

## Daftar Pustaka

- Agarwal, G. (2016). *Consumer Behaviour* (Latest Edition). SBPD Publication.
- Agatha, O. (2021). *Perjalanan tiket.com dari 2011 hingga 2021, Selalu Setia Nemenin Kamu!* <https://Blog.Tiket.Com/Perjalanan-Tiket-Com/#:~:Text=Agustus%202011%20menjadi%20awal%20mula,Dimas%20Surya%2C%20dan%20Natali%20Ardianto>.
- Akram, U., Hui, P., Kaleem Khan, M., Tanveer, Y., Mehmood, K., & Ahmad, W. (2017). How website quality affects online impulse buying. *Asia Pacific Journal of Marketing and Logistics*, 30(1), 235–256. <https://doi.org/10.1108/APJML-04-2017-0073>
- Akram, U., Hui, P., Khan, M., Yan, C., & Akram, Z. (2018a). Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment. *Sustainability*, 10(2), 352. <https://doi.org/10.3390/su10020352>
- Akram, U., Hui, P., Khan, M., Yan, C., & Akram, Z. (2018b). Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment. *Sustainability*, 10(2), 352. <https://doi.org/10.3390/su10020352>
- Asih, S. (2021). *Pengaruh Perkembangan Teknologi Digital, E-Business, E-Commerce Terhadap Budaya dan Cara Pandang Kehidupan Manusia*. <https://www.kompasiana.com/santiasih2882/6002a653d541df15f81c60e2/pe-ngaruh-perkembangan-teknologi-digital-e-business-e-commerce-terhadap-budaya-dan-cara-pandang-kehidupan-manusia-secara-umum>
- Atulkar, S., & Kesari, B. (2018a). Role of consumer traits and situational factors on impulse buying: does gender matter? *International Journal of Retail & Distribution Management*, 46(4), 386–405. <https://doi.org/10.1108/IJRDM-12-2016-0239>
- Atulkar, S., & Kesari, B. (2018b). Role of consumer traits and situational factors on impulse buying: does gender matter? *International Journal of Retail & Distribution Management*, 46(4), 386–405. <https://doi.org/10.1108/IJRDM-12-2016-0239>
- Badgaiyan, A. J., & Verma, A. (2015). Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors.

- Journal of Retailing and Consumer Services*, 22, 145–157.  
<https://doi.org/10.1016/j.jretconser.2014.10.002>
- Barreda, A., & Bilgihan, A. (2013). An analysis of user-generated content for hotel experiences. *Journal of Hospitality and Tourism Technology*, 4(3), 263–280.
- Chen, T. Y., Yeh, T. L., & Wang, Y. J. (2020). 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>
- Chung, N., Song, H. G., & Lee, H. (2017). Consumers' impulsive buying behavior of restaurant products in social commerce. *International Journal of Contemporary Hospitality Management*, 29(2), 709–731.  
<https://doi.org/10.1108/IJCHM-10-2015-0608>
- Cuandra, F., & Kelvin. (2021). Analysis of influence of materialism on impulsive buying and compulsive buying with credit card use as mediation variable. *Jurnal Manajemen*, 13(1), 7–16.
- Dailysocial. (2018). *Laporan DailySocial: Survey Online Travel Agencies (OTA) 2018*. <https://Dailysocial.Id/Post/Laporan-Dailysocial-Survey-Online-Travel-Agencies-Ota-2018>.
- Daliri, E., Rezaei, S., & Ismail, W. K. W. (2014). Online social shopping: the impact of attitude, customer information quality, effectiveness of information content and perceived social presence. *International Journal of Business Environment*, 6(4), 426. <https://doi.org/10.1504/IJBE.2014.064995>
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology and Marketing*, 20(2), 139–150. <https://doi.org/10.1002/mar.10064>
- Farhan, A. (2020). *Milenial dan Online Travel Agent* .  
<https://travel.detik.com/travel-news/d-4863398/milenial-dan-online-travel-agent>
- Fauzia, M. (2019). *Perempuan Indonesia Belanja Online: Impulsif hingga Tergiur Gratis Ongkir*.

- <https://Money.Kompas.Com/Read/2019/04/04/123029126/Perempuan-Indonesia-Belanja-Online-Impulsif-Hingga-Tergiur-Gratis-Ongkir?Page=all>.
- Febrilia, I., & Warokka, A. (2021). Consumer traits and situational factors: Exploring the consumer's online impulse buying in the pandemic time. *Social Sciences & Humanities Open*, 4(1), 100182.  
<https://doi.org/10.1016/j.ssaho.2021.100182>
- Foster, A., & Ford, N. (2003). Serendipity and information seeking: an empirical study. *Journal of Documentation*, 59(3), 321–340.  
<https://doi.org/10.1108/00220410310472518>
- Ghozali, H. I. (2018). *Aplikasi Analisis multivariate dengan program IBM SPSS 25*. Badan Penerbit-Undip.
- Gierl, H., Plantsch, M., & Schweidler, J. (2008). Scarcity effects on sales volume in retail. *The International Review of Retail, Distribution and Consumer Research*, 18(1), 45–61. <https://doi.org/10.1080/09593960701778077>
- Haryanto, A. T. (2017). *Ini Alasan Blibli Akuisisi Tiket.com 100%*.  
<https://Inet.Detik.Com/Business/d-3532071/Ini-Alasan-Blibli-Akuisisi-Tiketcom-100>.
- Hayashi, R. M. (2023, February 20). *Populix Ungkap Sifat Masyarakat Indonesia saat Belanja Online: Impulsif*.  
<https://Kumparan.Com/Kumparanbisnis/Populix-Ungkap-Sifat-Masyarakat-Indonesia-Saat-Belanja-Online-Impulsif-1zs7T7zjQ9n/Full>.
- Highlight Media. (2020). *Gelar Kampanye Saleprise, Tiket.com Tawarkan Promo Menarik*. <https://Highlight.Id/Aplikasi-Pemesanan-Tiket-Com-Program-Promosi-Diskon-Potongan-Harga/>.
- Hyun, S. S., Han, H., & Kim, W. (2016). A Model of Patrons' Impulsive Ordering Behaviors in Luxury Restaurants. *Asia Pacific Journal of Tourism Research*, 21(5), 541–569. <https://doi.org/10.1080/10941665.2015.1062403>
- Imron, R., & Oktavian, C. N. (2021). Kenaikan Tingkat Pembelian Daring Secara Impulsif pada Situs Wisata. *Global Research on Tourism Development and Advancement*, 3(1).

- Jang, W. E., Ko, Y. J., Morris, J. D., & Chang, Y. (2015). Scarcity Message Effects on Consumption Behavior: Limited Edition Product Considerations. *Psychology & Marketing*, 32(10), 989–1001.  
<https://doi.org/10.1002/mar.20836>
- Jayani, D. H. (2019). *Pasar Travel Online Indonesia Tertinggi di Asia Tenggara*.  
<https://databoks.katadata.co.id/datapublish/2019/10/14/pariwisata-tumbuh-potensi-travel-online-indonesia-tertinggi-di-asia-tenggara>
- Jeffrey, S. A., & Hodge, R. (2007). Factors influencing impulse buying during an online purchase. *Electronic Commerce Research*, 7(3–4), 367–379.  
<https://doi.org/10.1007/s10660-007-9011-8>
- Kacen, J. J., & Lee, J. A. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology*, 12(2), 163–176. [https://doi.org/10.1207/S15327663JCP1202\\_08](https://doi.org/10.1207/S15327663JCP1202_08)
- Kamal Basha, N., Aw, E. C.-X., & Chuah, S. H.-W. (2022). Are we so over smartwatches? Or can technology, fashion, and psychographic attributes sustain smartwatch usage? *Technology in Society*, 69, 101952.  
<https://doi.org/10.1016/j.techsoc.2022.101952>
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, 39, 169–185. <https://doi.org/10.1016/j.ijinfomgt.2017.12.001>
- Khachatryan, H., Rihn, A., Behe, B., Hall, C., Campbell, B., Dennis, J., & Yue, C. (2018). Visual attention, buying impulsiveness, and consumer behavior. *Marketing Letters*, 29(1), 23–35. <https://doi.org/10.1007/s11002-018-9446-9>
- Kim, M., Kim, J., & Lennon, S. J. (2006). Online service attributes available on apparel retail web sites: an E-S-QUAL approach. *Managing Service Quality: An International Journal*, 16(1), 51–77.  
<https://doi.org/10.1108/09604520610639964>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education.

- Laesser, C., & Dolnicar, S. (2012). Impulse purchasing in tourism – learnings from a study in a matured market. *Anatolia*, 23(2), 268–286.  
<https://doi.org/10.1080/13032917.2012.688409>
- Li, Z., Deng, S., & Moutinho, L. (2015). The Impact of Experience Activities on Tourist Impulse Buying: An Empirical Study in China. *Asia Pacific Journal of Tourism Research*, 20(2), 191–209.  
<https://doi.org/10.1080/10941665.2013.877043>
- Lynn, M. (1989). Scarcity effects on desirability: Mediated by assumed expensiveness? *Journal of Economic Psychology*, 10(2), 257–274.  
[https://doi.org/10.1016/0167-4870\(89\)90023-8](https://doi.org/10.1016/0167-4870(89)90023-8)
- Madhavaram, S. R., & Laverie, D. A. (2004). Exploring Impulse Purchasing on the Internet. *Association for Consumer Research*, 31, 59–66.
- Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. The MIT Press.
- Merdeka.com. (2022, October 26). *Tiket.com Tebar Diskon Tiket Pesawat Hingga Penginapan, Ini Daftarnya*. <https://www.merdeka.com/uang/tiketcom-tebar-diskon-tiket-pesawat-hingga-penginapan-ini-daftarnya.html>.
- Miao, M., Jalees, T., Qabool, S., & Zaman, S. I. (2019). The effects of personality, culture and store stimuli on impulsive buying behavior. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 188–204.  
<https://doi.org/10.1108/APJML-09-2018-0377>
- Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behavior. *European Journal of Marketing*, 47(10), 1711–1732. <https://doi.org/10.1108/EJM-03-2011-0110>
- Nawari. (2010). *Analisis Regresi* (T. Wahyono, Ed.; 1st ed.). PT Elex Media Komputindo.
- Nuralamsyah, F. Y. (2021). *Penggunaan Teknologi oleh Wisatawan*.  
<https://kumparan.com/faisalyusni/penggunaan-teknologi-oleh-wisatawan-1x98021zcvc/2>

- Phau, I., & Woo, C. (2008). Understanding compulsive buying tendencies among young Australians. *Marketing Intelligence & Planning*, 26(5), 441–458.  
<https://doi.org/10.1108/02634500810894307>
- Pradhan, D., Israel, D., & Jena, A. K. (2018). Materialism and compulsive buying behaviour. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1239–1258. <https://doi.org/10.1108/APJML-08-2017-0164>
- Pradiatiningtyas, D. (2015). Analisa Buying Behavior Pada Online Travel Agent . *Jurnal Khasanah Ilmu*, 6(2).
- Prasetio, A., & Muchnita, A. (2022). The Role Website Quality, Credit Card, Sales Promotion On Online Impulse Buying Behavior. *Jurnal Manajemen*, 26(3), 424–448. <https://doi.org/10.24912/jm.v26i3.922>
- Prasetio, A., & Nursandi, W. (2022). Analisis Minat Pengguna OTA Tiket.com di Indonesia Menggunakan Model Pendekatan Modifikasi UTAUT 2. *Jurnal Manajemen Dan Keuangan*, 11(1).
- Putri, A. M. H. (2022, December 6). *Ini Alasan Masyarakat Belanja Secara Impulsif, Termasuk Kamu?*  
<https://www.cnbcindonesia.com/research/20221206085605-128-394085/ini-alasan-masyarakat-belanja-secara-impulsif-termasuk-kamu>.
- Rezaei, S., Ali, F., Amin, M., & Jayashree, S. (2016). Online impulse buying of tourism products. *Journal of Hospitality and Tourism Technology*, 7(1), 60–83. <https://doi.org/10.1108/JHTT-03-2015-0018>
- Rice, S., Keller, D., Hunt, G., & Trafimow, D. (2009). Automation Dependency Under Time Pressure. *International Symposium on Aviation Psychology*, 14, 611–616.
- Rizal, A. (2020, February 21). *Kebiasaan Orang Indonesia Saat Belanja Online, Suka Bandingkan Produk*.  
<https://infokomputer.grid.id/read/122033522/kebiasaan-orang-indonesia-saat-belanja-online-suka-bandingkan-produk>.
- Rizaty, M. A. (2022). *Traveloka, Situs Perjalanan yang Paling Banyak Dikunjungi Masyarakat Indonesia*.

- <https://Databoks.Katadata.Co.Id/Datapublish/2022/04/27/Traveloka-Situs-Perjalanan-Yang-Paling-Banyak-Dikunjungi-Masyarakat-Indonesia>.
- Roberts, J. A., & Jones, E. (2001a). Money Attitudes, Credit Card Use, and Compulsive Buying among American College Students. *Journal of Consumer Affairs*, 35(2), 213–240. <https://doi.org/10.1111/j.1745-6606.2001.tb00111.x>
- Roberts, J. A., & Jones, E. (2001b). Money Attitudes, Credit Card Use, and Compulsive Buying among American College Students. *Journal of Consumer Affairs*, 35(2), 213–240. <https://doi.org/10.1111/j.1745-6606.2001.tb00111.x>
- Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, 14(2), 189. <https://doi.org/10.1086/209105>
- Schor, J. B. (1998). *The Overspent American: Upscaling, downshifting and the new consumer*. Basic Book.
- Senjaya, M. (2021). Strategi Pemasaran Jasa Terhadap Perilaku Konsumen. *Jurnal Ilmiah Prismakom*, 18(1), 52–60.
- Soman, D., & Gourville, J. T. (2001). Transaction Decoupling: How Price Bundling Affects the Decision to Consume. *Journal of Marketing Research*, 38(1), 30–44. <https://doi.org/10.1509/jmkr.38.1.30.18828>
- Stern, A. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26(2), 59–62.
- Stern, H. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26(2).
- Tempo.co. (2023, January 17). *Tren Wisata Spontan, Sandiaga Uno Optimistis Capai Target 1,4 M Pergerakan Wisatawan Nusantara*. <https://Bisnis.Tempo.Co/Read/1680352/Tren-Wisata-Spontana-Sandiaga-Uno-Optimistis-Capai-Target-14-m-Pergerakan-Wisatawan-Nusantara>.
- Utama, A., Sawitri, H. S. R., Haryanto, B., & Wahyudi, L. (2021). Impulse Buying: The Influence of Impulse Buying Tendency, Urge to Buy and Gender on Impulse Buying of the Retail Customers. *Journal of Distribution Science*, 19(7), 101–111.

- White, K. J. (1975). Consumer Choice and Use of Bank Credit Cards: A Model and Cross-Section Results. *Journal of Consumer Research*, 2(1), 10. <https://doi.org/10.1086/208611>
- Wirapraja, dkk. (2021). *Manajemen Pemasaran Perusahaan* (1st ed.). Yayasan Kita Menulis.
- Wu, Y.-L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce. *Internet Research*, 28(1), 74–104. <https://doi.org/10.1108/IntR-08-2016-0250>
- Zaidan, A. F., & Sukresna, I. M. (2021). Pengaruh Pesan Kelangkaan dan Informasi Kebetulan terhadap Pembelian Impulsif Online pada Generasi Milenial di Kota Malang. *Seiko: Journal of Management & Business*, 4(1), 397–417.
- Zhang, J., Jiang, N., Turner, J. J., & Pahlevan-Sharif, S. (2022). The Impact of Scarcity on Consumers' Impulse Buying Based on the S-O-R Theory. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.792419>
- Zhang, Y. C., Séaghdha, D. Ó., Quercia, D., & Jambor, T. (2012). Auralist: Introducing Serendipity Into Music Recommendation. *Proceedings of the Fifth ACM International Conference on Web Search and Data Mining*, 13–22. <https://doi.org/10.1145/2124295.2124300>