

DAFTAR REFERENSI

- Ahmad, R., & Febrina, D. (2018). Motif melakukan electronic word of mouth oleh konsumen. *CoverAge: Journal of Strategic Communication*, 8(2), 1-13.
- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: evidence from Chinese social commerce environment. *Sustainability*, 10(2), 352.
- Al-Zyoud, M. F. (2018). Does social media marketing enhance impulse purchasing among female customers case study of Jordanian female shoppers. *Journal of Business and Retail Management Research*, 13(2). 135-151.
- Aurelia, G., Setyabudi, D., & Manalu, S. R. (2021). Pengaruh terpaan promosi penjualan dan terpaan e-word of mouth# shopeehaul di tiktok terhadap perilaku impulse buying. *Interaksi Online*, 9(4), 174-188.
- Banjarnahor, A. R., Hariningsih, E., Hasyim, H., Putri, D. M. B., Sari, O. H., Nasution, S. P., ... & Simanjuntak, M. (2022). *Social media marketing dan bisnis modern*. Yayasan Kita Menulis.
- Bressolles, G., Durrieu, F., & Giraud, M. (2007). The impact of electronic service quality"s dimensions on customer satisfaction and buying impulse, *Journal of Customer Behaviour*, 6(1), 37-56.
- Chang, C.C. & Tseng, A.H. (2014). The post-purchase communication strategies for supporting online impulse buying. *Computers in Human Behaviour*, 39, 393–403.
- Dawson, S., & Kim, M. (2009). External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 3(1), 20-34.
- Diany, A. A., & Sangen, M. (2019). Pengaruh sales promotion dan store atmosphere terhadap positive emotion dan perilaku impulse buying di Departement Store Matahari Duta Mall, Banjarmasin. *JWM (Jurnal Wawasan Manajemen)*, 7(1), 65-84.
- Edy, I. C., & Haryanti, S. S. (2018). Impulsive buying behavior pada konsumen online. *The National Conference on Management and Business (NCMAB) 2018*.
- Ferdinand, A. (2014). *Metode penelitian manajemen : pedoman penelitian untuk penulisan skripsi, tesis dan disertai ilmu manajemen* (5th ed.), Badan Penerbit Universitas Diponegoro.
- Hair Jr. J., Hult G., Ringle C., Sarstedt, M. (2014). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publication.
- Hasim, M. A., Shamsudin, M. F., Ali, A. M., & Shabi, S. (2018). The relationship between sales promotions and online impulse buying in Malaysia. *Opcion*, 34(16), 295-308.

- Indonesia pertumbuhan penjualan ritel 2011 – 2023.* (2023).
<https://www.ceicdata.com/id/indicator/indonesia/retail-sales-growth#:~:text=Pertumbuhan%20Penjualan%20Ritel%20Indonesia%20dilaporkan,%2D01%2C%20dengan%20145%20observasi>.
- Ismail, H. A., Trimiati, E., & Prihati, Y. (2020). Membangun model konseptual faktor sinergitas perilaku konsumen dalam konteks pembelian impulsive secara online. *Al Tijarah*, 6(3), 10-20.
- Janna, N. M., & Herianto, H. (2021). *Konsep uji validitas dan reliabilitas dengan menggunakan SPSS* preprint, Open Science Framework, 22 Jan 2021.DOI.org (Crossref), <https://doi.org/10.31219/osf.io/v9j52>.
- Kotler, P. Keller, K.L (2016) *Marketing management*. Pearson Education Limited.
- Kotler,P. (2002). *Marketing management*. Pearson Education Internastional.
- Kazi, A. G., Baker Qureshi, P. A., & Murtaza, F. (2019). The impact of social media on impulse buying behaviour in Hyderabad Sindh Pakistan. *International Journal of Entrepreneurial Research*, 2(2), 8-12.
- Kristiani, P., & Dharmayanti, D. (2017). Pengaruh social media marketing terhadap repeat purchase dengan variabel intervening perceived service quality dan brand image pada industri fast-food restaurant di surabaya. *Petra Business and Management Review*, 3(1),67-84.
- 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.
- Mardiatmoko, G. (2020). Pentingnya uji asumsi klasik pada analisis regresi linier berganda (studi kasus penyusunan persamaan allometrik kenari muda [canarium indicum l.]). *BAREKENG: Jurnal Ilmu Matematika Dan Terapan*, 14(3), 333-342.
- Putra, D. A., Sasmita, A., Made, G., & Wiranatha, A. K. A. C. (2020). E-Commerce marketplace petshop menggunakan integrasi rajaongkir API dan iPaymu Payment Gateway API. *Jurnal Ilmiah Teknologi dan Komputer*, 1(1), 13-22.
- Rachmatullah, R., Kardha, D., & Yudha, M. P. (2020). Aplikasi e-commerce petshop dengan fitur petpedia. *Go Infotech: Jurnal Ilmiah STMIK AUB*, 26(1), 24-36.
- Riyandi, V. (2022) *Industri baru: menangkap peluang pet economy di 2022*.
<https://landx.id/blog/infografik-menangkap-peluang-pet-economy-di-2022>.

- Setiawati, M. (2017). Pengaruh media sosial terhadap minat beli konsumen studi kasus mahasiswa manajemen universitas pasir pengaraian. *Jurnal Mahasiswa Prodi Manajemen Fakultas Ekonomi*, 2(2), 67-84.
- Sharma, B. K., Mishra, S., & Arora, L. (2018). Does social medium influence impulse buying of indian buyers?. *Journal of Management Research*, 18(1), 27-36.
- Singih, M. L., & Gunarta, I. K. (2021). *Manajemen produktivitas perusahaan*. ITS Tekno Sains.
- Singh, S., & Verma, H. (2017). A study of E-WOM stimuli urging e-impulse buying. Vishleshan: *International Journal of Engineering and Management*, 3(1), 42-49.
- Soelton, M., Ramli, Y., Wahyono, T., Saratian, E. T. P., Oktaviar, C., & Mujadid, M. (2021). The impact of impulse buying on retail markets in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(3), 575-584.
- Sugiyono. (2017). *Metode penelitian pendidikan (Pendekatan kuantitatif, kualitatif dan R&D)*. Alfabeta.
- Suswanto, P., & Setiawati, S. D. (2020). Strategi komunikasi pemasaran Shopee dalam membangun positioning di tengah pandemi Covid-19 di Indonesia. *Linimasa: Jurnal Ilmu Komunikasi*, 3(2), 16-29.
- Tanriady, I., & Septina, F. (2022). Pengaruh e-wom dan sales promotion terhadap impulsive buying produk fashion di shopee pada mahasiswa universitas ciputra surabaya. *JEMMA (Journal of Economic, Management and Accounting)*, 5(1), 1-12.
- Unaradjan, D. D. (2019). *Metode penelitian kuantitatif*. Unika Atma Jaya.
- Wells, J.D., Parboteeah, V. & Valacich, J.S. (2011). Online Impulse Buying: Understanding the Interplay between Consumer Impulsiveness and Website Quality. *Journal of the Association for Information System*, 12(1), 32-56.
- Widiasworo, E. (2019). *Menyusun penelitian kuantitatif untuk skripsi dan tesis*. Araska Publisher.
- Zhang, X., Prybutok, V.R., & Strutton, D. (2007). Modeling influences on Impulse Purchasing Behaviours during Online Marketing Transactions. *Journal of Marketing Theory and Practice*, 15(1), 79-90.