

DAFTAR PUSTAKA

- Afendi, A. (2020). The Effect of Halal Certification, Halal Awareness and Product Knowledge on Purchase Decisions for Halal Fashion Products. *Journal of Digital Marketing and Halal Industry*, 2(2), 145–154. <https://doi.org/10.21580/jdmhi.2020.2.2.6160>
- Ajzen, I., & Fishbein, M. (2005). *The influence of attitudes on behavior* (D. Albarracín, B. T. Johnson, & M. P. B. T.-T. handbook of attitudes Zanna (eds.); pp. 173–221). Lawrence Erlbaum Associates.
- Amini, S., & Rahmawati, A. (2025). The effect of price discount, FOMO, pay later on impulse buying and cognitive dissonance post-purchase in commerce shopping among the millennial generation. *Edelweiss Applied Science and Technology*, 9(3), 2354–2366. <https://doi.org/10.55214/25768484.v9i3.5799>
- Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86–97. <https://doi.org/10.1016/j.jretconser.2013.11.004>
- Anwar, M. M. (2024). How does TAM affect impulsive buying on halal fashion products via shopping mobile apps? *Journal of Islamic Marketing*, 15(10), 2481–2507. <https://doi.org/10.1108/JIMA-03-2023-0096>
- Aziz, Y. A., & Chok, N. V. (2013). The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1–23. <https://doi.org/10.1080/08974438.2013.723997>
- Badan Penyelenggara Jaminan Produk Halal. (2024). *Perkembangan industri halal dan modest fashion Indonesia*. Badan Penyelenggara Jaminan Produk Halal (BPJPH).
- Badan Pusat Statistik. (2024). *Kota Semarang dalam angka 2024*. Semarang: Badan Pusat Statistik Kota Semarang.
- Bumbungan, S. (2025). Peran dan perkembangan jaringan internet dalam mendukung transformasi digital global. *Bulletin of Network Engineer and Informatics*, 3(1), 11. <https://doi.org/10.59688/bufnets.v3i1.66>
- Clover, V. T. (1950). Relative Importance of Impulse-Buying in Retail Stores. *Journal of Marketing*, 15(1), 66–70. <https://doi.org/10.1177/002224295001500110>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Dinar Standard. (2024). *State of the Global Islamic Economy Report 2024*. DinarStandard via Salaam Gateway.
- 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>

- Ghozali, I. (2017). *Model persamaan struktural konsep dan aplikasi dengan program AMOS 24 update Bayesian SEM*. Semarang: Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares konsep, metode dan aplikasi menggunakan program SmartPLS 3.0*. Universitas Diponegoro.
- Grand View Research. (2024). *Halal fashion market size, share & trends analysis report 2024–2030*. Grand View Research.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). Upper Saddle River, New Jersey: Pearson Education.
- Ittaqulla, N., Madjid, R., & Suleman, N. R. (2020). The Effects Of Mobile Marketing, Discount, And Lifestyle On Consumers' Impulse Buying Behavior In Online Marketplace. *International Journal of Scientific & Technology Research*, 9(3), 1569–1577.
- Jailani, N., Kuat Ismanto, Susminingsih, & Adinugraha, H. H. (2022). An opportunity to develop halal fashion industry in Indonesia through e-commerce platform. *Tadayun: Jurnal Hukum Ekonomi Syariah*, 3(2), 121–132. <https://doi.org/10.24239/tadayun.v3i2.76>
- Kamus Besar Bahasa Indonesia (KBBI) Daring. (2024). *Fesyen*. Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi. <https://kbbi.kemendikbud.go.id/entri/fesyen>
- Karim, A. (2018). *Ekonomi mikro Islam*. Depok: PT RajaGrafindo Persada.
- Kasri, R. A. (2013). Giving behaviors in Indonesia: motives and marketing implications for Islamic charities. *Journal of Islamic Marketing*, 4(3), 306–324. <https://doi.org/10.1108/JIMA-05-2011-0044>
- Kotler, P., & Armstrong, G. (2016). *Principles of marketing* (16th ed.). London: Pearson Education Limited.
- Kwon, E. S., & Ahn, J. (2021). The effect of consumers' attitudes toward online shopping on impulsive buying: The moderating role of gender. *International Journal of Environmental Research and Public Health*, 18(1), 1–14.
- Laran, J., Dalton, A. N., & Andrade, E. B. (2011). The Curious Case of Behavioral Backlash: Why Brands Produce Priming Effects and Slogans Produce Reverse Priming Effects. *Journal of Consumer Research*, 37(6), 999–1014. <https://doi.org/10.1086/656577>
- Lee, J., & Johnson, K. K. P. (2010). Buying Fashion Impulsively: Environmental and Personal Influences. *Journal of Global Fashion Marketing*, 1(1), 30–39. <https://doi.org/10.1080/20932685.2010.10593055>
- Loudon, D. L., & Della Bitta, A. J. (1988). *Consumer behavior: Concepts and applications* (3rd ed.). New York: McGraw-Hill Education.
- Mokhlis, S. (2009). Relevancy and Measurement of Religiosity in Consumer Behavior Research. *International Business Research*, 2(3). <https://doi.org/10.5539/ibr.v2n3p75>

- Nel Arianty, D. K. (2024). Determinants of Impulse Buying Behavior: The Mediating Role of Positive Emotions of Minimarket Retail Consumers in Indonesia. *Innovative Marketing*.
- Nooruddin, U. M. (2021). An Analysis of Attitude Towards Online Shopping in Pakistan Using the Technology Acceptance Model. *Journal of Entrepreneurship, Management, and Innovation*, 3(1), 27–56. <https://doi.org/10.52633/jemi.v3i1.50>
- Pindyck, R. S., & Rubinfeld, D. L. (2013). *Microeconomics* (8th ed.). Upper Saddle River: Pearson Education.
- Pujiyono, A. (2015). Islamic consumption behavior and the concept of maslahah. *Journal of Islamic Economics*, 7(2), 45–58.
- Rahmiati, R., & Yuannita, I. I. (2020). The influence of trust, perceived usefulness, perceived ease of use, and attitude on purchase intention. *Jurnal Kajian Manajemen Bisnis*, 8(1), 27–34.
- Redaksi Salaam Gateway. (2024). *Indonesia halal lifestyle and modest fashion market insights*. Salaam Gateway. <https://salaamgateway.com/>
- Roberts, J. A., & Manolis, C. (2014). Baby boomers and busters: An exploratory investigation of impulsive buying. *Journal of Marketing Theory and Practice*, 8(2), 111–123.
- Rook, D. W., & Hoch, S. J. (1985). Consuming impulses. *Advances in Consumer Research*, 12(1).
- Sabah, Ş., & Oflazoğlu, S. (2024). The relation between donation motivations and the meaning in life. *Journal of Islamic Marketing*, 15(5), 1232–1252. <https://doi.org/10.1108/JIMA-09-2022-0251>
- Saraswati, N., Permana, R. M. T., & Gumelar, E. T. (2025). Indonesian Halal Beauty Consumers' Impulse Buying: Credibility, Awareness, and FoMO Explained. *MIMBAR : Jurnal Sosial Dan Pembangunan*, 31–42. <https://doi.org/10.29313/mimbar.v41i1.4941>
- Sechan, I., Ihsan, D. N., & Ningsih, P. K. (2023). The effect of the halal industry on the export of Indonesian halal products. *Journal of Enterprise and Development (JED)*, 5(Special Issue 1), 88–101.
- Setiawan, M., & Setyawati, C. Y. (2020). The Influence of Perceived Ease of Use on the Intention to Use Mobile Payment: Attitude toward Using as Mediator. *Journal of Accounting and Strategic Finance*, 3(1), 18–32. <https://doi.org/10.33005/jasf.v3i1.67>
- Siregar, F. J., & Cholili, A. H. (2023). The effects of self-control on impulsive buying during National Online Shopping Day celebration on students of State University in Malang BT. In *Conference of Psychology and Flourishing Humanity (PFH 2022)* (pp. 280–285).
- Soomro, S. A., & Habeeb, Y. O. (2025). Impact of perceived ease of use on impulsive

- buying behaviour through mobile commerce with hedonic and utilitarian effects. *Asia-Pacific Journal of Business Administration*, 17(3), 796–813. <https://doi.org/10.1108/APJBA-11-2023-0563>
- Srivastava, A., Verma, N., Singh, B. M., Sinha, R., & Singh, A. (2025). Leveraging Statistical Analysis Using Virtual Reality in Impulsive Buying: A SEM-based Approach. *2025 2nd International Conference on Computational Intelligence, Communication Technology and Networking (CICTN)*, 839–843. <https://doi.org/10.1109/CICTN64563.2025.10932536>
- Stern, H. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26(2), 59–62. <https://doi.org/10.1177/002224296202600212>
- Tambuku, J. S. E. (2017). *Hubungan antara persepsi harga, persepsi lokasi, dan trust in employee dengan impulsive buying pelanggan multi level marketing (MLM) Paloma Shopway Sidoarjo di Store X* [Skripsi Sarjana: Universitas Katolik Widya Mandala Surabaya]. <https://repository.ubaya.ac.id/29954/>
- Tarigan, A. A. (2012). *Tafsir ayat-ayat ekonomi: Telaah atas ayat-ayat Al-Qur'an tentang ekonomi*. Jakarta: PT RajaGrafindo Persada.
- Tarofder, A. K., Sultana, U. S., Ismail, R., Salem, S. F., & Musah, A. A. (2022). The anatomy of non-Muslim consumers' halal fashion buying behaviour: a quantitative approach. *Journal of Islamic Marketing*, 13(8), 1763–1785. <https://doi.org/10.1108/JIMA-05-2020-0156>
- Tibrani, T., Zabri, S. M., & Hakim, L. (2024). An analysis of the relationship between prices, shopping habits, promotions, and fashion involvements in impulsive buying decisions. *Binus Business Review*, 15(3), 213–223.
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology1. *MIS Quarterly*, 36(1), 157–178. <https://doi.org/10.2307/41410412>
- We Are Social & Meltwater. (2024). *Digital 2024 Your ultimate guide to the evolving digital world*. We Are Social. <https://wearesocial.com/id/blog/2023/01/digital-2023/>