features on trust in unfamiliar online vendors. *Computers in Human Behavior*, 67, 49–60. <https://doi.org/10.1016/j.chb.2016.10.018>
- Prabhawanti, P. P., & Widhiyani, N. L. S. (2018). Pengaruh Besaran Fee Audit dan Independensi Terhadap Kualitas Audit dan Etika Profesi Auditor Sebagai Moderasi. *E-Jurnal Akuntansi*, 24, 2247. <https://doi.org/10.24843/eja.2018.v24.i03.p23>
- Priharsari, D. (2021). Critical Realism sebagai Alternatif Landasan Filosofis di Penelitian Sistem Informasi. *Jurnal Teknologi Informasi Dan Ilmu Komputer*, 8(3), 509. <https://doi.org/10.25126/jtiik.2021833383>
- Prihartini, E. (2020). Pengaruh Shopping Lifestyle dan Positive Emotion Terhadap Impulse Buying (Studi Pada Konsumen UD Putra Tiga Saudara Majalengka). *Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan*, 1(1), 14–30. <https://doi.org/10.31949/entrepreneur.v1i1.877>
- Purnomo, H., & Riani, L. P. (2018). Analisis Hedonic Shopping Motives Terhadap Impulse Buying Toko Daring pada Masyarakat Kota Kediri. *Ekspektra : Jurnal Bisnis Dan Manajemen*, 2, 68–88. <https://doi.org/10.25139/ekt.v2i1.719>
- Putra, B. M., & Kusuma, A. A. (2015). *Promosi Dan Kepemilikan Kartu Kredit Terhadap Perilaku Pembelian Impulsif Online*. 4, 209–227.
- Putra, I. G. N. F. A. W., Giantari, I. G. A. K., Yasa, N. N. K., Ekawati, N. W., & Setini, M. (2020). The Role of Emotion in Moderating the Effect of the Website Atmosphere on Online Buying Decision. *Journal of Advanced Research in Dynamical and Control Systems*, 12(SP4), 1953–1962. <https://doi.org/10.5373/JARDCS/V12SP4/20202070>
- Putri, F. A., & Iriani, S. S. (2020). Pengaruh Kepercayaan dan Kemudahan terhadap Keputusan Pembelian Menggunakan Pinjaman Online Shopee PayLater. *Jurnal Ilmu Manajemen*, 8(3), 818. <https://doi.org/10.26740/jim.v8n3.p818-828>
- Putri Maharanie, R., Suharyono, S., & Yulianto, E. (2020). Pengaruh Lingkungan Toko Terhadap Impulse Buying Dengan Emosi Positif Sebagai Variabel Intervening. *Profit*, 14(01), 12–21. <https://doi.org/10.21776/ub.profit.2020.014.01.2>
- Putri, R. A., & Artanti, Y. (2021). Pengaruh Kualitas Website, Impulsive Personality Trait, dan Kelompok Referensi Terhadap Pembelian Impulsif di Tokopedia. *Business Innovation and Entrepreneurship Journal*, 3(4), 242–251. <https://doi.org/10.35899/biej.v3i4.325>
- Rahadhini, M. D., Wibowo, E., & Lukiyanto, K. (2020). The role of positive emotion in hedonic shopping value affecting consumers' impulse buying of

- fashion products. *International Journal of Scientific and Technology Research*, 9(2), 780–784.
- Rahman, M. F., & Hossain, M. S. (2022). The impact of website quality on online compulsive buying behavior: evidence from online shopping organizations. *South Asian Journal of Marketing*. <https://doi.org/10.1108/sajm-03-2021-0038>
- Rahmawati, I., Sa'adah, L., & Chabib, M. N. (2020). *Karakteristik Individu dan Lingkungan Kerja serta Pengaruhnya terhadap Kepuasan Kerja Karyawan*. LPPM Universitas KH. A. Wahab Hasbullah. https://www.google.co.id/books/edition/Karakteristik_Individu_dan_Lingku ngan_Ke/uRc7EAAAQBAJ?hl=en&gbpv=0
- Rahmawati, N. T. (2018). Pengaruh Hedonic Shopping Value dan Shopping Lifestyle terhadap Impulse Buying dengan Emosi Positif sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Indonesia*, 3(1), 1–12.
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Rahmawati, N. A., Permana, A. E., Reyhan, A. M., & Rafli, H. (2021). Analisa Transaksi Belanja Online Pada Masa Pandemi Covid-19. *Jurnal Teknoinfo*, 15(1), 32. <https://doi.org/10.33365/jti.v15i1.868>
- Ramadhani, L., Kurniawati, M., & Rahayu, S. P. (2021). Pengaruh Kualitas Website Dan Dimensi Kepribadian Big Five Terhadap Pembelian Impuls Online Dengan Promosi Penjualan Sebagai Variabel Moderasi “Studi Pada Shopee.” *Jurnal Manajemen Dan Bisnis Indonesia*, 6(2), 120–132. <https://doi.org/10.32528/jmbi.v6i2.3169>
- Rao, Q., & Ko, E. (2021). Impulsive purchasing and luxury brand loyalty in WeChat Mini Program. *Asia Pacific Journal of Marketing and Logistics*, 33(10), 2054–2071. <https://doi.org/10.1108/APJML-08-2020-0621>
- Rehman, A. A., & Alharthi, K. (2016). An introduction to research paradigms. International. *Journal of Educational Investigations*, 3(8), 51–59. <https://www.researchgate.net/publication/325022648>
- Riduwan. (2014). *Metode & Teknik Penyusunan Proposal Penelitian*. Alfabeta. <https://inlislite.uin-suska.ac.id/opac/detail-opac?id=21978>
- Roesminiyati, R., Salim, A., & Paramita, R. W. D. (2018). Pengaruh Earning Per Share (EPS), Return On Equity (ROE), dan Net Profit Margin (NPM) Terhadap Harga Saham Pada Perusahaan Otomotif yang Terdaftar Di Bursa Efek Indonesia. *Progress Conference*, 1(1), 861–869.
- Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of*

- Retailing*, 88(2), 308–322. <https://doi.org/10.1016/j.jretai.2012.03.001>
- Rozi, R. F. (2018). Upaya Guru PKn dalam Meningkatkan Kedisiplinan Siswa di Sekolah Melalui Pendekatan Role Model. *Repository UNPAS*.
- Rusakamto, M., Pragiwani, M., & Anhar, M. (2021). Pengaruh Kualitas Pelayanan, Kualitas Website, Citra Instansi terhadap Kepuasan Masyarakat pada Kantor Administrasi Hukum Umum Cikini Jakarta (KEMENKUMHAM). *Repository STIE Indonesia*. <http://repository.stei.ac.id/3210/>
- Ruslan, R. (2017). *Metode Penelitian Publis Relations dan Komunikasi* (7th ed.). RajaGrafindo Persada. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1135559>
- Saad, M., & Metawie, M. (2015). Store Environment, Personality Factors and Impulse Buying Behavior in Egypt: The Mediating Roles of Shop Enjoyment and Impulse Buying Tendencies. *Journal of Business and Management Sciences*, 3(2), 69–77. <https://doi.org/10.12691/jbms-3-2-3>
- Sadiyah, D. (2015). Pendekatan Kualitatif dan Kuantitatif. In *Metode Penelitian Dakwah* (p. 166). Rosda Karya. <http://digilib.uinsgd.ac.id/3475/>
- Sanaky, M. M., Saleh, L. M., & Titaley, H. D. (2021). Analisis Faktor-Faktor Keterlambatan Pada Proyek Pembangunan Gedung Asrama Man 1 Tulehu Maluku Tengah. *Jurnal Simetrik*, 11(1), 432. <https://doi.org/10.31959/js.v11i1.615>
- Sangkala, F., Irwan, A. M., & Tahir, T. (2018). Uji Validitas Dan Reabilitas Caring Behaviors Inventory (CBI) Di Beberapa Negara : Literature Review. *Jurnal Keperawatan Muhammadiyah*, 3(2). <https://doi.org/10.30651/jkm.v3i2.1816>
- Santoso, S. (2018). *Mahir Statistik Multivariat dengan SPSS*. Elex Media Komputindo. https://scholar.google.co.id/citations?view_op=view_citation&hl=en&user=I rqiPYIAAAAJ&cstart=20&pagesize=80&citation_for_view=I rqiPYIAAAAJ:Ug5p-4gJ2f0C
- Sari, N. P. Y., & Jati, I. K. (2019). Pengaruh Sistem Administrasi Perpajakan Modern, Pengetahuan Perpajakan Dan Kualitas Pelayanan Fiskus Pada Kepatuhan WPOP. *E-Jurnal Akuntansi*, 26(16), 310. <https://doi.org/10.24843/eja.2019.v26.i01.p12>
- Sari, R. (2021). Pengaruh Penggunaan Paylater Terhadap Perilaku Impulse Buying Pengguna E-Commerce di Indonesia. *Jurnal Riset Bisnis Dan Investasi*, 7(1), 44–57. <https://doi.org/10.35313/jrbi.v7i1.2058>
- Sastroasmoro, S., & Ismael, S. (2014). *Dasar-Dasar Metodologi Penelitian Klinis* (5th ed.). Sagung Seto. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1111569>
- Satria, A., & Trinanda, O. (2019). Pengaruh Promosi dan Website Quality Terhadap

- Impulse Buying Pada E-Commerce Lazada di Kota Padang. *Jurnal Ecogen*, 2(3), 463. <https://doi.org/10.24036/jmpe.v2i3.7418>
- Sayyida, S., & Alwiyah, A. (2018). Perkembangan Structural Equation Modeling (Sem) Dan Aplikasinya Dalam Bidang Ekonomi. *PERFORMANCE: Jurnal Bisnis & Akuntansi*, 8(1), 10–26. <https://doi.org/10.24929/feb.v8i1.465>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). John Wiley & Sons, Ltd.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian* (6th ed.). Salemba Empat. <https://openlibrary.telkomuniversity.ac.id/pustaka/143365/metode-penelitian-untuk-bisnis-pendekatan-pengembangan-keahlian-edisi-6-buku-1.html>
- Septila, R., & Aprila, E. D. (2017). Impulse Buying Pada Mahasiswa di Banda Aceh. *Psikoislamedia Jurnal Psikologi*, 2(2), 170–183.
- Shen, K. N., & Khalifa, M. (2012). System design effects on online impulse buying. *Internet Research*, 22(4), 396–425. <https://doi.org/10.1108/10662241211250962>
- Silalahi, U. (2012). *Metode Penelitian Sosial* (3rd ed.). Refika Aditama. <https://onsearch.id/Record/IOS4965.021396>
- Sinha, S. K., & Verma, P. (2019). The Link Between Sales Promotion's Benefits and Consumers Perception: A Comparative Study Between Rural and Urban Consumers. *Global Business Review*, 20(2), 498–514. <https://doi.org/10.1177/0972150918825398>
- Soodan, V., & Pandey, A. C. (2016). Influence of Emotions on Consumer Behaviour: A Study on FMCG Purchases in Uttarkhand, India. *Journal of Entrepreneurship, Business and Economics*, 4(2), 163–181.
- Sopiyan, P., & Kusumadewi, R. N. (2020). Pengaruh Shopping Lifestyle dan Positive Emotion Terhadap Impulse Buying. *Coopetition: Jurnal Ilmiah Manajemen*, 11(3), 207–216. <https://doi.org/10.32670/coopetition.v11i3.115>
- Stainback, S. B., & Stainback, W. C. (1988). *Understanding & Conducting Qualitative Research*. Kendall/Hunt. https://books.google.co.id/books/about/Understanding_Conducting_Qualitative_Res.html?id=uFR4QgAACAAJ&redir_esc=y
- Sugianto, Y. M. N. (2016). The Effect of Website Quality, Electronic Word-Of-Mouth, And Sales Promotion On Impulse Buying In Zalora. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Sugiarto. (2017). *Metodologi Penelitian Bisnis* (Yeskha (ed.); 1st ed.). ANDI. <https://elibrary.bsi.ac.id/readbook/200689/metodologi-penelitian-bisnis>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabeta.

- Sugiyono. (2019). *Statistika Untuk Penelitian*. Alfabeta. <https://ilms.jabarprov.go.id/inlislite31/opac/detail-opac?id=8867>
- Sujadijaya, T. (2017). Pengaruh Penerapan Sistem Informasi Akuntansi Terhadap Kualitas Laporan Keuangan. *Repository UNPAS*, 1–14.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis Dan Ekonomi* (1st ed.). Pustaka Baru. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1072785>
- Sun, J., Yang, Z., Wang, Y., & Zhang, Y. (2015). Rethinking E-Commerce Service Quality: Does Website Quality Still Suffice? *Journal of Computer Information Systems*, 55(4), 62–72. <https://doi.org/10.1080/08874417.2015.11645788>
- Sundström, M., Hjelm-Lidholm, S., & Radon, A. (2019). Clicking the boredom away – Exploring impulse fashion buying behavior online. *Journal of Retailing and Consumer Services*, 47(March 2018), 150–156. <https://doi.org/10.1016/j.jretconser.2018.11.006>
- Sunjono, R. S., Verani, C., Magdalena, N., & Kurniawan, A. (2013). *Aplikasi SPSS untuk Smart Riset*. Alfabeta.
- Tamilselvi, J. (2019). *Impact of Sale Promotion Techniques on Consumers' Impulse Buying Behaviour towards Apparel at Bangalore*. 4(March), 116–124.
- Tasci, A. D. A., & Ko, Y. J. (2016). A FUN-SCALE for Understanding the Hedonic Value of a Product: The Destination Context. *Journal of Travel & Tourism Marketing*, 33(2), 162–183. <https://doi.org/10.1080/10548408.2015.1038421>
- Tastaftiani, N. (2018). BUAH BATU CORPS TERHADAP KEPUASAN PELAKU. *Repository UNIKOM*, 1, 41814090. <https://elibrary.unikom.ac.id/id/eprint/97/>
- Triputra, Y. W. (2019). Pengaruh Penerapan Standar Akuntansi Pemerintahan dan Pemanfaatan Teknologi Informasi Terhadap Kualitas Laporan Keuangan Daerah. *Repository UNPAS*. <http://repository.unpas.ac.id/43902/>
- Truong, Y., & McColl, R. (2011). Intrinsic motivations, self-esteem, and luxury goods consumption. *Journal of Retailing and Consumer Services*, 18(6), 555–561. <https://doi.org/10.1016/j.jretconser.2011.08.004>
- Turkyilmaz, C. A., Erdem, S., & Uslu, A. (2015). The Effects of Personality Traits and Website Quality on Online Impulse Buying. *Procedia - Social and Behavioral Sciences*, 175, 98–105. <https://doi.org/10.1016/j.sbspro.2015.01.1179>
- Usmadi, U. (2020). Pengujian Persyaratan Analisis (Uji Homogenitas Dan Uji Normalitas). *Inovasi Pendidikan*, 7(1), 50–62. <https://doi.org/10.31869/ip.v7i1.2281>
- Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on

- consumer online impulse buying: A model and empirical application. *Information and Management*, 48(8), 320–327. <https://doi.org/10.1016/j.im.2011.08.001>
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15(1 SUPPL.). <https://doi.org/10.1002/per.423>
- Wang, E. S.-T. (2016). The moderating role of consumer characteristics in the relationship between website quality and perceived usefulness. *International Journal of Retail & Distribution Management*, 44(6), 627–639. <https://doi.org/10.1108/IJRDM-03-2015-0049>
- Wang, Y. A., & Rhemtulla, M. (2021). Power Analysis for Parameter Estimation in Structural Equation Modeling: A Discussion and Tutorial. *Advances in Methods and Practices in Psychological Science*, 4(1). <https://doi.org/10.1177/2515245920918253>
- Weerathunga, A. K., & Pathmini, M. G. S. (2015). Impact of Sales Promotion on Consumer's Impulse Buying Behaviour (IBB); Study in Supermarkets in Anuradhapura City. *International Research Symposium*.
- Widodo. (2017). *Metodologi Penelitian: Populer & Praktis* (1st ed.). Rajawali Pers. <https://inlislite.uin-suska.ac.id/opac/detail-opac?id=4374>
- Widyanto, I., & Prasilowati, S. L. (2015). Aplikasi theory of planned behavior dalam membangkitkan niat pasien untuk melakukan operasi katarak application of the theory of planned behavior in generating patients intention to undergo cataract surgery. *Jurnal Administrasi Kesehatan Indonesia*, 5(1), 674–681. <https://doi.org/10.9744/jmk.17.2.109>
- Wijaya, A., & Budiman, S. T. (2013). *Analisis Multivariat Untuk Penelitian Manajemen* (1st (ed.)). Pohon Cahaya. 21-2-2018
- Wijaya, D. W., Fauzi, A., & Arifin, Z. (2017). THE EFFECT OF ONLINE STORE ATMOSPHERE TOWARDS EMOTION AND ITS IMPACT ON PURCHASE DECISION. *Russian Journal of Agricultural and Socio-Economic Sciences*, 64(4), 82–93. <https://doi.org/10.18551/rjoas.2017-04.11>
- Wijaya, L. V., & Tjun, L. T. (2018). Pengaruh Cash Turnover, Receivable Turnover, dan Inventory Turnover Terhadap Return On Asset Perusahaan Sektor Makanan dan Minuman yang Terdaftar di Bursa Efek Indonesia Periode 2013 – 2015. *Jurnal Akuntansi Maranatha*, 9(1), 74–82. <https://doi.org/10.28932/jam.v9i1.492>
- Wijaya, R., Farida, N., & Andriyansah. (2018). Determinants of Repurchase Intentions at Online Stores in Indonesia. *International Journal of E-Business Research*, 14(3), 95–111. <https://doi.org/10.4018/IJEBR.2018070106>
- Wiranata, A. T., & Hananto, A. (2020). Do Website Quality, Fashion Consciousness, and Sales Promotion Increase Impulse Buying Behavior of E-

- Commerce Buyers? *Indonesian Journal of Business and Entrepreneurship*, 6(1), 74–85. <https://doi.org/10.17358/ijbe.6.1.74>
- Yan, W. S., & Yu, C. H. (2013). Factors of Influencing Repurchase Intention on Deal-of-the-day Group-Buying Website. *Thesis, April*.
- Yi, S., & Jai, T. (2020). Impacts of consumers' beliefs, desires and emotions on their impulse buying behavior: application of an integrated model of belief-desire theory of emotion. *Journal of Hospitality Marketing & Management*, 29(6), 662–681. <https://doi.org/10.1080/19368623.2020.1692267>
- Yuliana, A. (2019). *Analisis Pengaruh Kualitas Website, Promosi Penjualan, Dan Dorongan Berbelanja Hedonis Melalui Emosi Positif Terhadap Pembelian Impulsif Shopee Indonesia*. 1–39.
- Zahara, R. (2019). Pengaruh sales promotion terhadap impulse buying konsumen. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 2(1), 39–44. <https://doi.org/10.36407/jmsab.v2i1.46>
- Zhang, H., Gordon, S., Buhalis, D., & Ding, X. (2018). Experience Value Cocreation on Destination Online Platforms. *Journal of Travel Research*, 57(8), 1093–1107. <https://doi.org/10.1177/0047287517733557>
- Zhang, K. Z. K., Cheung, C. M. K., & Lee, M. K. O. (2012). Online service switching behavior: The case of blog service providers. *Journal of Electronic Commerce Research*, 13(3), 184–197.
- Zhang, L., Shao, Z., Li, X., & Feng, Y. (2021). Gamification and online impulse buying: The moderating effect of gender and age. *International Journal of Information Management*, 61(October), 102267. <https://doi.org/10.1016/j.ijinfomgt.2020.102267>
- Zhang, X., Jing, F., & Yang, Y. (2012). How types of online commodities affect online impulse buying. *Journal of Management Science*, 70772055, 69–77.