

DAFTAR PUSTAKA

- Adhitama, M. R. K. (2023). *Pengaruh Gaya Hidup Konsumtif dan Harga Diskon pada Games Mobile Legends Terhadap Impulse Buying (Case Study: Generasi Z yang ada Di Jakarta)*. <https://repository.bakrie.ac.id/7276/>
- Astuti, N. A., & Pratiwi, A. (2024). Pengaruh FOMO (Fear of Missing Out), Shopping Lifestyle, dan Positive Emotion Terhadap Impulse Buying (Survey pada Mahasiswa Konsumen E-commerce Shopee di Universitas Slamet Riyadi Surakarta). *Jurnal Ekonomi Dan Manajemen*, 2(1), 540-562. <http://teewanjournal.com/index.php/peng/article/view/1002>
- Batarra, A. (2024). *Pengaruh Gaya Hidup Konsumtif dan Online Costumer Review Terhadap Pembelian Impulsif Produk Azarine Pada TikTokShop Indonesia*. Universitas Telkom. <https://repositori.telkomuniversity.ac.id/pustaka/209967/>
- Christy, Y., & Sudrajat, A. (2024). Pengaruh Influencer dan Hedonic shopping motivation terhadap Perilaku Impulse Buying (Studi Pada Mahasiswa Universitas Singaperbangsa Karawang). *Innovative: Journal Of Social Science* ..., 4, 4647–4657. <https://j-innovative.org/index.php/Innovative/article/view/13656>
- DataIndonesia.id. (2024). *Daftar Negara yang Warganya Paling Betah Mengakses Media Sosial, Ada Indonesia?* https://www.instagram.com/dataindonesia_id/p/C3XmFIbOmJt/?img_index=2
- Deci, E. R., & Ryan, R. M. (2017). *Self-determination theory: Basic psychological needs in motivation, development, and wellness*. Guilford Press.
- Dewanata, P. H., & Sidanti, H. (2024). Pengaruh fear of missing out (fomo), perilaku konsumtif dan lifestyle (gaya hidup) terhadap impulse buying marketplace shopee studi kasus mahasiswa manajemen di universitas PGRI madiun. *Seminar Inovasi Manajemen Bisnis Dan Akuntansi (SIMBA)* 6, 6. <https://prosiding.unipma.ac.id/index.php/SIMBA/article/view/6263>
- Dimock, M. (2019). *Defining generations: Where Millennials end and Generations Z begins*. Pew Research Center. <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Freberg, K. (2021). *Social Media for Strategic Communication: Creative Strategies and Research-Based Applications*. In *Strategic Public Relations Writing* (2nd ed.). SAGE Publications.

- Ghozali, I. (2018). *Application of multivariate analysis with IBM SPSS 25 Program* (9th ed., Vol. 1, Issue 1). Badan Penerbit Universitas Diponegoro.
- Ghufron, M. N., & Risnawita, R. (2017). *Teori-Teori Psikologi* (2nd ed.). Ar-Ruzz Media.
- Glenister, G. (2021). *Influencer Marketing Strategy: How to Create Successful Influencer Marketing Campaigns*. kogan Page.
- GoodStats. (2024). Tren social commerce semakin populer: Masyarakat kini hobi belanja di media sosial <https://goodstats.id/article/tren-social-commerce-semakin-populer-masyarakat-kini-hobi-belanja-di-media-sosial-YlbSA>
- Handriani, L., Suharsono, J., & Hudzafidah, K. (2024). Pengaruh Influencer, Flash sale Dan Harbolnas Terhadap Impulsive Buying. *JUMAD : Journal Management, Accounting, & Digital Business*, 2(1), 101–110. <https://ejournal.upm.ac.id/index.php/jumad/article/view/1538>
- Hariyono, & Widyastuti, R. (2018). *Perilaku Konsumen: Perspektif Psikologis dan Implikasinya dalam Strategi Pemasaran*. Salemba Humanika.
- Hawkins, D. I., & Mothersbaugh, D. L. (2019). Consumer behaviour: Building marketing strategies. In *McGraw-Hill*. www.mhhe.com
- Irdiana, S., Budiyanto, & Suhermin. (2024). *Daya Tarik Gaya Hidup Konsumtif: Mengungkap Hubungan dengan Impulse Buying* (M. Rijalus & Solihin (eds.); 1st ed.). Media Kunkun Nusantara.
- Kardes, F. R., Cronley, M. L., & Cline, T. W. (2020). *Consumer Behavior* (2nd ed.). Cengage Learning.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Sustainability (Switzerland)* (15th ed., Vol. 11, Issue 1). Pearson Education.
- McGinnis, P. J. (2020). *“Fear Of Missing Out” Tepat Mengambil Keputusan Di Dunia Yang Menyajikan Terlalu Banyak Pilihan* (A. C. Putri (ed.)). PT Gramedia Pustaka Utama.
- Muharam, G. M., Sulistiya, D., Sari, N., Fahmy, Z., & Zikrinawati, K. (2023). Experimental Student Experiences The Effect of Fear of Missing Out (FoMO) and Peer Conformity on Impulsive Buying in Semarang City Students (Study on TikTok Shop Consumers). *Jurnal Sunan Doe*, 1(8), 2985–3877. <https://jurnal.institutsunandoe.ac.id/index.php/ESE/article/view/277>
- Munajat, C., Firanti, D., Subagja, R., & Lailatul Qodri, T. D. (2023). Fenomena Impulsive Buying Pada Platform TikTok Shop. *KarismaPro*, 14(1), 28–34. <https://journal2.unfari.ac.id/index.php/karismapro/article/view/1044>

- Nurfadhillah, S. R. (2023). *Pengaruh Gaya Hidup Konsumtif dan Online Costumer Review Terhadap Pembelian Impulsif Produk Skintific Pada TikTok Shop Indonesia* [Universitas Telkom]. <https://repository.telkomuniversity.ac.id/pustaka/203037/>
- Nurmalasari, M. R., Kumalasari, P. D., & Oktaviani, R. (2025). *Ada Pengaruh Influencer Marketing Dan Rating Produk Terhadap Impulsive Buying Pengguna Tiktok Shop There Is An Influence Of Influencer Marketing And Product*. *XI(1)*, 38–50. <https://jurnal.umsb.ac.id/index.php/menaraekonomi/article/view/6283/pdf>
- Pratiwi, F. A. T., Hapsoro, D., & Prajogo, W. (2024). Faktor – Faktor Yang Mempengaruhi Impulsive Buying Pada Pengguna E-Commerce Di Indonesia. *Maeswara : Jurnal Riset Ilmu Manajemen Dan Kewirausahaan*, *2(2)*, 210–223. <https://doi.org/10.61132/maeswara.v2i2.789> <https://journal.arimbi.or.id/index.php/Maeswara/article/view/789>
- Pusparini, E. T. (2024). *Mengenal Social Commerce dan Perbedaannya dengan E-Commerce*. Mekari Qontak. <https://qontak.com/blog/social-commerce/>
- Putri, I. A. D., & Fikriyah, K. (2023). Pengaruh Influencer Dan Online Customer Review Terhadap Pembelian Impulsif Pada Produk Kosmetik Halal Di Tiktok Shop. *Jurnal Ilmiah Edunomika*, *07(01)*, 1–12. <https://www.jurnal.stie-aas.ac.id/index.php/jie/article/view/8062/pdf>
- Putri, T. V., & Iriani, S. S. (2020). Pengaruh Gaya Hidup Konsumtif dan Promosi Penjualan Terhadap Pembelian Impulsif Makanan Kekinian Mahasiswa Urban Surabaya. *Jurnal Ilmu Manajemen*, *8(4)*, 1417. <https://journal.unesa.ac.id/index.php/jim/article/view/9876>
- Ramadhani, Y., Ds, R., & Halidy, A. El. (2022). Pengaruh FoMO, Kesenangan Berbelanja dan Motivasi Belanja Hedonis Terhadap Keputusan Pembelian Tidak Terencana di E-Commerce Shopee Pada Waktu Harbolnas. *Jurnal Ekonomi Dan Bisnis*, *11(3)*, 1–11. <https://stiemuttaqien.ac.id/ojs/index.php/OJS/article/view/1098>
- Rio Shpautra, D., Akhmad, I., Ayu Nofirda, F., & Manajemen Universitas Muhammadiyah Riau, J. (2024). Pengaruh Shopping Lifestyle, Influencer, dan Diskon Harga Terhadap Impulse Buying Pada TikTok Shop Di Kota Pekanbaru. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, *3(2)*, 95–113. <https://jom.umri.ac.id/index.php/emba/article/view/1213>
- Saputra, I., & Aulia, P. (2024). Pengaruh Fear of Missing Out (FOMO) terhadap Impulsive Buying Saham pada Generasi Z. *AHKAM*, *3(1)*, 236–244. <https://ejournal.yasin-alsys.org/ahkam/article/view/2619>
- Schaffer, N. (2017). *Influencer Marketing: How to Create, Manage, and Measure Brand Influencers*.

- Schiffman, L., & Kanuk, L. L. (2014). Perilaku konsumen. In *Jakarta: Indeks*.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.
- Shofaranti, I., Putri, H. A. H., & Maulana, Y. (2024). The Effect of Fear of Missing Out, Celebrity Endorsements and Advertisements on Impulsive Buying, Case Study: Brand Skintific on The Tiktok Application. *International Journal of Social Service and Research*, 4(05), 1205–1215. <https://ijssr.ridwaninstitute.co.id/index.php/ijssr/article/view/777>
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.).
- Sugiyono, D. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*. CV Alfabeta.
- Sumarwan, U. (2015). *Perilaku Konsumen: Teori dan Implementasinya dalam Pemasaran*. (2nd ed.). Ghalia Indonesia.
- Surbakti, M. K. R., Wijayanto, G., & Pailis, E. armas. (2022). Pengaruh Influencer, Lifestyle dan Brand Image Terhadap Impulse Buying di E-Commerce (Studi Kasus Pada Generasi Milenial Kota Pekanbaru). *Jurnal Sosial Humaniora Terapan*, 4. <https://scholarhub.ui.ac.id/cgi/viewcontent.cgi?article=1086&context=jsht>
- Tempo.co. (2023, November 10). Fenomena *doom spending*: Psikolog: Belanja impulsif karena stres akibat beban ekonomi. <https://www.tempo.co/ekonomi/fenomena-doom-spending-psikolog-belanja-impulsif-karena-stres-akibat-beban-ekonomi-4237>
- Utami, C. W. (2017). *Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia* (3rd ed., Vol. 1). Salemba Empat.
- Viva. (2023, November 14). *All eyes on Rafah menggemakan media sosial: 4 seruan fenomenal dukung Palestina*. <https://www.viva.co.id/berita/dunia/1718090-all-eyes-on-rafah-menggema-di-media-sosial-ini-4-seruan-fenomenal-dukung-palestina>
- Wardah, N. A., & Harti, H. (2021). Pengaruh Gaya Hidup Berbelanja Dan Promosi Penjualan Terhadap Pembelian Impulsif Avoskin Di Shopee. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 8(2), 145–166. <https://jurnal.ulb.ac.id/index.php/ecobisma/article/view/2090>
- Wijaya, C. C., Arifah, P., & Ardiani, O. (2024). *Etnografi Virtual Perilaku Impulsive Buying Di Media*. 8(1), 1–15. <https://ejournal.gunadarma.ac.id/index.php/mediakom/article/view/11019>

- Wulandari, V. T., Binus, F. M., & School, B. (2023). Impulse Buying Behaviors in Live Streaming Shopping Using the Stimulus-Organism-Response Framework. *Journal Sustainability*, 1(2), 1–9. <https://jurnal.polibatam.ac.id/index.php/JAEMB/article/view/8124>
- Xiao, S. H., & Nicholson, M. (2014). The Role of Impulsivity in Impulse Purchase Decision Making. In G. R. Foxall (Ed.), *Consumer Behavior Analysis: The Behavioral Economics of Consumption* (1st ed., pp. 71–87). Routledge.

