

## DAFTAR PUSTAKA

- Aggarwal, P. (2011). Scarcity messages: A consumer competition perspective. *Article in Journal of Advertising*. vol. 40, no. 3 (Fall 2011), pp. 19–30. <https://doi.org/10.2307/23048691>
- Barton, B., Zlatevska, N., & Oppewal, H. (2022). Scarcity tactics in marketing: A meta-analysis of product scarcity effects on consumer purchase intentions. *Journal of Retailing*, 98(4), 741–758. <https://doi.org/10.1016/j.jretai.2022.06.003>
- Broeder, P., & Wentink, E. (2022). Limited-time Scarcity and Competitive Arousal in E-commerce. *International Review of Retail, Distribution and Consumer Research*. 32(5), 549–567 <https://doi.org/10.1080/09593969.2022.2098360>
- Chae H, Kim S, Lee J, & Park K (2020), Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency, *Journal of Business Research*, Volume 120, Pages 398-406, <https://doi.org/10.1016/j.jbusres.2019.11.040>.
- Chang, E. C., & Tseng, Y. F. (2013). Research note: E-store image, perceived value and perceived risk. *Journal of Business Research*, 66(7), 864–870. <https://doi.org/10.1016/j.jbusres.2011.06.012>
- Chen, H. J., & Sun, T. H. (2014). Clarifying the impact of product scarcity and perceived uniqueness in buyers' purchase behavior of games of limited-amount version. *Asia Pacific Journal of Marketing and Logistics*, 26(2), 232–249. <https://doi.org/10.1108/APJML-07-2013-0084>
- Chen, T. Y., Yeh, T. L., & Wang, Y. J. (2021). 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>
- Dewi, M. S., & Aslami, N. (2022). Local Products' Marketing Strategies To Go International: A Case Study On Erigo. *Transekonomika: Akuntansi, Bisnis dan Keuangan* 2(4), 81-86. <https://doi.org/10.55047/transekonomika.v2i4.148>

- Ekarina. (2020). Survei KIC: 87% Konsumen Lebih Suka Belanja Merek Dalam Negeri. Diakses 15 April 2025, dari <https://katadata.co.id/brand/merek/5f97832e74050/survei-kic-87-konsumen-lebih-suka-belanja-merek-dalam-negeri>
- Erwin Permana, Dewi Stalastiana, Rahil Khalisoh, & Syamsurizal, S. (2024). Strategi Meningkatkan Brand Awareness Melalui Konten Kreatif Dalam Pemasaran Media Sosial Tiktok Brand Tenue De Attire. *MUQADDIMAH: Jurnal Ekonomi, Manajemen, Akuntansi Dan Bisnis*, 2(3), 169–180. <https://doi.org/10.59246/muqaddimah.v2i3.931>
- Fitri, R. A., & Wulandari, R. (2020). Online Purchase Intention Factors In Indonesian Millennial. *International Review of Management and Marketing*, 10(3), 122–127. <https://doi.org/10.32479/irmm.9852>
- Ghozali, I., & Latan, H. (2020). *Partial Least Square : Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang, Universitas Diponegoro Semarang
- Hamilton, R., Thompson, D., Bone, S., Chaplin, L. N., Griskevicius, V., Goldsmith, K., Hill, R., John, D. R., Mittal, C., O’Guinn, T., Piff, P., Roux, C., Shah, A., & Zhu, M. (2019). The effects of scarcity on consumer decision journeys. In *Journal of the Academy of Marketing Science* (Vol. 47, Issue 3, pp. 532–550). Springer New York LLC. <https://doi.org/10.1007/s11747-018-0604-7>
- Harimurti Wulandjani, Supriadi Thalib, Dian Riskarini, & Amelia Oktrivina. (2023). Product Scarcity Strategy And Price Promotion To Purchase Intention: An Inverted U-Shaped Relationship. *Jurnal Manajemen*, 27(2), 322–341. <https://doi.org/10.24912/jm.v27i2.1343>
- Heriyanto, C., Oktavio, A., & Kaihatu, T. S. (2021). Peran Scarcity Marketing Dan Perceived Value Terhadap Purchase Intention Pada Pengguna Traveloka. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 8(1). <https://doi.org/10.35794/jmbi.v8i1.32440>
- Jang, W. E., Ko, Y. J., Morris, J. D., & Chang, Y. (2015). Scarcity Message Effects on Consumption Behavior: Limited Edition Product Considerations. *Psychology and Marketing*, 32(10), 989–1001. <https://doi.org/10.1002/mar.20836>

- 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>
- Kotler, Philip., Keller, K. Lane., Tan, C. Tiong., Ang, S. Hoon., & Leong, S. Meng. (2018). *Marketing management : an Asian perspective*. England, Pearson Education Limited.
- 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), pp. 1-20,. <https://doi.org/10.1080/23311975.2022.2068402>
- 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>
- Munnukka, J., & Järvi, P. (2012). The price-category effect and the formation of customer value of high-tech products. *Journal of Consumer Marketing*, 29(4), 293–301. <https://doi.org/10.1108/07363761211237362>
- Park, K., Ha, J., & Park, J. Y. (2017). An Experimental Investigation on the Determinants of Online Hotel Booking Intention. *Journal of Hospitality Marketing and Management*, 26(6), 627–643. <https://doi.org/10.1080/19368623.2017.1284631>
- Peng, L., & Liang, S. (2013). The Effects of Consumer Perceived Value on Purchase Intention in e-Commerce Platform: A Time-Limited Promotion Perspective. *Proceedings of the Thirteen International Conference on Electronic Business, Nanyang Executive Centre*, 1-4 December 2013, 1-4, 56. <http://eli.johogo.com/ICEB-JJAW-2013/2-3.pdf>
- Rahmansyah, C., & Dianita, I. A. (2024). Pengaruh Fitur Media Sosial Instagram @Aerostreet terhadap Brand Perception. *JURNAL SYNTAX IMPERATIF : Jurnal Ilmu Sosial Dan Pendidikan*, 5(4), 681–691. <https://doi.org/10.36418/syntaximperatif.v5i4.463>
- M. F. Herdiati, A. Iriawan, and H. Fitriyah, "Keputusan Pembelian Produk Limited Edition: Systematic Review," *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, vol. 20, no. 1, pp. 73-87, May. 2021. <https://doi.org/10.14710/jspi.v20i1.73-87>

- Seo, D. A., Sulistiawati, A., Imansari, W. A., Prabowo, H., & Sriwidadi, T. (2022). Is Luxury Fit with Sustainability the Role of Perceive Value and Scarcity. *2022 International Conference on Sustainable Islamic Business and Finance, SIBF 2022*, 79–84. <https://doi.org/10.1109/SIBF56821.2022.9939889>
- Sekaran, U., & Bougie, R. (2019). *Research Methods For Business : A Skill Building Approach* (eight edition). United Kingdom, Wiley.
- Shi, X., Li, F., & Chumnumpan, P. (2020). The use of product scarcity in marketing. In *European Journal of Marketing* (Vol. 54, Issue 2, pp. 380–418). Emerald Group Holdings Ltd. <https://doi.org/10.1108/EJM-04-2018-0285>
- Song, M., Choi, S., & Moon, J. (2021). Limited time or limited quantity? The impact of other consumer existence and perceived competition on the scarcity messaging - Purchase intention relation. *Journal of Hospitality and Tourism Management*, 47, 167–175. <https://doi.org/10.1016/j.jhtm.2021.03.012>
- Sugiyono (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung, Alfabeta
- Sun, Q., Rajamma, R. K., Heisley, D. D., & Soliman, M. A. (2022). Examining scarcity in mobile promotion and purchase intention: the role of location. *Journal of Marketing Theory and Practice*, 30(1), 1–19. <https://doi.org/10.1080/10696679.2021.1880272>
- Takaya, Rowlan. (2019). Antecedents Analysis of Purchase Intention. *Business and Entrepreneurial Review*. Vol. 16 No. 1. 1-16. DOI:[10.25105/ber.v16i1.4906](https://doi.org/10.25105/ber.v16i1.4906).
- Thalib, S., Wulandjani, H., Nawasiah, N., Hendryadi, H., & Mais, R. G. (2023). Explaining Students Revisit Intention via Scarcity Cues and Perceived Value: the Role of Sensory Brand Experience as Boundary Condition. *Matrik : Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, Volume 17 Nomor 1, p. 1 - 14. <https://doi.org/10.24843/matrik:jmbk.2023.v17.i01.p01>