

Daftar Pustaka

- Adam, M. T. P., Krämer, J., & Müller, M. B. (2015). Auction Fever! How Time Pressure and Social Competition Affect Bidders' Arousal and Bids in Retail Auctions. *Journal of Retailing*, 91(3), 468–485. <https://doi.org/https://doi.org/10.1016/j.jretai.2015.01.003>
- Aggarwal, P., Jun, S., & Huh, J. (2011). Scarcity messages: A consumer competition perspective. Dalam *Journal of Advertising* (Vol. 40, Nomor 3, hlm. 19–30). <https://doi.org/10.2753/JOA0091-3367400302>
- Akar, E., & Nasir, V. A. (2015). A review of literature on consumers' online purchase intentions. *Journal of Customer Behaviour*, 14(3), 215–233. <https://doi.org/10.1362/147539215x14441363630837>
- Brehm, J. W., & Brehm, S. S. (1981). *Psychological Reactance A Theory of Freedom and Control*.
- Chen, T. Y., Yeh, T. L., & Wang, Y. J. (2021a). The drivers of desirability in scarcity marketing. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 924–944. <https://doi.org/10.1108/APJML-03-2020-0187>
- Chen, T. Y., Yeh, T. L., & Wang, Y. J. (2021b). The drivers of desirability in scarcity marketing. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 924–944. <https://doi.org/10.1108/APJML-03-2020-0187>
- Chiang, C., Lin, C. S., & Chin, S. P. (2011). Optimizing time limits for maximum sales response in Internet shopping promotions. *Expert Systems with Applications*, 38(1), 520–526. <https://doi.org/10.1016/j.eswa.2010.06.094>
- Eisenbeiss, M., Wilken, R., Skiera, B., & Cornelissen, M. (2015). What makes deal-of-the-day promotions really effective? The interplay of discount and time constraint with product type. *International Journal of Research in Marketing*, 32(4), 387–397. <https://doi.org/10.1016/j.ijresmar.2015.05.007>
- Ganguly, B., Dash, S. B., Cyr, D., & Head, M. (2010). Journal of International Consumer Marketing, Marketing Intelligence and Planning. Dalam *Online Information Review and Journal of Information Science and Technology. He has* (Vol. 8, Nomor 5). <http://www.business.mcmaster.ca/is/head>
- 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. <https://doi.org/10.1016/j.ijresmar.2010.02.002>

- Goetha, S., Studi, P., Fakultas, M., Dan, E., Universitas, B., Widya, K., & Kupang, M. (2020). Analisis Pengaruh Scarcity Message Terhadap Pembelian Impulsif dan Kaitannya dengan Kompetisi Konsumen Ritel di Kota Kupang Analysis the Effect of Scarcity Message on Impulsive Purchases and their Relationship to Retail Consumer Competition in the city of Kupang. Dalam *Jurnal Inspirasi Ekonomi* (Vol. 2, Nomor 2). Online.
- Hanjani, G. A., & Widodo, A. (2019). Consumer Purchase Intention. *Journal of Secretary and Business Administration*, 3(1), 39. <https://doi.org/10.31104/jsab.v3i1.90>
- INTERNET USAGE STATISTICS The Internet Big Picture World Internet Users and 2023 Population Stats.* (2022, Juni 30). Internet World Stats.
- Jack Williams Brehm. (1966). A Theory of Psychological Reactance. *New York: Academic Press.*
- Kim, H., Chung, J. Y., & Lee, M. (2020). Consumer's response to time restrictions: role of construal level. *Journal of Marketing Communications*, 26(2), 207–228. <https://doi.org/10.1080/13527266.2018.1522508>
- Lee, S., & Yi, Y. (2019). “Retail is detail! Give consumers a gift rather than a bundle”: Promotion framing and consumer product returns. *Psychology and Marketing*, 36(1), 15–27. <https://doi.org/10.1002/mar.21154>
- Lynn, M. (1992). Scarcity's Enhancement of Desirability: The Role of Naive Economic Theories. *Basic and Applied Social Psychology*, 13(1), 67–78. https://doi.org/10.1207/s15324834basp1301_6
- Miyazaki, A. D., Rodriguez, A. A., & Langenderfer, J. (2009). Price, Scarcity, and Consumer Willingness to Purchase Pirated Media Products. *Journal of Public Policy & Marketing*, 28(1), 1547–7207.
- Muchlisin Riadi. (2023, Februari 25). Purchase Intention - Pengertian, Aspek, Jenis dan Indikator. *KAJIANPUSTAKA*.
- Palupi, G. A. (2022). Shopee Masih Jadi E-Commerce Pilihan Utama Masyarakat Indonesia. *GoodStats*.
- Pendidikan Sejarah, J., Pendidikan Sejarah, -Jurusan, & Ilmu Sosial dan Hukum, F. (2021). DINAMIKA E-COMMERCE DI INDONESIA TAHUN 1999-2015 Tutik Mustajibah Agus Trilaksana. Dalam *Journal Pendidikan Sejarah* (Vol. 10, Nomor 3).
- Popova, L. (2012). The Extended Parallel Process Model: Illuminating the Gaps in Research. *Health Education and Behavior*, 39(4), 455–473. <https://doi.org/10.1177/1090198111418108>

- Priyono. (2008). *METODE PENELITIAN KUANTITATIF*.
- Purwianti, L., & Ricarto, T. (2018). *ANALISA FAKTOR-FAKTOR YANG MEMPENGARUHI PURCHASE INTENTION PADA PENGGUNA SMARTPHONE DI BATAM*. 18(1), 41–56. <http://journal.maranatha.edu/jmm>
- Rains, S. A. (2013). The Nature of Psychological Reactance Revisited: A Meta-Analytic Review. *Human Communication Research*, 39(1), 47–73. <https://doi.org/10.1111/j.1468-2958.2012.01443.x>
- Robert Cialdini. (2008). *Influence: Science and Practice 5th Edition* (5 ed.).
- Roozy, E., Arastoo, M. A., & Vazifehdust, H. (2014). *EFFECT OF BRAND EQUITY ON CONSUMER PURCHASE INTENTION*.
- Roux, C., Goldsmith, K., & Bonezzi, A. (2015). On the Psychology of Scarcity: When Reminders of Resource Scarcity Promote Selfish (and Generous) Behavior. Dalam *Journal of Consumer Research*.
- Semuel, H., & Setiawan, K. Y. (t.t.). *PROMOSI MELALUI SOSIAL MEDIA, BRAND AWARENESS, PURCHASE INTENTION PADA PRODUK SEPATU OLAHRAGA*. <https://doi.org/10.9744/pemasaran.12.1.47-52>
- Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz Wasiq, Fatima, M., & Sherazi, S. K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management* 4(2): 105-110, 2012, 4(2), 105–112.
- Shi, X., Li, F., & Chumnumpan, P. (2020a). The use of product scarcity in marketing. Dalam *European Journal of Marketing* (Vol. 54, Nomor 2, hlm. 380–418). Emerald Group Holdings Ltd. <https://doi.org/10.1108/EJM-04-2018-0285>
- Shi, X., Li, F., & Chumnumpan, P. (2020b). The use of product scarcity in marketing. Dalam *European Journal of Marketing* (Vol. 54, Nomor 2, hlm. 380–418). Emerald Group Holdings Ltd. <https://doi.org/10.1108/EJM-04-2018-0285>
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF*.
- Tiffany Sutrisno, G., Surya Santoso, L., & Nathania Tandjung, C. (2022). *Bagaimana Pengaruh Scarcity Promotion terhadap Online Impulse Purchasing (Scarcity Promotions Effect on Online Impulse Purchasing)*.
- Ward, M. K., & Broniarczyk, S. M. (2016). *Ask and You Shall (Not) Receive: Close Friends Prioritize Relational Signaling Over Recipient Preferences in Their Gift Choices*.

- Witte, K. (1992). Putting the fear back into fear appeals: The extended parallel process model. *Communication Monographs*, 59(4), 329–349. <https://doi.org/10.1080/03637759209376276>
- Wu, I.-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. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2015.11.015>
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research: A Administration and Management*, 15.
- Zhu, W., Mou, J., & Benyoucef, M. (2019). Exploring purchase intention in cross-border E-commerce: A three stage model. *Journal of Retailing and Consumer Services*, 51, 320–330. <https://doi.org/10.1016/j.jretconser.2019.07.004>