

DAFTAR PUSTAKA

- Ahmadova, S., & Nabiyeva, S. (2023). The impact of hedonic shopping motivation on impulse buying behavior: Evidence from online consumers. *Journal of Consumer Marketing Research*, 8(1), 55–67.
- Akbar, M. A., and S. N. Alam. 2020. *E-Commerce Dasar Teori Dalam Bisnis Digital*. Medan: Yayasan Kita Menulis.
- Akram, U., Hui, P., Khan, M. K., Tanveer, Y., Mehmood, K., & Ahmad, W. (2017). How website quality affects online impulse buying. *Asia Pasific Journal of Marketing and Logistics*, 30(1), 235–256.
- Akram, U., Hui, P., Khan, M., Yan, C., & Akram, Z. (2019). *Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment. Sustainability*, 10(2), 352 doi:<http://dx.doi.org/10.3390/su10020352>
- Alba, J. W., & Williams, E. F. (2012). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 22(2), 275–289.
- Alfian, M., & Suprpti, A. (2021). *Pengaruh Hedonic Shopping Motivation terhadap Perilaku Impulse Buying pada Pengguna Shopee di Kalangan Mahasiswa*. Jurnal Manajemen dan Bisnis, 12(1), 45–55.
- Amiri, F., Jalal, J., Mohsen, S., & Tohid, A. (2012). “Evaluation of Effective Fashionism Involvement Factors on Impulse Buying of Costumers and Condition of Interrelation between These Factor.” *Journal of Basic and Applied Scientific Research*, 9413-9419.
- Anam, S., Nashihin, H., Taufik, A., Sitompul, H. S., Manik, Y. M., Arsid, I., ... & Luturmas, Y. (2023). *Metode Penelitian (Kualitatif, Kuantitatif, Eksperimen, dan R&D)*. Global Eksekutif Teknologi.
- Andika, M., Maisithoh, S., Kholiq, Y., Nisa, D., & Rohmah, N. (2021). Efektivitas Marketplace Shopee sebagai Marketplace Belanja Online yang Paling Disukai Mahasiswa. *Jurnal of Education and Technology*, 1, 25.
- Andriani, L. A., & Harti. (2021). Pengaruh emosi positif, potongan harga, dan kualitas website terhadap pembelian impulsif. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 454–462.
- Angela, V., & Paramita, E. L. (2020). Pengaruh Lifestyle Dan Kualitas Produk Terhadap Keputusan Impulse Buying Konsumen Shopee Generasi Z. *Jurnal Ekobis : Ekonomi, Bisnis & Manajemen*, 10, 249–250. <http://ejournal.stiemj.ac.id/index.php/ekobis248>

Aprilya, F., Safitri, D. R., & Hidayat, R. (2022). Gaya hidup konsumtif dan perilaku pembelian impulsif di kalangan generasi muda. *Jurnal Psikologi Konsumen*, 5(2), 88–97.

Arnold, M. J., & Reynolds, K. E. (2012). Approach and avoidance motivation: Investigating hedonic consumption in a retail setting. *Journal of Retailing*, 88(3), 399–411. doi:<https://doi.org/10.1016/j.jretai.2011.12.004>

Aryandini, H. (2023). *Pengaruh Diskon dan Shopping Lifestyle Terhadap Impulse Buying pada Tiktok Shop Live Shopping*. Universitas Telkom.

Aulia, D., & Zaini, M. (2023). Pengaruh Sales Promotion, Hedonic Shopping Motivation Dan Shopping Lifestyle Terhadap Impulsive Buying Pada ECommerce Tiktok Shop. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(3), 961–977. <https://doi.org/10.31955/mea.v7i3.3462>

Aurira, P., Andayani, T. R., Supratiwi, M., Nursodiq, F. (2023). Fear of Missing Out Scale Adaptation in Indonesia. *Psychological Research on Urban Society*, 6(2).

Awais, M., Samin, T., & Shahzad, H. (2022). Exploring the impact of online shopping behavior on consumer purchase intention: Evidence from e-commerce platforms. *International Journal of E-Business Research*, 18(3), 45–60.

Azhari, I., Suryani, A., & Lestari, D. (2020). *Psikologi Emosi: Teori dan Aplikasi dalam Dunia Konsumen*. Bandung: Alfabeta.

Azizah, F. D., Nur, A. N., & Putra, A. H. P. K. (2022). Impulsive Buying Behavior: Implementation of IT on Technology Acceptance Model on E-Commerce Purchase Decisions. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(1), 58–72. <https://doi.org/10.52970/grmapb.v2i1.173>

Aziz, Y. A., Husin, S. N. A., & Ishak, N. A. (2015). Shopping lifestyle and patronage intention: A conceptual paper. *International Journal of Business and Management*, 10(7), 171–177.

Baker, S. R., Baugh, B., & Kueng, L. (2019). Income Fluctuations and Firm Choice. *Journal Of Financial and Quantitative Analysis*, 56(6), 2208. doi:<https://doi.org/10.1017/S0022109020000526>

Cahyani, A. D., & Marcelino, R. (2023). Pengaruh kemudahan penggunaan dan kepercayaan terhadap keputusan pembelian konsumen pada e-commerce. *Jurnal Ilmu Manajemen Terapan*, 7(2), 112–121

Çelik, H. E., & Eru, O. (2019). The effect of the fear of missing out (FoMO) on impulse buying behavior: The mediating role of consumer confusion. *Journal of Marketing and Consumer Research*, 57, 24–32.

Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2022). *Digital Marketing* (8th ed.). Pearson Education Limited.

Chauhan, V., Akhtar, A., & Mittal, M. (2023). *Impact of Positive Emotions on Consumer Impulse Buying Behavior: A Psychological Perspective*. *Journal of Consumer Behaviour*, 22(1), 45–60.

Cobb J.C. & Hoyer W.D., 1986, Planned versus impulse purchase behaviour. *Journal of Retailing*, 62(4), pp. 384-409

Coelho, F., Aniceto, I., Bairrada, C. M., & Silva, P. (2023). Personal values and impulse buying: The mediating role of hedonic shopping motivations. *Journal of Retailing and Consumer Services*, 72.

Danish, R. Q., Habib, S., & Shahid, M. (2018). The impact of emotional intelligence and personality traits on impulsive buying behavior: Evidence from Pakistan. *Journal of Business & Economics*, 10(2), 80–100.

Darma, L. A., dan Japariato, E. (2014). Analisa Pengaruh Hedonic Shopping Value Terhadap Impulsif Buying dengan Shopping Lifestyle dan Positive Emotion Sebagai Variabel Intervening pada Mall Ciputra World Surabaya. *Jurnal Manajemen Pemasaran*. Vol. 8, No.2: 80-89

Darmaningrum, P., & Sukaatmadja, I. P. G. (2019). Peran Hedonic Shopping Value terhadap Impulse Buying Konsumen di Denpasar. *E-Jurnal Manajemen Unud*, 8(9), 5616–5643.

detikcom. (2023, April 7). *Generasi Z itu siapa? Ini tahun kelahirannya*.

Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018). Online social media fatigue and psychological wellbeing—A study of compulsive use, fear of missing out, fatigue, anxiety and depression. *International Journal of Information Management*, 40, 141–152.

Diksita, K. I. A., & Jatra, I. M. (2018). Peran Emosi Positif Memediasi Pengaruh Fashion Involvement Dan Hedonic Consumption Tendency Terhadap Impulse Buying Fakultas Ekonomi dan Bisnis Universitas Udayana, Bali, Indonesia Abstrak Perkembangan jaman yang semakin modern saat ini ditandai dengan. *E-Jurnal Manajemen Unud*, 7(6), 3258– 3290.

Dimock, M. (2019). *Defining generations: Where Millennials end and Generation Z begins*. Pew Research Center.

eDot. 2024. “5 E-Commerce dengan Pengunjung Terbanyak di Indonesia pada Awal 2024, Siapa Juaraanya?,” 2024. <https://edot.id/articles/5-e-commerce-dengan-pengunjung-terbanyak-di-indonesiapada-awal-2024-siapa-juaranya>

Erdem, T., & Yilmaz, B. (2021). *Impulse buying behavior: A review on consumer decision making process*. International Journal of Social and Behavioral Sciences, 9(1), 45–52.

Evangelin, Y., Rahayu, S., & Nugroho, M. A. (2021). *The effect of hedonic shopping motivation and shopping lifestyle on impulse buying*. Jurnal Ilmu dan Riset Manajemen, 10(6), 1–17.

Fitri, F. A., & Millanyani, H. (2023). The effect of personal factors and situational factors on impulse buying on Tiket.com users in Indonesia. *Asian Management and Business Review*, 3(2), 210–226. <https://doi.org/10.20885/ambr.vol3.iss2.art8>

Google, Temasek, & Bain & Company. (2022). *e-Conomy SEA 2022: Through the waves, towards a sea of opportunity*. <https://economysea.withgoogle.com/>

Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3rd ed.)*. SAGE Publications Ltd.

Hamdani, N., Muharwiyah, M., & Nurhasan, R. (2022). Pengaruh Price Discount dan Shopping Lifestyle Terhadap Impulse Buying Pada Konsumen Shopee di Kabupaten Garut. *Business Innovation and Entrepreneurship Journal*, 4(1).

Handayani, R., & Nugroho, A. (2021). *Pengaruh Emosi Positif terhadap Keputusan Pembelian pada Platform E-Commerce di Indonesia*. Jurnal Riset Ekonomi dan Bisnis, 13(1), 45–56.

Hardani., Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *METODE PENELITIAN: Kualitatif & Kuantitatif*. Yogyakarta: Pustaka Ilmu Group Yogyakarta.

Hatmawan, A. A., & Riyanto, S. (2020). Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen. *Deepublish*

Hawkins, D. I., & Mothersbaugh, D. L. (2019). *Consumer behavior: Building marketing strategy (13th ed.)*. New York, NY: McGraw-Hill Education.

Helmi, L. A., Suryani, T., Hidayat, A., & Wibowo, A. (2023). *Pengaruh Religiusitas dan Gaya Hidup Terhadap Perilaku Konsumsi Masyarakat Pengguna Go-Food*. Hikmah, 20(1), 121–132.

Hikmawati, F. (2017). *METODOLOGI PENELITIAN*. Depok: Rajagrafindo

Hiranrithikorn, P., & Banjongprasert, J. (2022). The effect of the website attributes on online impulse buying: An empirical investigation of utilitarian and hedonic motivations. *International Journal of Data and Network Science*, 1419–1426.

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.

Indrawati, Raman, M., Wai, C. K., Ariyanti, M., Mansur D. M., Marhaeni, G. A., Tohir, L. M., Gaffar, M. R., Has, M. N., & Yuliansyah, S. (2017). *Perilaku Konsumen Individu. PT Refika Aditama*.

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*.

Irawan, D. O., Arifin, R., & Basalama, M. R. (2020). Pengaruh Shopping Lifestyle, Discount, Fashion Involvement, Hedonic Shopping Motivation, Dan Promosi Penjualan Terhadap Impulse Buying (Studi Kasus Pada Mahasiswi Yang Pernah Berkunjung Ke Center Point di Mall Olympic Garden Malang). *Jurnal Ilmiah Riset Manajemen*, 9(04).

Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science*, 48(3), 384–404.

Jakpat. (2023). *E-commerce and online shopping behavior among Gen Z in Indonesia*. Jakpat Mobile Survey Report.

Japariato, E., & Sugiharto, S. (2020). Pengaruh Shopping Life Style dan Fashion Involvement Terhadap Impulse Buying Behavior Masyarakat High Income Surabaya. *Jurnal Manajemen Pemasaran*, 6(1), 32–41.

Kerlinger, F. N., & Lee, H. B. (2021). *Foundations of Behavioral Research* (5th ed.). New York, NY: Holt, Rinehart and Winston.

Kholis, N., & Saifuddin, M. (2023). The role of positive emotional response in the relationship between store atmosphere, sales promotion, hedonic shopping motivation, and impulsive buying in Indonesia's largest department store. *Kasetsart Journal of Social Sciences*, 44, 823–832.

Kimiagari, S., & Asadi Malafe, N. (2021). Role of cognition and emotion in product design and impulsive buying behavior: Evidence from online shopping. *Journal of Retailing and Consumer Services*, 62, 102658.

Kotler, P., & Gary Armstrong. (2017). *Principles of Marketing (17e ed.)*. Pearson Education Limited.

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management*. Pearson.

Kusnadi, L., & Suhartanto, E. (2022). *The Role of FoMO in Online Consumer Behavior: A Conceptual Framework*. *Journal of Consumer Behavior and Marketing*, 14(1), 55–66.

Kusumawati, A., & Rachmawati, D. (2022). Faktor-faktor yang mempengaruhi impulse buying dalam e-commerce: Studi pada konsumen milenial di Indonesia. *Jurnal Manajemen dan Kewirausahaan*, 24(1), 45–58.

Lachowicz, M. J., Preacher, K. J., & Kelley, K. (2018). *A novel measure of effect size for mediation analysis*. *Psychological Methods*, 23(2), 244-261. doi:<https://doi.org/10.1037/met0000165>

Lestari, D., & Wijaya, H. (2023). *Peran Faktor Hedonis dan Tampilan Aplikasi dalam Mendorong Pembelian Impulsif di E-Commerce*. *Jurnal Ekonomi Digital*, 5(2), 88-97.

Liska, M., & Utami, F. N. (2023). Pengaruh Shopping Lifestyle Dan Harga Diskon Terhadap Impulsive Buying Melalui Media Tiktok Shop Pada Generasi Z Dan Milenial di Jakarta. *Management Studies and Entrepreneurship Journal*, 4(5), 6215-6223.

Lizamary, L., & Edwin, E. (2014). *Perilaku Konsumen dalam Perspektif Gaya Hidup Modern*. Jakarta: Salemba Empat.

Loudon, D. L., & Bitta, A. J. D. (1998). *Consumer Behaviour: Concepts and Applications (3rd ed.)*. McGraw-Hill Book Company.

Lutviari, H. W., Pradana, M., & Widodo, A. (2025). The Influence of Scarcity Message and Hedonic Shopping Motivation on Impulse Buying Through Perceived Enjoyment and its Impact on Post-Purchase Dissonance at Shopee Live. *International Journal of Integrative Sciences*, 4(2), 315-330.

Marketeers. (2023, Oktober 27). *Shopee jadi pilihan utama Gen Z di Youth Choice Award 2023*.

McKinsey & Company. (2022). *The rise of Gen Z in Southeast Asia: Digital, discerning, and demanding*.

Mihic, M., Koskovic, M., & Culibrk, D. (2014). *Impulse Buying: Behaviors and Attitudes of Serbian Consumers*. *Industrija*, 42(4), 97-110.

Muhammad, A., Prasetyo, Y. T., & Lestari, D. (2023). *The impact of aesthetic appeal, scarcity promotion, and discount pricing on impulsive buying behavior through positive emotional responses*. *Journal of Consumer Marketing*, 40(2), 145-160.

Nazir, M. (2020). *Metode Penelitian*. Jakarta: Ghalia Indonesia.

Ni, P. S. D., & Giantari, K. I. G. A. (2016). Pengaruh Shopping Lifestyle dan Fashion Involvement terhadap Impulse Buying Behaviour Masyarakat di Kota Denpasar. *E-Jurnal Manajemen Unud*, 5(8), 5246-5273. <https://ojs.unud.ac.id/index.php/Manajemen/article/view/21507/15069>

Novita, D., & Helena, M. (2021). *E-commerce: Strategi dan Perkembangan Teknologi Digital dalam Bisnis Modern*. Jakarta: Prenadamedia Group.

Nurazizah, R., Eka Saputri, M., Rubiyanti, N., Rustandi Kartawinata, B., & Indra Wijaksana, T. (2022). The effect of tiktok social media marketing on impulsive purchases of fashion products in the shopee affiliate campaign with hedonic shopping motivation as the intervening variable. *In Proceedings of the International Conference on Industrial Engineering and Operations Management* (pp. 1324-1335).

Nurlinda, R. A., & CHristina, D. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping dan SHopping Lifestyle terhadap Impulse Buying di Lazada. *Jurnal Riset Manajemen Dan Bisnis*, 5(1), 231–244.

Nurtanio, I. N., Bursan, R., Wiryawan, D., & Listiana, I. (2022). The Influence Of Shopping Lifestyle and Hedonic Shopping Motivation On Impulse Buying In Bukalapak E-Commerce (Study on Bukalapak Consumers In Bandar Lampung). *Jurnal Tafkirul Iqtishodiyah (JTI)*, 2(2), 1-28.

Octaviana, A. R., Komariah, K., & Z, F. M. (2022). Analisis Shopping Lifestyle, Hedonic Shopping Motivation Dan Flash Sale Terhadap Online Impulse Buying. *Management Studies and Enterpreneurship Journal*, 3(4).

Ortiz Alvarado, J. D., Díaz Martínez, C. A., & Cova, H. M. (2020). The influence of emotions on the consumer decision-making process: A comparative study between consumers in developed and developing countries. *Journal of International Consumer Marketing*, 32(3), 243–257.

Ozen, H., & Engizek, N. (2014). Shopping online without thinking being emotional or rational? *Asia Pasific Journal of Marketing and Logistics*, 26(1), 78–93.

Pallikkara, F. A., Haridasan, A., & Joseph, J. (2021). Impulse buying behaviour in online shopping: A review. *International Journal of Management (IJM)*, 12(2), 35–42.

Paramita, & Daniar, R. W. (2021). *Metode Penelitian Kuantitatif*. Widya Gama Press.

Park, E. J., Kim, E. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, 65, 1583–1589.

Peranginangin, J., & Romadlon, T. W. (2023). Pengaruh Hedonic Shopping Motivation, Quality of Website, dan Discount terhadap Perilaku E-Impulse Buying dengan Positive Emotion sebagai Variabel Mediasi (Studi Kasus pada Konsumen Shopee). *Journal of Management and Social Sciences*, 2(1), 142–160

Peter, Paul, J., & Olson, J. C. (2014). *Consumer Behavior and Marketing Strategy 6th Edition*. New York: Mc Graw Hill.

Priansa, D. J. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Alfabeta

Priporas, C.-V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*, 77, 374–381.

Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848.

Putra, Y. D., & Kusuma, H. (2021). *Faktor-faktor yang mempengaruhi impulse buying pada konsumen generasi milenial di e-commerce*. *Jurnal Manajemen dan Pemasaran Jasa*, 14(2), 123–134.

Puspita, E. M., dan Budiarti, A. (2016). Pengaruh Motivasi Belanja Hedonis Terhadap Pembelian Impulsif Melalui Emosi Positif Pelanggan Vans Store Surabaya. *Jurnal Ilmu dan Riset Manajemen*. Vol. 5, No. 5: 1-16

Radovilsky, Z. D. (2015). *E-Commerce: Business, Technology, and Society*. New York: Pearson Education.

Rahadhini, E., Marjam, D., Wibowo, K., & Lukiyanto. (2020). The Role of Positive Emotion in Hedonic Shopping Value Affecting Consumers' Impulse Buying of Fashion Products. *International Journal of Scientific & Technology Research*, 9(02).

Rizky, A., & Nugroho, Y. (2022). *Pengaruh Fear of Missing Out (FoMO) terhadap Impulse Buying pada Pengguna E-Commerce di Kalangan Mahasiswa*. *Jurnal Psikologi Konsumen*, 5(1), 45–53.

Riyanto, S. (2021). *Mengenal Karakter Generasi | Dominasi Gen X, Z dan Milenial Dalam Komposisi Penduduk DIY*.

Rook, D. W., & Fisher, R. J. (2024). *Impulse Buying: Affective and Cognitive Aspects of Consumer Behavior*. New York, NY: Routledge.

Safitri, K., & Sukmana, Y. (2023). *Perbedaan Perilaku Belanja Online: Gen Z FOMO, Milenial Lebih Stabil*. 152

Salsafira, N., & Trianasari, N. (2022). The Effect of Price Discount on Impulse Buying Behavior (Study on E-Commerce Sociolla). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2).

Santoso, H., Wijayanti, R., & Lestari, A. (2021). Pengaruh Fear of Missing Out terhadap Perilaku Impulse Buying Konsumen Milenial. *Jurnal Psikologi Sosial*, 19(2), 101–110.

- Sari, D. P., & Wulandari, N. (2023). *Peran Emosi Positif sebagai Mediasi antara Promosi dan Perilaku Impulsif Konsumen di E-Commerce*. Jurnal Manajemen dan Pemasaran Digital, 5(2), 101–115.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). *Partial Least Squares Structural Equation Modeling*. Switzerland: Springer Nature Switzerland. doi:https://doi.org/10.1007/978-3-319-05542-8_15-2
- Schiffman, L. G., & Wisenblit Joseph L. (2015). *Consumer Behavior Eleventh Edition Global Edition*. Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. Wiley & Sons.
- Setiadi, N. J. (2013). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Kencana.
- Sofi, S. A., & Nika, F. A. (2017). Impact of personality and emotions on impulsive buying behavior: Evidence from Kashmir. *Arabian Journal of Business and Management Review*, 7(1), 1–6.
- Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being* (12th ed.). Boston, MA: Pearson.
- Sunyoto, D. (2015). *Dasar-dasar manajemen pemasaran*. Yogyakarta: CAPS (Center for Academic Publishing Service).
- Shopee.co.id. 2024. “No Title.” 2024. <https://shopee.co.id/>.
- Siskawati, D., & Dirgahayani, P. (2024). Gamification: Strategy to Pull the Intention of DKI Jakarta Residents (Choice User) to Use Public Transportation. *Jurnal Ilmiah Ilmu-Ilmu Teknik*. doi:http://dx.doi.org/10.51557/pt_jiit.v9i1.252
- Sucidha, I. (2019). Pengaruh Fashion Involvement, Shopping Lifestyle, Hedonic Shopping Value Dan Positive Emotion Terhadap Impulse Buying Produk Fashion Pada Pelanggan Duta Mall Banjarmasin. *At-Tadbir : Jurnal Ilmiah Manajemen*, 3(1), 1–10. <https://doi.org/10.31602/atd.v3i1.1705>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Manajemen*. Alfabeta.
- Sumarwan, U., & Tjiptono, F. (2018). Pengaruh shopping lifestyle dan positive emotion Terhadap impulse buying. *Coopetition: Jurnal Ilmiah Manajemen*, 11, 207-216. doi: <https://doi.org/10.32670/coopetition.v11i3.115>
- Tirtayasa, S., Nevianda, M., & Syahrial, H. (2020). The effect of hedonic shopping motivation, shopping lifestyle and fashion involvement with impulse buying. *International Journal of Business Economics (IJBE)*, 2(1), 18-28.

Turban, E., King, D., Lee, J., Liang, T. P., & Turban, D. C. (2012). *Electronic commerce 2012: A managerial and social networks perspective (7th ed.)*. Pearson Education.

Triyono, A., & Isnaini, N. (2021). *Fear of Missing Out (FoMO) dan Dampaknya terhadap Perilaku Digital Generasi Milenial*. Yogyakarta: Deepublish.

Utamanyu, H. A., & Darmastuti, R. (2022). Pengaruh pengalaman berbelanja dan kualitas informasi terhadap kepuasan konsumen pengguna marketplace di Indonesia. *Jurnal Komunikasi dan Bisnis*, 12(1), 45–56.

Utami, F., & Liska, M. (2023). Pengaruh Shopping Lifestyle Dan Harga Diskon Terhadap Impulsive Buying Melalui Media Tiktok Shop Pada Generasi Z Dan Milenial di Jakarta. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(5), 6215-6223

Venia, M., Marzuki, F., & Yuliniar. (2021). *Analisis Faktor yang Mempengaruhi Perilaku Impulse Buying (Studi Kasus pada Generasi Z Pengguna E-Commerce)*. Konferensi Riset Nasional Ekonomi Manajemen dan Akuntansi.

Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327.

Vinna, S. Y. (2015). *Perilaku Konsumen*. CV Pustaka Setia

Wafiroh, Z. (2020). *Peran Hedonic Shopping Motives dan Shopping Lifestyle Terhadap Impulse Buying pada Konsumen Produk Fashion Umama Gallery Jember*.

Wahyuni, R. S., & Setyawati, H. A. (2020). Pengaruh Sales Promotion, Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Pada ECommerce Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(2), 144–154. <https://doi.org/10.32639/jimmba.v2i2.457>

Wasli, A. (2020). Analisis Pengaruh Promosi dan Persepsi Harga terhadap Keputusan Pembelian Konsumen Shopee [Skripsi, Universitas Islam Negeri Syarif Hidayatullah Jakarta]. *UIN Syarif Hidayatullah Institutional Repository*.

Wafiroh, N. (2020). *Pengaruh Gaya Hidup Belanja terhadap Perilaku Impulsive Buying pada Konsumen Milenial*. *Jurnal Manajemen dan Bisnis*, 5(2), 115–123.

We Are Social, & Meltwater. (2024). *Digital 2024: Indonesia*. Retrieved from <https://datareportal.com/reports/digital-2024-indonesia>

Widodo, A., Rubiyanti, N., & Madiawati, P. N. (2024). Indonesia's online shopping sector transformation: Analyzing the effects of online shopping app growth, e-

commerce user adoption, Generation Y and Z, and shopping app advertising. *Pakistan Journal of Life & Social Sciences*, 22(2).

Widodo. (2015). *The effect of transformative IT capability on sustainable competitive advantage*. In *Information and Communication Technology*, 352–357.
Widokarti, J. R., & Priansa, D. J. (2019). *Konsumen, Pemasaran, Komunikasi Kontemporer*. CV Pustaka Setia.

Wijayanti, R., & Suharto, A. (2023). *Digital Lifestyle dan Perilaku Konsumen Generasi Z: Perspektif Budaya Konsumsi Online*. Yogyakarta: Deepublish.

Wulan, W. N. N., Suharyati, S., & Rosali, R. (2019). Analisis Pembelian Tidak Terencana pada Toko Online Shopee. *Ekonomi dan Bisnis*, 6(1), 54–71.
<https://doi.org/10.35590/jeb.v6i1.830>

Yi, S., & Jai, T. M. C. (2019). Consumer responses to luxury brand counterfeit: The role of self-monitoring and value perception. *Journal of Retailing and Consumer Services*, 47, 262–270.

Yuniarti, R., Handayani, T., & Maulani, L. (2021). *Pengaruh Faktor Psikologis terhadap Perilaku Pembelian Impulsif Konsumen Milenial*. Jakarta: Prenadamedia Group.

Yuangga, K. D. (2023). *Financial literacy dalam shopping lifestyle mahasiswa*. *Jurnal Ekonomi Utama*, 2(1), 75–80.