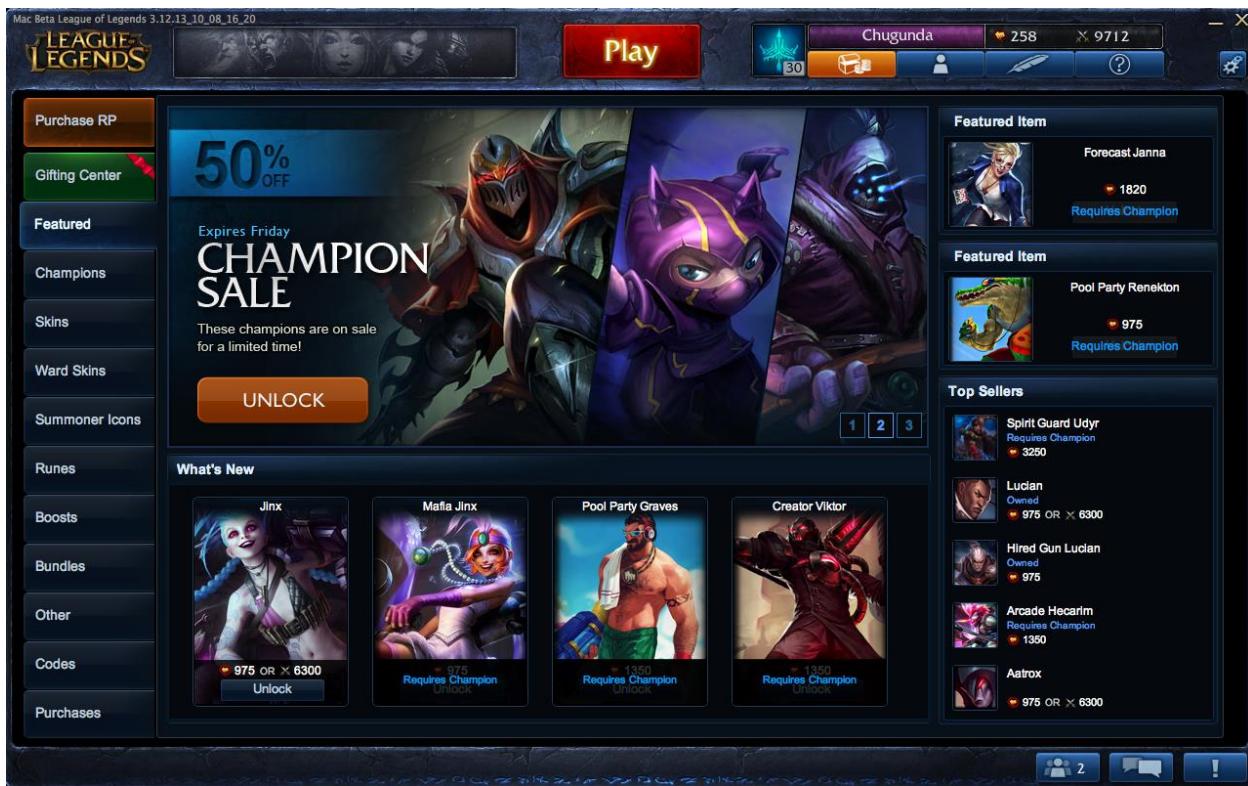


- W Rook, D. (1987). *The Buying Impulse*. *Journal of Consumer Research*, 14.
- W Rook, D., & Fisher, R. (1995). *Normative Influences on Impulsive Buying Behavior*. *Journal of Consumer Research*, 22.
- Willems, K., Swinnen, G., Janssens, W., & Brengman, M. (2011). *Fashion Store Personality: Scale Development and Relation to Self-Congruity Theory*. *Journal of Global Fashion Marketing*, 2.
- Wish, M., Deutsch, M., & J. Kaplan, S. (1976). *Perceived Dimensions of Interpersonal Relations*. *Journal of Personality and Social Psychology*, 33.
- Yi, Y., & Gong, T. (2013). *Customer Value Co-Creation Behavior: Scale Development and Validation*. *Journal of Business Research*, 66.
- Youn, S., & Faber, R. (2000). *Impulse buying: Its relation to personality traits and cues*. *Advances in Consumer Research*, 20.
- Zentes, J., Morschett, D., & Schramm-Klein, H. (2011). Strategic Retail Management (pp. 179–200).

## Lampiran 1: Tampilan Menu Utama Game



## Lampiran 2: Enhance Item



### Lampiran 3: Forum Enhance Item

