

## DAFTAR PUSTAKA

- Andriany, D., & Arda, M. (2021). The Effect Of Discount Prices Toward Impulse Buying Halal Food On Go Food Consumers In Medan. *Proceeding International Seminar on Islamic Studies*, 2(1), 54–61.
- Anggraini, D., Azman, H. A., Hasanah, N. F., Febrian, H., & Sholihin, A. (2023). Pengaruh Flash Sale dan Tagline “Gratis Ongkir” Shopee Terhadap Impulsive Buying Secara Online dengan Muslim Self-Control Sebagai Variabel Moderating. *Jurnal Ilmiah Ekonomi Islam*, 9(1), 618–629.
- Azam, M. C., & Sukandani, H. Y. (2020). Pengaruh Kualitas Produk, Price discount dan Promosi Terhadap Keputusan Pembelian Produk Handphone Oppo di Terminal Phone Plaza Marina Surabaya. *Journal of Sustainability Business Research*, 1(1), 506–515.
- Christian, F., Adnans, Dr. A. A., & Ginting, E. D. J. (2022). The Effect of Flash Sale and Brand Image on Impulse Buying On Consumer Marketplace. *Quest Journals Journal of Research in Business and Management*, 10(6), 2347–3002. [www.questjournals.org](http://www.questjournals.org)
- Darwipat, D., Syam, A., & Maharwati. (2020). Pengaruh Program Flash Sale terhadap Perilaku Impulsive Buying Konsumen Marketplace. *Journal of Economic Education and Entrepreneurship Studies*, 1(2), 58–64.
- Dinova, S., & Suharyati. (2023). Pengaruh Live Streaming Shopping Dan Flash Sale Terhadap Pembelian Impulsif Pengguna Shopee Di Kecamatan Jatinegara. *Journal of Young Entrepreneurs*, 2(4), 88–102. <https://ejournal.upnvj.ac.id/index.php/jye>
- Dsilva, H., & Elangovan. (2021). Impulsive buying during Flash Sales on E-Commerce sites and the Ramification of Flash Sales on Shopping. *Ushus Journal of Business Management*, 20(4), 27–43. <https://doi.org/10.12725/ujbm.57.3>

- Edwy, F. M., Anugrahani, I. S., Pradana, A. F., & Putra, I. F. A. (2023). The Phenomenon of Impulsive Buying at TikTok Shop. *International Journal of Social Science Research and Review*, 6(1), 328–334. <https://doi.org/10.47814/ijssrr.v6i1.920>
- Erica Maryati, D., & Erveni. (2020). Pengaruh Price Discount Dan In-Store Display Terhadap Impulse Buying Pada Labello Store Medan. *Jurnal Manajemen Bisnis Eka Prasetya (JMBEP)*, 6(1), 1–10.
- Fadila, K., Rusminah, & Hilmiati. (2023). Pengaruh Webiste Quality Dan Flashsale Terhadap Impulse Buying Pada Pengguna E-Commerce Blibli.Com Di Pulau Lombok. *ALEXANDRIA (Journal of Economics, Business, & Entrepreneurship)*, 4(1), 45–48. <https://doi.org/10.29303/alexandria.v4i1.451>
- Fajri, M. A. Al, AM, T., & Yamalay, F. (2023). Pengaruh Flash Sale dan Tagline “Gratis Ongkir” terhadap Pembelian Impulsif melalui Variabel Intervening Emosi Positif pada Marketplace di Kota Palembang. *Jurnal Nasional Manajemen Pemasaran & Sumber Daya Manusia*, 4(3), 2745–7257.
- Fataron, Z. A. (2019). Online Impulse Buying Behaviour: Case Study On Users Of Tokopedia. *Journal of Digital Marketing and Halal Industry*, 1(1), 47–60. <https://doi.org/10.21580/jdmhi.2019.1.1.4762>
- Ginting, R. U. N., Harahap, D. A., & Rohandi, M. M. A. (2023). Pengaruh Product Quality, Online Customer Review, dan Price Discount terhadap Impulse Buying pada Marketplace Shopee. *Bandung Conference Series: Business and Management*, 3(2), 758–767. <https://doi.org/10.29313/bcsbm.v3i2.8031>
- Hajli, N., & Sims, J. (2015). Social commerce: The transfer of power from sellers to buyers. *Technological Forecasting and Social Change*, 94, 350–358. <https://doi.org/10.1016/j.techfore.2015.01.012>
- Herdiana, A. F., & Supriyono. (2023). The Influence Of E-WOM and Discounts on Impulse Buying Behavior Pengaruh E-WOM dan Potongan Harga Terhadap

Perilaku Impulse Buying. *Management Studies and Entrepreneurship Journal*, 4(3), 3043–3048. <http://journal.yrpiiku.com/index.php/msej>

Herlina, Loisa, J., & Mulyana, T. D. S. (2021). Dampak Flash Sale Countdown Timer Di Marketplace Online Pada Keputusan Pembelian Dengan Minat Beli Sebagai Intervening [The Impact Of Flash Sale Countdown Timer in Marketplace Online On Purchase decisions with Buying Intention As Intervening]. *Jurnal Digismantech*, 1(1), 11–17. <https://doi.org/10.30813/digismantech.v1i1.2616.g2076>

Ichsan, D. A., & Ajizah, N. (2023). Pengaruh Online Customer Review Dan Promosi Terhadap Impulse Buying Melalui Minat Beli Di Aplikasi Tiktok Pada Mahasiswa Universitas Merdeka Pasuruan. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(1), 131–141. <http://jurnal.anfa.co.id/index.php/mufakat>

Ittaqullah, 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(03), 1569–1577. [www.ijstr.org](http://www.ijstr.org)

Jodi, I. W. G. A. S. (2024). The Influence of Flash Sales, Online Customer Reviews, and Use Behavior Online Shopping Application on Impulsive Buying Behavior in Generation Y and Z Shopee Application Users in Bali. *International Journal of Research and Review*, 11(2), 458–466. <https://doi.org/10.52403/ijrr.20240249>

Kurniawan, H. F., Setiawan, A., & Musthofa. (2023). ELECTRONIC WORD OF MOUTH (EWOM) AND IMPULSE BUYING AFFECT PURCHASING DECISIONS ON GAME ITEMS. *Devotion Journal of Research and Community Service*, 4, 1448–1454. <http://devotion.greenvest.co.id>

Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business and Management*, 9(1), 1–20. <https://doi.org/10.1080/23311975.2022.2068402>

- Martaleni, M., Hendrasto, F., Hidayat, N., Dzikri, A. A., & Yasa, N. N. K. (2022). Flash Sale And Online Impulse Buying : Mediation Effect Of Emotions. *Innovative Marketing*, 18(2), 49–59. [https://doi.org/10.21511/im.18\(2\).2022.05](https://doi.org/10.21511/im.18(2).2022.05)
- Melisa, D., & Damayanti, R. (2022). Impulsive Buying Pada Pengguna E-Commerce Di Kota Surakarta Ditinjau Dari Online Customer Review Dan Website Quality Impulsive Buying On E-Commerce Users In Surakarta City View From Online Customer Review And Website Quality. *Dimensi*, 11(3), 543–554. <https://www.journal.unrika.ac.id/index.php/jurnald>
- Mulyono, H. (2021). Online Customer Review and Online Customer Rating on Purchase Intention in Online Shop. *International Journal of Research and Review (Ijrrjournal.Com)*, 8, 1.
- Mustikasari, Anwar, S. M., & Hasbi, A. R. (2023). The effect of viral marketing, promotions and flash sales on the purchase intention online shopping z generation in marketplace TikTok Shop. *Enrichment: Journal of Management*, 12(6), 4841–4848. [www.enrichment.iocspublisher.org](http://www.enrichment.iocspublisher.org)
- Nagadeepa, Shirahatti, D., & N, S. (2021). *Impulse Buying Concepts, Frameworks and Consumer Insights* (1st ed.). Shanlax Publications.
- Nastiti, R., & Nugroho, E. S. (2020). The Effect Of Flash Sale And Discount Towards Impulsive Buying (Study On Shopee Users). *Jurnal Akuntansi, Manajemen Dan Ekonom*, 22(4), 1–8.
- Noor, Z. Z. (2020). The Effect Of Price Discount And In-Store Display On Impulse Buying. *Sosiohumaniora - Jurnal Ilmu-Ilmu Sosial Dan Humaniora*, 22(2), 133–139. <https://doi.org/10.24198/sosiohumaniora.v22i2.26720>
- Noviana, K. Y., Dewi, R. S., & Prihatini, A. E. (2023). The Influence of Social Media Promotions and Online Customer Reviews on Purchasing Decisions on the Shopee Marketplace through Purchase Intention as a Mediating Variable

(Study on Active Students of Diponegoro University). *International Journal of Multidisciplinary Research and Publications (IJMRAP)*, 5(11), 68–75.

Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M. H., Lestari, W. J., Khatimah, H., & Beribe, M. F. B. (2021). *TEORI PERILAKU KONSUMEN* (A. Jibril, Ed.; 1st ed., Vol. 1). PT. Nasya Expanding Management.

Permatasari, I., Mukhsin, M., & Atiah, I. N. (2023). Pengaruh Flash Sale dan Free Shipping terhadap Impulsive Buying Behavior dalam Perspektif Ekonomi Islam. *OIKONOMIKA: Jurnal Kajian Ekonomi Dan Keuangan Syariah*, 4(1), 25–37. <https://doi.org/10.53491/oikonomika.v4i1.544>

Rasyid Cynthia Nur, & Farida, L. (2023). The Effect Of Price Discount And Hedonic Shopping Value On Impulsive Buying At TikTok Shop. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 7(3), 245–257.

Rizky, S. N., Sarah, S., & Wijaya, F. (2024). Pengaruh Flash Sale, Gratis Ongkos Kirim, dan Live Streaming terhadap Impulsive Buying pada pengguna Shopee. *Jurnal Ilmu Sosial, Manajemen, Akuntansi, & Bisnis*, 5(1), 83–99.

Rohman, D., Triana, I., Lestari, N. A., Hanita, R., Rozak, R. W. A., & Mulyani, H. (2023). Analisis Impulse Buying Mahasiswa Pada Flash Sale dan Gratis Ongkir Shopee: Keinginan atau Kebutuhan? *Jurnal Ecogen*, 6(2), 156. <https://doi.org/10.24036/jmpe.v6i2.14510>

Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal Of Consumer Research*, 22, 305–313.

Rumondang, A., Sudirman, A., Sitorus, S., Halim Perdana Kusuma, A., Manuhutu, M., Sudarso Janner Simamarta, A., Hasdiana, D., Tasnim, & Fapari Arif, N. (2020). *Pemasaran Digital dan Perilaku Konsumen* (A. Rikki, Ed.). Yayasan Kita Menulis.

- Sakdiah, & Sukmawati, C. S. (2022). Pengaruh Promosi Penjualan (Sales Promotion) Dan Belanja Hedonis (Hedonic Shopping) Terhadap Impulse Buying Secara Online. *Jurnal Ilmu Administrasi Bisnis*, 5(1), 1–16.
- Simanjuntak, K., & Sari, R. P. (2023). Analisis Sistem S-Commerce pada TikTok Shop untuk Meningkatkan Daya Saing Menggunakan Metode SWOT. *Jurnal Unitek*, 16(1), 1–6.
- Sinaga, Y. E., & Marpaung, N. (2023). Pengaruh Visual Merchandising Dan Potongan Harga Terhadap Impulse Buying (Studi Pada Konsumen Matahari Plaza Medan Fair). *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 3(1), 83–97. <https://transpublika.co.id/ojs/index.php/Transekonomika>
- Sundjaja, A. M., Arisanto, G. V., & Fatimah, S. (2020). The Determinant Factors of E-Commerce Usage Behavior During Flash Sale Program. In *Communication & Information Technology Journal* (Vol. 14, Issue 2).
- Syauqi, A., Lubis, F. A., & Atika. (2022). Pengaruh Cashback, Flash Sale, Tagline “Gratis Ongkir” Terhadap Impulse Buying Konsumen Generasi Z Pada Shopee (Studi Kasus Mahasiswa Universitas Islam Negeri Sumatera Utara). *JURNAL MANAJEMEN AKUNTANSI (JUMSI)*, 2(4), 734–749.
- Wang, C., & Zhang, P. (2012). The Evolution of Social Commerce: The People, Management, Technology, and Information Dimensions. *Communications of the Association for Information Systems*, 31(1), 105–127. <https://doi.org/10.17705/1cais.03105>
- Warnerin, G., & Dwijayanti, R. (2020). Pengaruh Diskon Dan In-Store Display Terhadap Impulse Buying Konsumen Matahari Department Store Gress Mall Gresik. *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(2), 896–903. [www.sentrarak.com](http://www.sentrarak.com)
- Zhang, L., Shao, Z., Li, X., & Feng, Y. (2021). Gamification and online impulse buying: The moderating effect of gender and age. *International Journal of*

*Information Management*, 61.  
<https://doi.org/10.1016/j.ijinfomgt.2020.102267>

Zhang, M., Zhang, J., Cheng, T. C. E., & Hua, G. (2018). Why and how do branders sell new products on flash sale platforms? *European Journal of Operational Research*, 270(1), 337–351. <https://doi.org/10.1016/j.ejor.2018.02.051>

Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48, 151–160. <https://doi.org/10.1016/j.ijinfomgt.2019.02.010>