

DAFTAR PUSTAKA

- A.C. Nielsen. 2013. Survey of Consumer Behavior and Perception toward Modern and Traditional Trade Channels, Departemen Perdagangan Republik Indonesia : Jakarta.
- Achmad, Buchori., Djaslim Saladin. 2016. Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabeta Bandung.
- Adista Anjar Diany, Marijati Sangen, Ikhwan Faisal. 2019. Pengaruh sales promotion dan store atmosphere Terhadap Positive Emotion Dan Perilaku Impulse Buying di Departement Store Matahari Duta Mall, Banjarmasin. Jurnal Wawasan Manajemen, Vol. 7 Nomor 1, 2019.
- Agus, Hermawan. 2012. Komunikasi Pemasaran. Jakarta: Erlangga.
- Akbar, M. I. U. D., Ahmad, B., Asif, M. H., and 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 Busines*: Vol. 7. No. 11, pp. 367-379.
- A. K, Weerathunga, and 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.
- Alexander, H. B. (2020). *Masuk 5 Besar, Ritel Indonesia Diprediksi Stabil*. Kompas.com.

- Bacon, A. M., & Corr, P. J. (2020). Coronavirus (COVID-19) in the United Kingdom: A personality-based perspective on concerns and intention to self-isolate. *British Journal of Health Psychology*, 25(4), 839–848. <https://doi.org/10.1111/bjhp.12423>
- Belch, George E., Belch, Michal, A. 2009. *Advertising and Promotion: An Integrated Marketing Communication Perspective*, 8 th Edition. New York: Pearson Education.
- Boyd, Walker, Larreche. 2000. *Manajemen Pemasaran Suatu Pendekatan Strategis dengan Orientasi Global Edisi 2 Jilid 1*. Jakarta: Erlangga.
- Caesariani, Tiara Erika. 2020. “Pengaruh *Store Atmosphere* dan Promosi Penjualan Terhadap *Impulse Buying* di Indomaret Surabaya Timur”. *Jurnal Ilmu Manajemen (JIM)*: Vol. 8. No. 1, Hal. 306-314.
- Cannon, Perreault dan McCarthy. 2009. *Pemasaran Dasar Pendekatan Manajerial Global Buku 2 Edisi 16*. Jakarta: Salemba Empat
- Cannon, Perreault dan McCarthy. 2009. *Pemasaran Dasar Pendekatan Manajerial Global Buku 2 Edisi 16*. Jakarta: Salemba Empat.
- Cyasmoro, V. dan Vitaharsa, L. 2020. “Analisis Pengaruh *Store Environment* dan *Service Quality* Terhadap *Impuse Buying* (Studi Pada Lotte Grosir Cabang Tangerang)”. *Majalah Ilmiah Panorama Nusantara*, Edisi. 29: Vol. 15. No. 2, Hal. 42-55.
- Darmayasa, N. M. I. A. A. dan Sukaatmadja, I. P. G. 2017. “Analisis Pengaruh *Store Atmosphere* dan *Sales Promotion* Terhadap *Emotional Shopping* dan

Impulse Buying Behavior". E-Jurnal Manajemen Unud, Vol. 6, No. 11, Hal. 6061-6089.

Diany, A. A., Sangen, M., dan Faisal, M. 2019. "Pengaruh *Sales Promotion* dan *Store Atmosphere* Terhadap *Positive Emotion* dan Perilaku *Impulse Buying* Di *Departement Store* Matahari Duta Mall, Banjarmasin". 2019. Program Studi Manajemen Universitas Lambung Mangkurat: Vol. 7. No. 1, Hal. 65-84.

Eva, N., Saputra, D. R., Wulandari, D. A., Yahya, F. A., & Annisa, W. (2021). Panic-Buying Behaviour During the Covid-19 Outbreak: A Cross-Cultural Psychological Study. *KnE Social Sciences*, 2020, 80–87. <https://doi.org/10.18502/kss.v4i15.8192>

Fandy Tjiptono. 2015. Strategi Pemasaran. Edisi 4. Andi Offset, Yogyakarta

Fast, S. M., González, M. C., Wilson, J. M., & Markuzon, N. (2015). Modelling the propagation of social response during a disease outbreak. *Journal of the Royal Society Interface*, 12(104). <https://doi.org/10.1098/rsif.2014.1105>

Ferdinand, A. (2014). Metode Penelitian Manajemen. Edisi 5. Semarang: Badan Penerbit Universitas Diponegoro.

Garfin, D. R., Silver, R. C., & Holman, E. A. (2020). The novel coronavirus (COVID-2019) outbreak: Amplification of public health consequences by media exposure. *Health Psychology*, 39(5), 355–357. <https://doi.org/10.1037/hea0000875>

Ghozali, I. 2018. Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (9th ed.). Semarang: Badan Penerbit Universitas Diponegoro.

Harsono, Fitri Haryanti. 2020. Ketua Pusat Krisis: Panic Buying Muncul Karena Kecemasan Akan Wabah Corona Covid-19. Liputan6.com. <https://www.liputan6.com/health/read/4208375/ketua-pusat-krisis-panic-buying-muncul-karena-kecemasan-akan-wabah-corona-covid-19>

Herabadi, A.G. 2003. Buying Impulses – A Study on Impulsive Consumption. Doctoral Thesis; University of Nijmegen.

Herlina, Vivi. 2019. Paduan Praktis Mengolah Data Kuesioner Menggunakan SPSS. Jakarta : PT Elex Media Komputindo.

<https://properti.kompas.com/read/2020/02/13/205237021/masuk-5-besar-ritel-indonesia-diprediksi-stabil?page=all>

Irdiana, S., Darmawan, K., dan Ariyono, K. Y. 2021. "Impulse Buying Di Masa Pandemi Covid-19". STIE Widya Gama Lumajang.

Ittaqullah, N., Madjid, R., and Suleman, N. R. 2020. “*The Effects of Mobile Marketing, Discount, and Lifestyle on Consumers’ Impulse Buying Behavior in Online Marketplace*”. *International Journal of Scientific and Technology Research* : Vol. 9 Issue 3, pp. 1569-1577.

Jerry C. Olson dan Peter J. Paul. 2014. Perilaku Konsumen dan Strategi Pemasaran. Edisi Sembilan. Buku 2. Penerbit Salemba Empat: Jakarta.

- Kacen, J. J., Hess, J. D., and Walker, D. 2012. “*Spontaneous selection: The influence of product and retailing factors on consumer impulse purchases*”. *Journal of Retailing and Consumer Services*. Vol. 19, pp. 578-588.
- Kacen, Jacqueline., and Lee, Julie Anne. (2002). “*The Influence Of Culture On Consumer Impulsive Buying Behavior*”. *Journal of Consumer Psychology*. Vol. 12 Issue 2, pp. 163-176.
- Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Managemen*, 15th Edition, Pearson Education,Inc.
- Kotler, Philip dan Gary Armstrong, 2012. *Principles Of Marketing*, Edisi 14, New Jersey: Prentice-Hall Published.
- Kwan, Oky Gunawan. 2016. “*Pengaruh Sales Promotion dan Store Atmosphere Terhadap Impulse Buying dengan Positive Emotion sebagai variabel Intervening Pada Planet Sport Tunjungan Plaza Surabaya*”. *Jurnal Manajemen Pemasaran*: Vol. 10. No. 1, Hal. 27-34.
- Larasati, K. L. D., and Yasa, N. N. K. 2021. “*The Role of Positive Emotion in Mediating The Effect of Price Discount on Impulse Buying Indomaret Customers in Denpasar City, Indonesia*”. *European Journal of Management and Marketing Studies*.
- Li, X., Wang, Z., Gao, C., & Shi, L. (2017). Reasoning human emotional responses from large-scale social and public media. *Applied Mathematics and Computation*, 310, 182–193.
<https://doi.org/10.1016/j.amc.2017.03.031>

- Lupiyoadi, Rambat dan A. Hamdani. 2006. *Manajemen Pemasaran Jasa*. Jakarta: Salemba.
- Mehta, S.C., Lalwani, A. and Han, S.L. 2000. Service quality in retailing: relative efficiency of alternative measurement scales for different product-service environments, *International Journal of Retail and Distribution Management*, Vol. 28 No. 2, pp. 62-72.
- Moch. Arkhan nur rofidi. 2017. Pengaruh price *discount*, bonus pack dan pelayanan terhadap peningkatan impulse buying pada toko bangunan ud aryan kec. Plemahan kab. Kediri. *Simki-Economic* Vol. 01 No. 03 Tahun 2017 ISSN : BBBB-BBBB
- Mowen, J.C., and Minor, M. 2010. *Consumer Behavior*. Prentice Hall, Inc.
- Muhamad Ali. 2014. Kajian Pertumbuhan Penyediaan Ruang Usaha di Kota Semarang. *Jurnal Riptek* vol. 8, no. 2, tahun 2014, hal. 61 -82
- Negara, Danes Jaya dan Basu Swastha Dharmmesta. 2003. "Normative Moderators Of Impulse Buying Behaviour." *Jurnal of Bussines*, Vol. 5, No. 1, h. 1-14
- Park, E. J., Kim, E. Y., and Forney, J. C. (2006). A structural model of fashion-oriented impulse buying behavior. *Journal of Fashion Marketing and Management*. Vol. 10 No. 4, pp. 433-446.
- Peter, J. Paul dan Jerry C Olson. 2002. *Perilaku konsumen dan strategi pemasarann*. Terjemahan. Jakarta: Erlangga

- Pornpitakpan, C. and Han, J. H. 2013. "*The effect of culture and salesperson' retail service quality on impulse buying*". Australasian Marketing Journal: Vol. 21, pp. 85-93.
- Pornpitakpan, C., Yuan, Y., and Han, J. H. 2016. "*The effect of salespersons' retail service quality and consumers' mood on impulse buying*". Australasian Marketing Journal.
- Prof. Dr. Sugiyono. 2018. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Putra, N. I., Pangestuti, E., dan Devita, L. D. R. 2018. "Pengaruh diskon dan pemberian hadiah terhadap pembelian impulsif pada *fashion retail* (Survei *Online* pada Konsumen Matahari Department Store di Malang Town Square)". Jurnal Administrasi Bisnis : Vol. 61 No. 4.
- Raka Fitriayu Perdani."Faktor-faktor yang mempengaruhi pembelian impulsif pada Tip Top Supermarket Depok. Fakultas Ekonomi Universitas Gunadarma, 2010.
- Rarasanti, Dwiska. 2018. Analisis Faktor-faktor yang mempengaruhi konsumen melakukan impulse buying pada pengunjung mall panakukkang. Universitas Islam Negeri Alauddin Makassar.
- Reily, Michael. 2019. "Retail Minimarket Masih Tumbuh 1000 Gerai Tiap Tahun - Roy N Mandey". katadata.co.id.
<https://katadata.co.id/yuliawati/indepth/5e9a5551954e4/retail-minimarket-masih-tumbuh-1000-gerai-tiap-tahun>

- Rofidi, M. Arkhan Nur. 2017. "Pengaruh *Price Discount*, *Bonus Pack* dan Pelayanan Terhadap Peningkatan *Impulse Buying* Pada Toko Bangunan UD. Aryan Kec. Plemahan Kab. Kediri". *Jurnal Simki-Economic*: Vol. 1. No. 3.
- Sari, Della Ruslan dan Faisal, Ikhwan. 2018. "Pengaruh *price discount*, *bonus pack*, dan *in-store display* terhadap *impulse buying* pada Giant Ekstra Banjar". *Jurnal Sains Manajemen dan Kewirausahaan: Universitas Lambung Mangkurat, Banjarmasin*. Vol. 2. No. 1. Hal. 51-60.
- Schiffman, Leon G., and Kanuk L.L. 2010. *Consumer Behavior* 10th Edition. New Jersey, Pearson Prentice Hall.
- Sekaran, U., & Bouge, R. (2016). *Research Methods for Business* (7th ed.). Chichester, West Sussex, United Kingdom.
- Silvera, David H., and Anne M. Lavack, and Fredric Kropp. 2008. *Impulse buying: the role of affect, social influence, and subjective wellbeing*. *Journal of Consumer Marketing*, 25/1, pp. 23-33.
- Suharno dan Sutarso .2010, *Marketing in Practice*. Yogyakarta :Graha Ilmu
- Suliyanto. 2014. *Statistika non parametrik: dalam statistik penelitian*. Andi publisher. Yogyakarta.
- Supriyanto, Yudi. 2020. "Kecemasan Virus Corona Meningkatkan Belanja Online".
Bisnis.com.(<https://lifestly.bisnis.com/read/20200331/220/1220509/kecemasan-virus-corona-meningkatkan-belanja-online>)

- Sutisna. 2012. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung : PT. Remaja Rusdakarya.
- Syazkia, Sindy Nur., dan Ai Lili Yuliati. 2018. Pengaruh *Bonus Pack* dan *Price Discount* Terhadap *Impulse Buying* Pada Konsumen PT Lion Super Indo Gerai Antapani. *e-Proceeding of Management* : Vol.5, No.2.
- Tsao, Y. C., Raj, P. V. R. P., & Yu, V. (2019). Product substitution in different weights and brands considering customer segmentation and panic buying behavior. *Industrial Marketing Management*, 77(August), 209–220. <https://doi.org/10.1016/j.indmarman.2018.09.004>
- Utami, Christina Widhya. 2017. *Manajemen Ritel*. Edisi 3. Jakarta: Salemba Empat.
- Utami, Okky Ratna dan Rastini, Ni Made. 2015. “Pengaruh Variable Demografi, Kualitas Layanan, Atmosfer Pada *Impulse Buying* di *Hypermart* Mal Bali Galeria”. *E-Jurnal Manajemen Unud*: Vol. 4, No. 5, Hal. 1229-1237.
- Wai Man Fung, O., & Yuen Loke, A. (2010). Disaster preparedness of families with young children in Hong Kong. *Scandinavian Journal of Public Health*, 38(8), 880–888. <https://doi.org/10.1177/1403494810382477>
- Wilujeng, Sri. (2017). Pengaruh Price Discount dan Bonus Pack Terhadap Impulse Buying Konsumen Indomart di Kecamatan Sukun Kota Malang. Universitas Kanjuruhan Malang.
- Yin Xu, dan Jin-Song Huang. 2014. *Effects of Price Discounts and Bonus Packs on Online Impulse Buying*. *Social Behavior and Personality Research*,

2014, 42 (8), 1293-1302: *Central University of Finance and Economics*,
dan *Beihang University*

Yuen, E.F.T. and Chan, S.S.L. 2010. The effect of retail service quality and product quality on customer loyalty. *Journal of Database Marketing & Customer Strategy Management*. Vol. 1 No 7, pp. 222–240.

Zeithaml, V.A., M.J. Bitner, D.D. Gremler. 2013. *Services Marketing: Integrating Customer Focus Across the Firm* 6th ed. Mc.Graw-Hill: Boston.

Zhao, Y., Kou, G., Peng, Y., & Chen, Y. (2018). Understanding influence power of opinion leaders in e-commerce networks: An opinion dynamics theory perspective. *Information Sciences*, 426, 131–147.
<https://doi.org/10.1016/j.ins.2017.10.031>