

## DAFTAR PUSTAKA

- APJII, (2025). <https://www.antaraneews.com/berita/5019229/apjii-catat-tingkat-penetrasi-internet-indonesia-capai-8066-persen?>
- BPS Kota Semarang. (2024). <https://semarangkota.bps.go.id/id/statistics-table/2/NzgjMg==/jumlah-penduduk-menurut-jenis-kelamin.html>
- Alfina, Hartini, S., & Mardhiyah, D. (2023). FOMO related consumer behaviour in marketing context: A systematic literature review. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2250033>
- Aragoncillo, L., & Orús, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, 22(1), 42–62. <https://doi.org/10.1108/SJME-03-2018-007>
- Belk, R. W. (1974). An Exploratory Assessment of Situational Effects in Buyer Behavior. *Journal of Marketing Research*, 11(2), 156–163. <https://doi.org/10.1177/002224377401100206>
- Berne-Manero, C., & Marzo-Navarro, M. (2020). Exploring how influencer and relationship marketing serve corporate sustainability. *Sustainability (Switzerland)*, 12(11). <https://doi.org/10.3390/su12114392>
- Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model revisited. *Journal of Business Research*, 115(November 2019), 403–416. <https://doi.org/10.1016/j.jbusres.2019.11.031>
- Bray, G. A. (2024). Capturing Consumer Attention: An In-Depth Analysis of TikTok Live Shopping. *Law and Economy*, 3(1), 32–46. <https://doi.org/10.56397/le.2024.01.04>
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>
- Chen, Y., Lu, Y., Gupta, S., & Pan, Z. (2020). Understanding “window” shopping and browsing experience on social shopping website: An empirical investigation. *Information Technology and People*, 33(4), 1124–1148.

<https://doi.org/10.1108/ITP-12-2017-0424>

- Cheng, X., Gu, Y., & Shen, J. (2019). An integrated view of particularized trust in social commerce: An empirical investigation. *International Journal of Information Management*, 45(November 2018), 1–12. <https://doi.org/10.1016/j.ijinfomgt.2018.10.014>
- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Cohen, J. (1992). A power primer. ( power analysis) (Quantitative Methods in Psychology). *Psychological Bulletin*, 112(1), 155.
- Cyr, D., Head, M., & Ivanov, A. (2009). Perceived interactivity leading to e-loyalty: Development of a model for cognitive-affective user responses. *International Journal of Human Computer Studies*, 67(10), 850–869. <https://doi.org/10.1016/j.ijhcs.2009.07.004>
- Dang, T., Nguyen, L., Thi, D., & Duc, V. (2025). *Impulsive Buying and Compulsive Buying in Social Commerce : An Integrated Analysis using the Cognitive-Affective- Behavior Model and Theory of Consumption Values with PLS-SEM*. June, 1–20. <https://doi.org/10.1177/21582440251334215>
- Dastane, O., & Haba, H. F. (2022). The Landscape of Digital Natives Research: A Bibliometric and Science Mapping Analysis. *FIIB Business Review*, January. <https://doi.org/10.1177/23197145221137960>
- Dillman, D. A., Smyth, J., & Christian, L. M. (2014). Internet, Mail, Mixed-Mode Surveys The Tailored Design Method. *John Wiley & Sons*.
- Donovan, R. J., & Rossiter, J. R. (1982). Store Atmosphere: An Environmental Psychology Approach. *Journal of Retailing*, 58(1), 34–57.
- Dwivedi, Y. K., Hughes, D. L., Coombs, C., Constantiou, I., Duan, Y., Edwards, J. S., Gupta, B., Lal, B., Misra, S., Prashant, P., Raman, R., Rana, N. P., Sharma, S. K., & Upadhyay, N. (2020). Impact of COVID-19 pandemic on information management research and practice: Transforming education, work and life. *International Journal of Information Management*, 55(July), 102211. <https://doi.org/10.1016/j.ijinfomgt.2020.102211>

- Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Faqih, K. M. S., & Jaradat, M. I. R. M. (2015). Assessing the moderating effect of gender differences and individualism-collectivism at individual-level on the adoption of mobile commerce technology: TAM3 perspective. *Journal of Retailing and Consumer Services*, 22, 37–52. <https://doi.org/10.1016/j.jretconser.2014.09.006>
- Feng, Z., Al Mamun, A., Masukujjaman, M., Wu, M., & Yang, Q. (2024). Impulse buying behavior during livestreaming: Moderating effects of scarcity persuasion and price perception. *Heliyon*, 10(7), e28347. <https://doi.org/10.1016/j.heliyon.2024.e28347>
- Fiore, A. M., & Kim, J. (2007). An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail & Distribution Management*, 35(6), 421–442. <https://doi.org/10.1108/09590550710750313>
- 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>
- Gandhudi, M., P.J.A., A., Velayudham, V., Nagineni, L., & Gangadharan, G. R. (2024). Explainable causal variational autoencoders based equivariant graph neural networks for analyzing the consumer purchase behavior in E-commerce. *Engineering Applications of Artificial Intelligence*, 136(PB), 108988. <https://doi.org/10.1016/j.engappai.2024.108988>
- Gao, H., Chen, X., Gao, H., & Yu, B. (2022). Understanding Chinese Consumers' Livestreaming Impulsive Buying: An Stimulus-Organism-Response Perspective and the Mediating Role of Emotions and Zhong Yong Tendency. *Frontiers in Psychology*, 13(July). <https://doi.org/10.3389/fpsyg.2022.881294>
- Guo, J., Jin, S., Zhao, J., Wang, H., & Zhao, F. (2022). Has COVID-19 accelerated the E-commerce of agricultural products? Evidence from sales data of E-stores in China. *Food Policy*, 112(September), 102377.

<https://doi.org/10.1016/j.foodpol.2022.102377>

- Hair, J. F., Ringle, C. M., Hult, G. T. M., Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modeling. *Long Range Planning*, 46(1–2), 184–185. <https://doi.org/10.1016/j.lrp.2013.01.002>
- Hasan, B. (2016). Perceived irritation in online shopping: The impact of website design characteristics. *Computers in Human Behavior*, 54, 224–230. <https://doi.org/10.1016/j.chb.2015.07.056>
- Hashmi, H. B. A., Shu, C., & Haider, S. W. (2020). Moderating effect of hedonism on store environment-impulse buying nexus. *International Journal of Retail and Distribution Management*, 48(5), 465–483. <https://doi.org/10.1108/IJRDM-09-2019-0312>
- Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment Computing*, 41(October 2021), 100474. <https://doi.org/10.1016/j.entcom.2021.100474>
- Huang, Q., Dastane, O., Cham, T. H., & Cheah, J. H. (2024). Is ‘she’ more impulsive (to pleasure) than ‘him’ during livestream e-commerce shopping? *Journal of Retailing and Consumer Services*, 78(June 2023), 103707. <https://doi.org/10.1016/j.jretconser.2024.103707>
- Indrawati, I., Ramantoko, G., & Widarmanti, T. (2026). *self-esteem motives in online shopping*. 26(2), 231–246. <https://doi.org/10.1108/SJME-06-2021-0113>
- Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51–57. [https://doi.org/10.1207/s15327663jcp1201\\_05](https://doi.org/10.1207/s15327663jcp1201_05)
- Ki, C. W. (Chloe), Chenn, A., Man Chong, S., & Cho, E. (2024). Is livestream shopping conceptually New? a comparative literature review of livestream shopping and TV home shopping research. *Journal of Business Research*, 174(January), 114504. <https://doi.org/10.1016/j.jbusres.2024.114504>
- Kimiagari, S., & Asadi Malafe, N. S. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online

- impulse buying behavior. *Journal of Retailing and Consumer Services*, 61(June 2020), 102567. <https://doi.org/10.1016/j.jretconser.2021.102567>
- Koo, C., Chung, N., & Nam, K. (2015). Assessing the impact of intrinsic and extrinsic motivators on smart green IT device use: Reference group perspectives. *International Journal of Information Management*, 35(1), 64–79. <https://doi.org/10.1016/j.ijinfomgt.2014.10.001>
- Lavuri, R., Jindal, A., & Akram, U. (2022). How perceived utilitarian and hedonic value influence online impulse shopping in India? Moderating role of perceived trust and perceived risk. *International Journal of Quality and Service Sciences*, 14(4), 615–634. <https://doi.org/10.1108/IJQSS-11-2021-0169>
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6), 1–17. <https://doi.org/10.3390/info12060241>
- Lee, J. A., & Kacen, J. J. (2008). Cultural influences on consumer satisfaction with impulse and planned purchase decisions. *Journal of Business Research*, 61(3), 265–272. <https://doi.org/10.1016/j.jbusres.2007.06.006>
- Li, L., Zeng, Y., Ye, Z., & Guo, H. (2021). E-commerce development and urban-rural income gap: Evidence from Zhejiang Province, China. *Papers in Regional Science*, 100(2), 475–494. <https://doi.org/10.1111/pirs.12571>
- Liébana-Cabanillas, F., Marinković, V., & Kalinić, Z. (2017). A SEM-neural network approach for predicting antecedents of m-commerce acceptance. *International Journal of Information Management*, 37(2), 14–24. <https://doi.org/10.1016/j.ijinfomgt.2016.10.008>
- Lin, K. Y., & Lu, H. P. (2011). Why people use social networking sites: An empirical study integrating network externalities and motivation theory. *Computers in Human Behavior*, 27(3), 1152–1161. <https://doi.org/10.1016/j.chb.2010.12.009>
- Liu, X. S., Shi, Y., Xue, N. I., & Shen, H. (2022). The impact of time pressure on impulsive buying: The moderating role of consumption type. *Tourism Management*, 91(220), 104505.

<https://doi.org/10.1016/j.tourman.2022.104505>

- M, S. B., Iqbal, A., Saha, S., Koneti, C., & Eni, L. N. (2024). Content Marketing in the Era of Short-Form Video: TikTok and Beyond. *Journal of Informatics Education and Research*, 4(2), 2700–2707. <https://doi.org/10.52783/jier.v4i2.1179>
- Ma, J., Scott, N., & Wu, Y. (2024). Tourism destination advertising: effect of storytelling and sensory stimuli on arousal and memorability. *Tourism Review*, 79(3), 671–687. <https://doi.org/10.1108/TR-07-2022-0319>
- Malter, M. S., Holbrook, M. B., Kahn, B. E., Parker, J. R., & Lehmann, D. R. (2020). The past, present, and future of consumer research. *Marketing Letters*, 31(2–3), 137–149. <https://doi.org/10.1007/s11002-020-09526-8>
- Marzuki, M., Abdullah, D., Bahri, S., & Kamal, M. (2016). The Role of Perceived Interactivity, Perceived Ease of Use, Perceived Usefulness, and Perceived Enjoyment toward Intention to Use Online Mapping Service Applications An Integration of Graduate Competency Model for Hotel View project Hospitality Interactiv. *International Academic Research Journal of Business and Technology*, 2(2), 135–139. <https://www.researchgate.net/publication/311676123>
- Naeem, M. (2021). Understanding the customer psychology of impulse buying during COVID-19 pandemic: implications for retailers. *International Journal of Retail and Distribution Management*, 49(3), 377–393. <https://doi.org/10.1108/IJRDM-08-2020-0317>
- Ngo, T. T. A., Nguyen, H. L. T., Mai, H. T. A., & Nguyen, H. P. (2025a). Key determinants of online impulse buying behavior: A study from TikTok Shop users in Vietnam. *Acta Psychologica*, 260(September), 105593. <https://doi.org/10.1016/j.actpsy.2025.105593>
- Ngo, T. T. A., Nguyen, H. L. T., Mai, H. T. A., & Nguyen, H. P. (2025b). Key determinants of online impulse buying behavior: A study from TikTok Shop users in Vietnam. *Acta Psychologica*, 260(March). <https://doi.org/10.1016/j.actpsy.2025.105593>
- Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., &

- Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15), e35743. <https://doi.org/10.1016/j.heliyon.2024.e35743>
- Pereira, M. L., de La Martinière Petroll, M., Soares, J. C., Matos, C. A. de, & Hernani-Merino, M. (2023). Impulse buying behaviour in omnichannel retail: an approach through the stimulus-organism-response theory. *International Journal of Retail and Distribution Management*, 51(1), 39–58. <https://doi.org/10.1108/IJRDM-09-2021-0394>
- 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>
- Pu, L., Radics, R., Umar, M., Jeremiah, F., & Quan, Z. (2025). The potential of AI tools in shaping digital consumers' behavior: investigating e-commerce engagement of Chinese Generation Z. *Asia Pacific Journal of Marketing and Logistics*, October. <https://doi.org/10.1108/APJML-08-2024-1048>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2020). Handbook of Market Research. In *Handbook of Market Research* (Issue July). <https://doi.org/10.1007/978-3-319-05542-8>
- Silalahi, A. D. K., Phuong, D. T. T., Tedjakusuma, A. P., Eunike, I. J., & Riantama, D. (2025). How does time pressure shape impulsive buying behavior? Hedonic vs. utilitarian values emerges as a key driver on E-commerce platforms. *Digital Business*, 5(2), 100138. <https://doi.org/10.1016/j.digbus.2025.100138>
- Sumi, R. S., & Ahmed, M. (2022). Investigating young consumers' online buying behavior in COVID-19 pandemic: perspective of Bangladesh. *IIM Ranchi Journal of Management Studies*, 1(2), 108–123. <https://doi.org/10.1108/irjms-09-2021-0127>
- Sun, B., Zhang, Y., & Zheng, L. (2023). Relationship between time pressure and consumers' impulsive buying—Role of perceived value and emotions. *Heliyon*, 9(12), e23185. <https://doi.org/10.1016/j.heliyon.2023.e23185>
- Sun, Y., & Bao, Z. (2023). *Live streaming commerce : a compulsive buying perspective*. 19. <https://doi.org/10.1108/MD-10-2022-1461>

- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37(December 2018), 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Tirmizi, M. A., Kashif-Ur-Rehman, & Saif, M. I. (2009). An empirical study of consumer impulse buying behavior in local markets. *European Journal of Scientific Research*, 28(4), 522–532.
- Tran, L. T. T. (2021). Managing the effectiveness of e-commerce platforms in a pandemic. *Journal of Retailing and Consumer Services*, 58(April 2020), 102287. <https://doi.org/10.1016/j.jretconser.2020.102287>
- Tunsakul, K. (2018). Generation Z's Perception of Servicescape, Their Satisfaction And Their Retail Shopping Behavioral Outcomes. *Human Behavior, Development and Society*, 19, 123–133. <https://so01.tci-thaijo.org/index.php/hbds/article/view/155219>
- 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>
- 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>
- Wei, B., Zhao, C., & Luo, M. (2024). Online markets, offline happiness: E-commerce development and subjective well-being in rural China. *China Economic Review*, 87(November 2023), 102247. <https://doi.org/10.1016/j.chieco.2024.102247>
- Wei, F., Xie, B., & Chen, M. (2025). Digital financial inclusion, e-commerce development and entrepreneurial activity. *International Review of Financial Analysis*, 97(July 2024), 103806. <https://doi.org/10.1016/j.irfa.2024.103806>
- Wijaya, L. I., Zunairoh, Z., Izharuddin, M., & Rianawati, A. (2025). Scope of E-Commerce use, innovation capability, and performance: Food sector MSMEs

- in Indonesia. *Journal of Open Innovation: Technology, Market, and Complexity*, 11(1), 100459. <https://doi.org/10.1016/j.joitmc.2024.100459>
- 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(September 2018), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Wu, J. H., & Wang, S. C. (2005). What drives mobile commerce? An empirical evaluation of the revised technology acceptance model. *Information and Management*, 42(5), 719–729. <https://doi.org/10.1016/j.im.2004.07.001>
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>
- 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.
- Xue, Y., Feng, T., & Wu, C. (2024). How technical and situational cues affect impulse buying behavior in social commerce? Evidence from bored consumers. *Frontiers in Psychology*, 15(October), 1–16. <https://doi.org/10.3389/fpsyg.2024.1405189>
- Yavuz, M. S., Tatlı, H. S., & Bozkurt, G. (2025). Exploring the financial impact of digital transformation: A comprehensive analysis on firms. *Journal of Innovation and Knowledge*, 10(5). <https://doi.org/10.1016/j.jik.2025.100795>
- Yin, X., Li, J., Si, H., & Wu, P. (2024). Attention marketing in fragmented entertainment: How advertising embedding influences purchase decision in short-form video apps. *Journal of Retailing and Consumer Services*, 76(June 2023), 103572. <https://doi.org/10.1016/j.jretconser.2023.103572>
- Zhang, L., Shao, Z., Zhang, J., & Li, X. (2022). The situational nature of impulse buying on mobile platforms: A cross-temporal investigation. *Electronic Commerce Research and Applications*, 56(September), 101204. <https://doi.org/10.1016/j.elerap.2022.101204>

- Zhang, N., He, Z., & Wu, J. (2026). Manufacturer vs. KOL: a comparative study of decision-making in live streaming e-commerce with consumers' anticipated regret. *Expert Systems with Applications*, 295(May 2025). <https://doi.org/10.1016/j.eswa.2025.128875>
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019a). International Journal of Information Management Understanding impulse buying in mobile commerce : An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48(February), 151–160. <https://doi.org/10.1016/j.ijinfomgt.2019.02.010>
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019b). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48(March), 151–160. <https://doi.org/10.1016/j.ijinfomgt.2019.02.010>
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019c). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48(February), 151–160. <https://doi.org/10.1016/j.ijinfomgt.2019.02.010>
- Zhong, R., Han, S., & Wang, Z. (2024). Developing personas for live streaming commerce platforms with user survey data. *Universal Access in the Information Society*, 23(4), 1705–1721. <https://doi.org/10.1007/s10209-023-00996-x>

