

DAFTAR PUSTAKA

- Afif, M., & Purwanto. (2020). Pengaruh Motivasi Belanja Hedonis, Gaya Hidup Berbelanja dan Promosi Penjualan terhadap Pembelian Impulsif pada Konsumen Shopee ID. *Jurnal Aplikasi Manajemen dan Inovasi Bisnis*, 2(2), 34-50.
- Alba, Joseph W. and Elanor F. Williams. 2012. Pleasure Principles: A Review of Research on Hedonic Consumption. *Consumer behavior*. pp. 1-17
- Alfirahmi. (2019). FENOMENA KOPI KEKINIAN DI ERA 4.0 Ditinjau dari Marketing 4.0 dan Teori Uses and Effect. *Jurnal Lugas*, 3(1), 24-32.
- Al MutanafisaT., & Retnaningsih. (2021). The Effect of Sales Promotion and Knowledge on Impulsive Buying of Online Platform Consumers: The Effect of Sales Promotion and Knowledge on Impulsive Buying of Online Platform Consumers. *Journal of Consumer Sciences*, 6(1), 77-91.
- Anam, M., & Astuti, P. B. (2022). Pengaruh Citra Merek, Desain Produk, dan Celebrity Endorsement Terhadap Niat Beli Ulang. *Jurnal Fokus Manajemen*, 12(2), 118-130.
- Anggraini, Ranti T., and F. H. Santhoso. 2017. Hubungan antara Gaya Hidup Hedonis dengan Perilaku Konsumtif pada Remaja. *Gadjah Mada Journal of Psychology*. 3(3):131-140.
- Apriliani, S. . (2022). PENGARUH PROMOSI PENJUALAN DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PADA KONSUMEN ACE HARDWARE GRAND INDONESIA. *SCIENTIFIC JOURNAL OF REFLECTION : Economic, Accounting, Management and Business*, 5(2), 284-290.
- Ariani, I. (2019). THE EFFECT OF PROMOTION AND HEDONIC SHOPPING MOTIVATION ON COSTUMER IMPULSE BUYING ON ZALORA ONLINE SHOPPING SITES. *Journal of Accounting and Business Issues (JABI)*, 1(1), 15-21.
- Armstrong, G., & Kotler, P. (2017). *Principles of Marketing*. 17th red. New York.
- Arnold, J. M., and K. E. Reynolds. 2003. Hedonic Shopping Motivation. *Journal of Retailing* 79:77- 79.
- Djaali. (2020). *Metodologi Penelitian Kuantitatif*. Bumi Aksara.
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*

23. 8th ed. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang
- Hasim, M., & Lestari, R. B. (2022). Pengaruh Potongan Harga, Motivasi Belanja Hedonis, E-WOM dan Gaya Hidup Berbelanja terhadap Impulsive Buying di Tokopedia. *Forum Bisnis dan Kewirausahaan*, 12(1).
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati, I., Ramantoko, G., Widarmanti, T., Aziz, I.A. and Khan, F.U. (2022), "Utilitarian, hedonic, and self-esteem motives in online shopping", *Spanish Journal of Marketing - ESIC*, Vol. 26 No. 2, pp. 231-246.
- Malau, Harman. 2017. Manajemen Pemasaran. Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global. Bandung : Alfabeta.
- Novita, Y., Wicaksono, P. N., Nasokha, F., & Nabila, R. (2022). Repurchase Intention of Z-Generation in the Indonesian Marketplace. *Journal of Management and Business*, 5(1), 1-23.
- Kotler, Philip; Armstrong, Gary, 2008. Prinsip-prinsip Pemasaran, Jilid 1, Erlangga, Jakarta.
- Kotler, P., & Armstrong, G (2018). Principles of Marketing Global Edition 17th Edition. London: Pearson Education.
- Kopi Kenangan. (2022). Kopi Kenangan Stands For Memories. Retrieved December 10, 2022, from <https://kopikenangan.com>
- Langga, A., Kusumawati, A., & Alhabsji, T. (2020). Intensive Distribution and Sales Promotion for Improving Customer-Based Brand Equity (CBBE), Re-purchase Intention and Word-of-Mouth (WOM). *Journal of Economic and Administrative Sciences*, 97(4), 577-595
- Laparojkit, S., & Suttipun, M. (2022). The causal factors influencing repurchase intentions of local tourists in Thailand during COVID-19 crisis. *Journal of Tourism Futures*, 17(1), 1-16.
- Lee, S. J., and S. Y. Shin. 2014. The Effect of Purchase Reviews of Internet Shopping Mall on Benefits Sought of Sales Promotion, Fashion Customer's Purchase Satisfaction, Repurchase Intention, and Word-of-Mouth Intention. *Fashion & Textile Research Journal* 16(1):79-90. <http://dx.doi.org/10.5805/SFTI.2014.16.1.79>

- Ozen, Hilal., and Nil Engizek,. (2013). Shopping online without thinking:being emotional or rational?. Asia Pacific Journal of Marketing and Logistics, Vol. 26 Iss 1 pp. 78 – 93.
- Prasetiyo, A. R., and A. L. Andjarwati. 2021. Analisis Gaya Hidup Hedonis, Harga, Dan Kualitas Produk Serta Pengaruhnya Terhadap Keputusan Pembelian Sepeda Di Era Pandemi Covid-19. Jurnal Ilmu Manajemen 9(3):990-1001. <https://doi.org/10.26740/jim.v9n3.p990-1001>
- Prasetio, Adhi & Ahmad, Ratih & Sari, Puspita & Sary, Fetty. (2017). Social Capital and Electronic Word-Of-Mouth (eWOM) Effect Toward Online Purchase Intention. Advanced Science Letters. 23. 10822-10825. 10.1166/asl.2017.10161.
- Rachmawati, Indira & Sary, Fetty & Perdani, D.R.. (2016). Influence of the use of brands in a foreign language (english) on the purchase decision process of cosmetic products made in Indonesia. 24. 51-62.
- Rosyida, S., and A. L. Anjarwati. 2016. Pengaruh Store Atmosfer Dan Promosi Penjualan Terhadap Pembelian Impulsif Dengan Emosi Positif Sebagai Variabel Intervening. Jurnal Riset Ekonomi Dan Manajemen 16(1):105-27.
- Safitri, Monica Leticia Hadi. 2022. Pengaruh Hedonic Shopping Motivation dan Promosi Penjualan terhadap Niat Beli Ulang pada Konsumen Starbuck Indonesia. Jurnal Ilmu Manajemen, 10(1).
- Santo, P. E., & Ascensao marques, A. M. (2021). Determinants of the online purchase intention: hedonic motivations, prices, information and trust. *Baltic Journal of Management*, 17(1), 56-71.
- Schiffman, L. G. & Wisenblit, J. L. (2015). Consumer Behavior Edisi 11 Global Edition . England: Pearson Education Limited
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mix Methods)* (2nd ed.). Alfabeta.
- Sujarweni, V. W. (2019). *SPSS Untuk Penelitian*. Pustaka Baru Press.
- Utami, C. W. (2010). Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia edisi 2. Jakarta: Salemba Empat.
- Widagdo, B., and K. Roz. 2021. Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. The Journal of Asian Finance, Economics, and Business. 8(1):395-405.

- Wijoyo, Fenny, and Thomas Santoso. "Pengaruh Website Quality, Electronic Word of Mouth, Dan Hedonic Shopping Motivation Terhadap Impulse Buying Pada E-commerce Tokopedia." *Agora*, vol. 10, no. 1, 2022.
- Zahra, Nafisah, and Sanaji Sanaji. 2021. Peran Moderasi Motivasi Hedonis Pada Pengaruh Promosi Penjualan Terhadap Niat Penggunaan Ulang Layanan Dompot Elektronik Di Kalangan Milenial. *Jurnal Ilmu Manajemen*. 9(1):57-67.