

DAFTAR PUSTAKA

- Ahdiat, A. (2024, Oktober 23). *Live commerce applications used by Indonesian consumers*. Databoks Katadata. <https://databoks.katadata.co.id>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2026). *Survei Penetrasi Internet dan Perilaku Pengguna Internet Indonesia 2026*. Jakarta: APJII. <https://survei.apjii.or.id/>
- Badan Pusat Statistik. (2025). *Indeks pembangunan literasi masyarakat dan dimensi penyusunnya menurut provinsi, 2025*. BPS. <https://www.bps.go.id>
- Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
- Cialdini, R. B. (2009). *Influence: Science and practice* (5th ed.). Pearson Education.
- Creswell, J. W. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th ed.). McGraw-Hill Education.
- 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(6), e28347. <https://doi.org/10.1016/j.heliyon.2024.e28347>
- Guo, J., Xin, L., & Wu, Y. (2017). Arousal or not? The effects of scarcity messages on online pembelian impulsif. In F. F.-H. Nah & C.-H. Tan (Eds.), *HCI in business, government and organizations* (pp. 29–40). Springer International Publishing. https://doi.org/10.1007/978-3-319-58484-3_3

- Guo, Y., Wang, X., & Li, Z. (2017). The effect of scarcity messages on consumer impulse buying: Evidence from online shopping. *Journal of Consumer Behaviour*, 16(6), 585–597.
- Ghozali, I. (2021). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan SmartPLS 3.0* (Edisi 2). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson.
- Lee, C.-H., & Chen, C.-W. (2021). Impulse buying behaviors in live streaming commerce based on the Stimulus-Organism-Response framework. *Information*, 12(6), 241. <https://doi.org/10.3390/info12060241>
- Lee, Y. Y., Gan, C. L., & Liew, T. W. (2023). Rationality and impulse buying: Is your emotion a part of the equation? *Computers in Human Behavior Reports*, 12, 100337. <https://doi.org/10.1016/j.chbr.2023.100337>
- Lee, Z. W. Y., Liu, W. Z. H., Chan, T. K. H., & Wei, G. G. Z. (2025). Impulse buying in live streaming commerce: A literature review and research agenda. *Information & Management*, 62(1), 104220. <https://doi.org/10.1016/j.im.2025.104220>
- Li, Y., Majid, M. Z. A., & Arham, A. F. (2025). Consumer perceived value and impulsive buying in social commerce: The moderating role of fear of missing out. *Research Square*. <https://doi.org/10.21203/rs.3.rs-7039008/v1>

- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation* (7th ed.). Pearson.
- Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15), e35743. <https://doi.org/10.1016/j.heliyon.2024.e35743>
- Peter, J. P., & Olson, J. C. (2010). *Consumer behavior and marketing strategy* (9th ed.). McGraw-Hill/Irwin.
- Qu, Y., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, 75, 103534. <https://doi.org/10.1016/j.jretconser.2023.103534>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson Education.
- Sugiyono. (2015). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Sun, B., Zhang, Y., & Zheng, L. (2023). Relationship between time pressure and consumers' impulsive buying Role of perceived value and emotions. *Heliyon*, 9(12), e23185. <https://doi.org/10.1016/j.heliyon.2023.e23185>

- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information & Management*, 58(1), 103283. <https://doi.org/10.1016/j.im.2020.103283>
- Xiao, E., Su, C., Lu, L., Qin, R., Li, Z., & Wang, D. (2026). Factors affecting impulse buying behavior in the context of E-commerce live streaming. *Acta Psychologica*, 262, 106183. <https://doi.org/10.1016/j.actpsy.2025.106183>
- Yang, F., Tang, J., Men, J., & Zheng, X. (2021). Consumer perceived value and impulse buying behavior on mobile commerce: The moderating effect of social influence. *Journal of Retailing and Consumer Services*, 63, 102683. <https://doi.org/10.1016/j.jretconser.2021.102683>