

DAFTAR PUSTAKA

- Aini, S. N., Juliati, R., & Putri, V. P. (2024). The Effect Of E-Service Quality on Purchase Decisions with Consumer Trust as a Mediating Variable. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 4(4), 385–397. <https://doi.org/10.22219/jamanika.v4i4.36843>
- Al Mutanafisa, T., & Retnaningsih. (2021). The Effect of Sales Promotion and Knowledge on Impulsive Buying of Online Platform Consumers. *Journal of Consumer Sciences*, 6(1), 77–91. <https://doi.org/10.29244/jcs.6.1.77-91>
- Badan Pusat Statistik Kota Semarang. (2025). *Kota Semarang dalam Angka 2025*. <https://semarangkota.bps.go.id/>. Diakses pada 28 Oktober 2025.
- Chaidir, J., Zulfikar, T., Aprianti, I., & Millah, F. S. (2025). *The Role of Customer Trust as Mediator Between Product Quality, Price, and Purchase Decision among Eiger Adventure Customers*. 18(2), 386–409. <https://journal.unpas.ac.id/index.php/jrbm/index>
- Compas. (2024). *Top Seller Skincare Brand Skintific di E-commerce*. <https://compas.co.id/article/top-seller-skincare/>. Diakses pada 6 Desember 2025.
- Compas. (2025). *Brand Skincare Terlaris di E-Commerce Indonesia*. <https://compas.co.id>. Diakses pada 30 November 2025.
- Databoks Katadata. (2025). *Top 10 Best-Selling Beauty Brands on Shopee Indonesia in Q1 2025*. <https://databoks.katadata.co.id/en/consumer-durables-apparel/statistics/6848e775d6710/top-10-best-selling-beauty-brands-on-shopee-indonesia-in-q1-2025>. Diakses pada 30 November 2025.
- DataReportal. (2025). *Digital 2025: Indonesia*. <https://datareportal.com/reports/digital-2025-indonesia>. Diakses pada 10 November 2025.
- Faroha, N. F., Febriansah, R. E., Yulianto, M. R., & Indayani, L. (2024). The Effect of Sales Promotion, Product Quality, and E-Word Of Mouth on Shopee Live on Impulsive Buying Behavior Among University Students. *SSRN Electronic Journal*, 5(2), 1311–1327. <https://doi.org/10.2139/ssrn.4830382>
- Haryono, S. (2015). *Metode SEM untuk penelitian manajemen dengan AMOS LISREL PLS* (1st ed.). PT. Intermedia Personalia Utama.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Indrasari, D. M. (2019). *Pemasaran dan Kepuasan Pelanggan* (1st ed.). Unitomo Press.

- Joseph F. Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9). SAGE Publications.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education. <https://doi.org/10.1556/9789630597784>
- Kotler, P., & Keller, K. L. (2021). Marketing Management MARKETING MANAGEMENT Marketing Management. In *Pearson Practice Hall* (Vol. 2, Issue 1). [http://download.garuda.kemdikbud.go.id/article.php?article=2354118%5C&val=22677%5C&title=The The influence of social media marketing on brand awareness and brand image moderating effect of religiosity](http://download.garuda.kemdikbud.go.id/article.php?article=2354118%5C&val=22677%5C&title=The%20influence%20of%20social%20media%20marketing%20on%20brand%20awareness%20and%20brand%20image%20moderating%20effect%20of%20religiosity)
- KRISHNASWAMI, O. R., . M. R. ., & P. N. H. (2016). *Research Methodology* (1st ed.). Himalaya Publishing House Pvt. Ltd.
- Latan, H., & P. D. I. Ghazali M. Comm., A. (2022). *Konsep, Teknik dan Aplikasi SmartPLS 2.0 M3 Untuk Penelitian Empiris*. Penerbit UNDIP. https://penerbit.undip.ac.id/index.php/penerbit/catalog/book/348?utm_source
- Meirida, R., & Nuvriasari, A. (2024). *The Effect of Shopping Lifestyle, Website Quality, and Sales Promotion on Online Impulsive Buying Skincare Skintific*. 04(03), 13–20.
- Obiso, S. M., Balala, C., Samson, E. K., Alonzo, A. A., Dadole, D. M., & Parcia, H. A. A. (2025). Influence of Online Sales Promotion on Impulsive Buying Behavior Among Gen Z Consumers. *American Journal of Economics and Business Innovation*, 4(2), 131–138. <https://doi.org/10.54536/ajebi.v4i2.4799>
- Ramadani, P. A., & Hardini, R. (2024). *The Influence of Online Trust , Sales Promotion and Electronic Word of Mouth on Repurchase Intention* (Issue Icbmase 2023). Atlantis Press International BV. <https://doi.org/10.2991/978-94-6463-394-8>
- Ratnasari, A. D., Dewi, R. S., & Prihatini, A. E. (2022). *PENGARUH KARAKTERISTIK PRODUK DAN SALES PROMOTION TERHADAP IMPULSE BUYING PADA GENERASI Z (Studi Pada Pengguna Shopee) Pendahuluan Pada era globalisasi ini , perkembangan teknologi dan informasi semakin berkembang Hasil dari survei yang dilakukan Asosia*. 11(3), 576–586. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/35022>
- Simarmata, H. M. P., Revida, E., Sari, I. K. H., Simatupang, S., Faisal, A. S. M., Tjiptadi, D. D., Anggusti, S. M., & Muliatie, Y. E. (2021). *Manajemen Perilaku Konsumen dan Loyalitas* (1st ed.). Yayasan Kita Menulis.
- Similarweb. (2025). *Shopee.co.id Traffic Analytics*. <https://www.similarweb.com/>. Diakses pada 19 November 2025.

- Solomon, M. R. (2019). *Consumer Behaviour : Buying, Having and Being* (13th ed.). Pearson Education.
- Statista. (2025). *E-commerce Market in Indonesia*. <https://www.statista.com/>. Diakses pada 3 Desember 2025.
- Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*. Alfabeta.
- Suharyanto, Y., & Y.F, D. Y. (2025). Pengaruh Promosi, Kualitas Produk dan Shopping Lifestyle Terhadap Impulsive Buying Behaviour. *Jurnal Bisnis Perspektif*, 17, 45–64. <http://jurnal.ukdc.ac.id/index.php/BIP%0Ap-ISSN>
- Suhyar, S. V., & Pratminingsih, S. A. (2023). *Skintific Skincare Products Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintific*. 4(2), 1427–1438.
- Ulfa, D. C., & Abdullah, A. (2022). Journal of Management and Islamic Finance. *Journal of Management and Islamic Finance*, 3(2), 251–265.
- Wardhana, A. (2024). *Consumer Behaviour in The Digital Era 4.0* (1st ed.). Eureka Media Aksara.
- We Are Social. (2025). *Digital 2025: Indonesia*. <https://wearesocial.com/>. Diakses pada 27 November 2025.
- Zusrony, E. (2021). *Perilaku Konsumen di Era Modern*. Yayasan Prima Agus Teknik. <https://penerbit.stekom.ac.id/index.php/yayasanpat/article/view/203>