

DAFTAR PUSTAKA

- Abdurrahman, N.H. (2015). *Manajemen Strategi Pemasaran*. Bandung: CV. Pustaka Setia.
- Aggarwal, P., Jun, S. Y., & Huh, J. H. (2011). Scarcity messages. *Journal of Advertising*, 40(3), 19-30.
- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: Evidence from Chinese social commerce environment. *Sustainability*, 10(2), 352.
- Alanadoly, A., & Salem, S. (2022). Fashion involvement, opinion-seeking and product variety as stimulators for fashion e-commerce: an investigated model based on SOR model. *Asia Pacific Journal of Marketing and Logistics*.
- Amos, Clinton, Holmes, R.G., Keneson, W.C. (2016) 'A Meta Analysis of consumer impulsive buying', *Journal of Retailing and Consumer Service*, vol. 21, pp 869-97.
- Andi. Assauri, Sofjan. (2016). *Manajemen Pemasaran*. Jakarta: PT. Rajagrafindo Persada
- Atulkar, S. and Kesari, B. (2018), "Role of consumer traits and situational factors on impulse buying: does gender matter?", *International Journal of Retail and Distribution Management*, Vol. 46 No. 4
- Belch, George E., Belch, Michal, A. (2020). *Advertising and Promotion: An Integrated Marketing Communication Perspective*, 12 th Edition. New York: Pearson Education
- Chen, T. Y., Yeh, T. L., & Wang, Y. J. (2020). The drivers of desirability in scarcity marketing. *Asia Pacific Journal of Marketing and Logistics*.
- Databoks Katadata. (2020). Ragam Alasan Konsumen Pilih Berbelanja Online. Link referensi: <https://databoks.katadata.co.id/datapublish/2020/11/11/ragam-alasan-konsumen-pilih-berbelanja-online>, diakses pada 2 Februari 2022.
- Databoks Katadata. (2022). Tokopedia, E-Commerce dengan Pengunjung Terbanyak pada 2021. Link referensi: <https://databoks.katadata.co.id/datapublish/2022/04/12/tokopedia-e-commerce-dengan-pengunjung-terbanyak-pada-2021>, diakses pada tanggal 28 April 2022.
- Dawson, S. dan Kim, M. (2010). Cues on apparel web sites that trigger impulse purchases. *Journal of Fashion Marketing and Management*, 14(2): 230-246

- Effendy, Onong Uchjana. (2015). Ilmu, Komunikasi Teori dan Praktek Komunikasi. Bandung: PT. Citra Aditia Bakti
- Ferdinand, Augusty. (2014). *Metode Penelitian Manajemen*. Edisi 5. Semarang : Badan Penerbit Universitas Diponegoro.
- Flett, M.R. (2015), “Is flow related to positive feelings or optimal performance? Path analysis of challenge-skill balance and feelings”, *Sport Science Review*, Vol. 24 Nos 1/2, pp. 5-26
- Gao, W., et al. (2018), “How does presence influence purchase intention in online shopping markets? An explanation based on self-determination theory”, *Behaviour and Information Technology*, Vol. 37 No. 8, pp. 786-799
- Ghozali, Imam. (2016). Aplikasi Analisis Multivariate Dengan Program SPSS.. Semarang: Badan Penerbit Univeristas Diponegoro.
- Gierl, H., & Huettl, V. (2010). Are scarce products always more attractive? The interaction of different types of scarcity signals with products' suitability for conspicuous consumption. *International Journal of Research in Marketing*, 27(3), 225-235.
- Hair, J.F., Balck, W.C., Babin, B.J., & Anderson, R.E. (2019). *Multivariate Data Analysi (8th Ed(ed))* (8th ed.). Pearson Education Limited.
- Hu, M., Zhang, M., & Wang, Y. (2017). Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework. *Computers in Human Behavior*, 75, 594-606.
- Iprice.(2022). Peta E-Commerce Indonesia, Persaingan Toko Online di Indonesia. Link refrensi: <https://iprice.co.id/insights/mapofecommerce>, diakses pada tanggal 25 Maret 2022.
- Jha, S., Dutta, S., & Koksai, A. (2019). Effectiveness of monetary discounts: comparing quantity scarcity and time restriction. *Journal of Consumer Marketing*.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Erlangga.
- Kotler, Philip & Armstrong. (2016). *Marketing Management* 15th Edition. New Jersey: Prattice Hall.
- Kotler, Philip and Kevin Lane Keller. (2016). *Marketing Management* 15th Edition: Pearson Education, Inc.
- Kristofferson, K., McFerran, B., Morales, A. C., & Dahl, D. W. (2017). The dark side of scarcity promotions: How exposure to limited-quantity promotions can induce aggression. *Journal of Consumer Research*, 43(5), 683-706.

- Laudon, Kenneth, Carol Guercio Traver. (2017). *E-Commerce*. New York: Pearson.
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information*, 12(6), 241.
- Lee, E. M., Jeon, J. O., Li, Q., & Park, H. H. (2015). The differential effectiveness of scarcity message type on impulse buying: A cross-cultural study. *Journal of Global Scholars of Marketing Science*, 25(2), 142-152.
- Lim, K. B., Yeo, S. F., & Alfredo, H. K. W. (2021). Effects Of Live Video Streaming Towards Online Purchase Intention. *International Journal of Industrial Management*, 11, 250-256.
- M. Anang Firmansyah. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Deepublish
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of SOR theory. *International Journal of Web Information Systems*.
- Notoatmodjo, S. (2014). *Promosi Kesehatan dan Ilmu Perilaku*. Jakarta: Rineka Cipta.
- Oentoro, Deliyanti. (2012). *Manajemen Pemasaran Modern*. Yogyakarta: LaksBang PRESSindo.
- Opiida. (2014) Pengertian E-marketplace. Retrieved from <https://tokohalista.wordpress.com>
- Parboteeah, D.V.; Valacich, J.S.; Wells, J.D. (2009) The influence of website characteristics on a consumer's urge to buy impulsively. *Inf. Syst. Res.* 2009, 20, 60–78.
- Park, E. J. (2020). Impacts of scarcity message on impulse buying of fashion products in mobile shopping malls. *Journal of the Korea Fashion and Costume Design Association*, 22(4), 25-38.
- Rao, P. (1996). *Measuring Consumer Perceptions Through Factor Analysis*. The Asian Manager.
- Sabtarini Kusumaningsih, Joko Sutopo, Fenti Nurlaeli. (2021). *Buku Panduan Marketplace*. Surabaya. Global Akara Pers
- Sarlito, W. Eko, M. (2016). *Psikologi Sosial*. Salemba Humanika: Jakarta
- Sekaran, U dan Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan- Keahlian*, Edisi 6, Buku 1. Jakarta: Salemba Empat.

- Sekaran, Uma. (2017). *Research Methods For Business: A Skill Building Approach*. New YorkUSA: John Wiley and Sons, Inc
- Soliman, M. A. (2017). The Impact of Scarcity Message on Impulsive Purchase Intention Among Smartphone Shoppers. ProQuest Dissertations and Theses
- Song, H. G., Chung, N., & Koo, C. (2015). Impulsive buying behavior of restaurant products in social commerce: *A role of serendipity and scarcity message*.
- Srisangkaew, K. (2017). Advanced destination marketing strategy for Chanthaburi Province, Thailand. *International Journal of Business and Economic Affairs*, 2(1), 77-84
- Statista. (2021). *Annual growth rate of e-commerce in Indonesian from 2016 to 2020 with forecasts until 2021*. Link referensi: <https://www.statista.com/statistics/1235476/indonesia-e-commerce-growth-rate>, diakses pada tanggal 21 Desember 2021
- Stern, H. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26(2), 59–62.
- Sudaryono. (2016). *Budaya dan Perilaku Organisasi*. Jakarta : Lentera Ilmu Cendekia Sinambel.
- Tan, X., Wang, Y., & Tan, Y. (2019). Impact of live chat on purchase in electronic markets: The moderating role of information cues. *Information Systems Research*, 30(4), 1248-1271.
- Tjiptono, Fandy, Gregorius Chandra. (2017). *Pemasaran Strategik: Mengupas Pemasaran Strategik, Branding Strategik, Customer Satisfaction, Strategi Kompetitif hingga emarketing*. Yogyakarta: Andi
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of personality*, 15(1_suppl), S71-S83.
- We Are Social. (2022). *Digital 2022 :Another year of Bumper Growth*. Link referensi: <https://wearesocial.com/uk/2020/01/digital-2022-another-year-of-bumper-growth-2>, diakses pada tanggal 2 April 2022
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543-556.
- Wu, L., Chen, K. W., & Chiu, M. L. (2016). Defining key drivers of online impulse purchasing: A perspective of both impulse shoppers and system users. *International Journal of Information Management*, 36(3), 284-296.

- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information & Management*, 58(1), 103283.
- Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce?. *Journal of Electronic Commerce Research*, 21(3), 144-167.
- Yang, J., Zeng, Y., Liu, X., & Li, Z. (2022). Nudging interactive cocreation behaviors in live-streaming travel commerce: The visualization of real-time danmaku. *Journal of Hospitality and Tourism Management*, 52, 184-197.
- Yi, S. and 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 and Management*, Vol. 29 No. 6, pp. 662-681,
- Zhang, M., Liu, Y., Wang, Y., & Zhao, L. (2022). How to retain customers: Understanding the role of trust in live streaming commerce with a socio-technical perspective. *Computers in Human Behavior*, 127, 107052.