

## DAFTAR PUSTAKA

- Afrina, D., & Achiria, S. (2018). Rasionalitas Muslim Terhadap Perilaku Israf dalam Kosumsi Perspektif Ekonomi Islam. *Jurnal ekonomi dan Bisnis, Vol. 2, No. 1*, 23-38.
- Ahdiat, A. (2024). *Jumlah Pengguna Aktif Bulanan Tokopedia dan Tiktoshop di Indonesia (Februari 2024)*. Jakarta: katadata. Retrieved from <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/a6be2d006205170/tiktok-shop-gabung-tokopedia-ini-jumlah-penggunanya>
- Ajizah, T. N., & Nugroho, A. T. (2023). The role of posiitve emotion as a mediator of shopping lifestyle and hedonic shopping motivation towards impulse buying at Tiktok Shop (Case on Tik Tok Shop Customers). *Jurnal Penelitian Ilmu Manajemen (JPIM), Vol 8 No. 2 Juni 2023*, 283-298.
- Akbar, A. R., Iman Kalis, M. C., Afifah, N., Purnomo, B. B., & Yakin, I. (2023). The Influence of Produc Packaging Design and Online Customer Review on Brand Awareness and Their Impact on Online Purchase Intention. *South Asian Research Journal of Business and Management, Vol 5*, 10-18.
- Andika, Anisah, T. N., Najmudin, M., & Sardi, A. E. (2023). From Interaction to Transaction: Analyzing the Influence of Social Presence on Impulsive Purchasing in Live Streaming Commerce. *Journal Of Theoretical and Applied Management, Vol 16*, 455-472.
- APJII. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Jakarta: Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). Retrieved from <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Bahrah, E. N., & Fachira, I. (2021). The Influence of E-Commerce' Marketing on Impulsive Buying Behavior. *Advanced International Journal of Business, Entrepreneurship and Smes (AIJBES), Vol 3*, 349-361.
- Belk, R. W. (1974). An Exploratory Assesment of Situational Effect in Buyer Behavior. *Journal of Marketing Research, Vol 11*, 156-163.
- Bong, S. (2011). Pengaruh In-Store Stimuli terhadap Impulsive Buying Behavior Konsumen Hypermarket di Jakarta. *Jurnal Ilmu Manajemen, Vol. 3 No. 1*, 31-52.
- Bougie, R., & Sekaran, U. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian Edis 6*. Jakarta: Salemba Empat.

- BPS. (2023). *Statistik e-Commerce 2022/2023*. (p. 5). Jakarta: Badan Pusat Statistika.
- BPS. (2024, Juli 25). *Penduduk Kelompok Umur (Jiwa) 2021-2023*. Retrieved from Badan Pusat Statistik Kota Semarang: <https://semarangkota.bps.go.id/id/statistics-table/2/NDkjMg==/penduduk-kelompok-umur.html>
- Burhan, F. A. (2021). *Fitur Live Streaming Masih Jadi Pendongkrak Transaksi E-Commerce di RI*. Jakarta: katadata. Retrieved from <https://katadata.co.id/digital/e-commerce/616d29d9196db/fitur-live-streaming-masih-jadi-pendongkrak-transaksi-e-commerce-di-ri>
- Chan, T., Cheung, C., & Lee, Z. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management, Vol 54*, 204-217.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review, Vol 32, No 6*, 818-841.
- Chen, C.-C., & Yao, J.-Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response Model. *Telematics and Informatics, Vol 35*, 1249-1262.
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Formula Modeling. *Advances in Hospitality and Leisure, 8 (2) (January 1998)*, 5.
- Dewi, W. W. (2022). *Teori Perilaku Konsumen*. Malang: UB Press.
- Donovan, R. J., & Rossiter, J. R. (1982). Store Atmosphere: An Environmental Psychology Approach. *Journal of Retailing, Vol 58, No 1*, 34-57.
- Elena, M. (2023). *Top! Transaksi E-commerce Capai Rp 453,75 Triliun Sepanjang 2023*. Jakarta: bisnis.com.
- Eramus, A., Elizabeth, B., & GG, R. (2001). Consumer decision making models within he dicipline of consumer science: a critical approach. *Journal of COnsumer Sciences (JCS), Vol. 29*, 82-90.
- Erliyani, E., & Afiaf, A. N. (2023, Oktober 25). Kontroversi Penghapusan Tiktok Shop: Bagaimanakah Pro dan Kontranya? Retrieved from <https://egsa.geo.ugm.ac.id/2023/10/25/kontroversi-penghapusan-tiktok-shop-bagaimanakah-pro-dan-kontranya/#:~:text=Penutupan%20Tiktok%20Shop%20oleh%20pemerintah,pada%20sebuah%20platform%20layanan%20digital>

- Ermawati. (2021). Etika Konsumsi Islam Dalam Impulsive Buying. *Bilancia*, Vol. 15 No. 1, 103-124.
- Feng, Z., Masukujjaman, M., Al Mamun, A., Wu, M., & Yang, Q. (2024). Impulse buying behavior during livestreaming: Moderating effects of scarcity persuasion and price perception. *Heliyon*, Vol 10, No 7, 1-16.
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Universitas Diponegoro Press.
- Fiore, A. M., & Kim, J. (2007). An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail and Distribution Management*, Vol 35, No 6, 421-442.
- Firamadhina, F. I., & Kisnani, H. (2020). Perilaku Generasi Z Terhadap Penggunaan Media Sosial Tiktok: Tiktok Sebagai Media Edukasi dan Aktivisme. *Share Social Work Journal*, Vol. 10 No. 2, 199-208.
- Furqon, I. K. (2019). Teori Konsumsi Dalam Islam. *Jurnal Hukum dan Ekonomi Syari'ah*, Vol 6, No 1, 1-18.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi Dengan Program AMOS 24 Update Bayesian SEM*. Semarang: Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Metode dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Universitas Diponegoro.
- Hair Jr., J. F., Ringle, C. M., Danks, N. P., Hult, G. T., Sarstedt, M., & S. R. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Switzerland: Spring Nature. doi:10.1007/978-3-030-80519-7
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-151. Retrieved from <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2017). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*, 1-40. Retrieved from <https://doi.org/10.1007/978-3-319-05542-8>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106-121. Retrieved from <https://doi.org/10.1108/EBR-10-2013-0128>

- Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM). *saGe publications*, 297.
- Halawa, F. A. (2018). Peluang Bisnis Online Situs Voucher Diskon. *Jurnal Pengabdian dan Kewirausahaan*, Vol. 2, No. 2, 105-111.
- Hilvert-Bruce, Z., Neill, J. T., Sjoblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, Vol 84, 58-67.
- Hu, M., & Chaudhry, S. (2021). Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Research*, Vol. 30 No. 3, 1019-1041.
- Infobanknews. (2024). *Live Streaming Jadi Daya Tarik Masyarakat Dalam Peta Persaingan E-Commerce di 2023*. Jakarta: infobanknews. Retrieved from <https://infobanknews.com/live-streaming-jadi-daya-tarik-masyarakat-dalam-peta-persaingan-e-commerce-di-2023/>
- Irfany, M. I., Khairunnisa, Y., & Tieman, M. (2024). Factors influencing Muslim Generation Z consumers' purchase intention of environmentally friendly halal cosmetic products. *Journal of Islamic Marketing*, Vol. 15 No. 1, 221-243.
- 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*, Vol 39, 169-185.
- Karim, A. (2018). *Ekonomi Mikro Islam*. Depok: PT RajaGrafindo Persada.
- Katadata. (2023). *Sejarah Tiktok Shop, Kini Dilarang Jualan dan Transaksi di Indonesia*. Katadata.co.id. Retrieved from <https://katadata.co.id/ekonopedia/sejarah-ekonomi/6513cd1a715f4/sejarah-tiktok-shop-kini-dilarang-jualan-dan-transaksi-di-indonesia>
- Kementrian Perdagangan. (2024). *Perdagangan Digital (E-Commerce) Indonesia Periode 2023*.
- Kim, A., & Johnson, K. K. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, Vol 58, 98-108.

- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, Vol 33, 318-332.
- Komala, C. (2018). Perilaku Konsumsi Impulsive Buying Imam Al-Ghazali. *Jurnal Perspektif*, Vol. 2 no. 2, 248-266.
- Kotler, P., & Armstrong, G. (2016). *Principles of marketing 19th Edition*. England: Pearson Education Limited.
- Kusumatriana, A. L., Amri, K., Anggraini, L., Sutarsih, T., & Wulandari, V. C. (2023). *Statistik eCommerce 2022/2023*. Jakarta: Badan Pusat Statistik.
- Lee, C.-H., & Chen, C.-W. (2021). Impuls Buying Behaviors in Live Streaming Commerce Based on the Stimulus-Organism-Response Framework. *Information*, 2-17.
- Li, G., Zhang, R., & Wang, C. (2015). The role of product originality, usefulness and motivated consumer innovativeness in new product. *Journal of Product Innovation in New Product Adoption Intentions*, Vol 32, 214-223.
- Lin, S.-C., Tseng, H.-T., Shirazi, F., Hajli, N., & Tsai, P.-T. (2023). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, Vol. 35 No. 6.
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information and Management journal*, 1-15.
- Luo, X., Cheah, J.-H., D, L., Hollebeek, & Lim, X.-J. (2023). Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness. *Journal of Retailing and Consumer Service*, 1-15.
- Markets, R. A. (2024). *Video Live Streaming Solution Market by Component, Solution, Industry, Deployment - Global Forecast 2025-2030*. Global.
- Meharbian, A., & Russell, J. (1974). *An Approach ro Environmental Psychology*. Cambridge: The MIT Press.
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influence impulse buying behavior in live streaming commerce? The role S-O-R theory. *International Journal of Web Information Systems*, Vol. 17 No. 4, 300-320.

- Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, . . . Beribe, M. F. (2021). *Teori Perilaku Konsumen*. Jawa Tengah: PT. Nasywa Expanding Management.
- Nugraha, Y. D., Suliyanto, Taufik, R. M., Azib, & Hadiarti, D. (2024). Impulsive purchase behaviour of Z generation of Muslim women on TikTok shop: the application of S-O-R framework. *Journal of Islamic Marketing, Vol. 15 No. 2*, 493-517.
- Nurul Rahmadani, Kurniawan, E., & Sena, M. D. (2021). Pemanfaatan Marketplace Sebagai Strategi Pemasaran Untuk Meningkatkan Penjualan Usaha Ponsel. *Jurnal Pemberdayaan Sosial dan Teknologi Masyarakat, Vol 1, No 2*, 189-194.
- Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 1-6.
- Pindyck, R. S., & Rubinfeld, D. L. (2012). *Mikroekonomi Edisi Kedelapan*. Jakarta: Erlangga.
- Putra, Y. S. (2016). Theoretical Review: Teori Perbedaan Generasi. *Jurnal Ekonomi dan Bisnis, Vol 9, No 2*, 123-134.
- Qu, Y., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services, Vol 75*, 1-12.
- Rusby, Z. (2017). *Ekonomi Islam*. Pekanbaru, Riau: Pusat Kajian Pendidikan Islam FAI UIR.
- Sanchez, G. (2013). *PLS Path Modeling with R*. Berkeley: Trowchez Editions.
- Sanusi, A. (2013). *Metodologi Penelitian Bisnis, Cetakan Ketiga*. Jakarta: Salemba Empat.
- Sapa, F. Y., Tumbel, A. L., & Lumanauw, B. (2023). Pengaruh Live Streaming, Price Discount Dan Free Shipping Terhadap Impulse. *Jurnal Riset Ekonomi, Manajemen, Bisnis, dan Akuntansi, Vol. 11*, 787-798.
- Sasrstedt, M., Ringle, C. M., & Hair, J. F. (2017). *Partial Least Squares Structural Equation Modeling*. In book: Handbook of Market Research: Springer.
- Schiffman, L. G., & Kanuk, L. L. (2013). *Perilaku Konsumen*. Jakarta: PT. Indeks.
- Sekaran, U. (2014). *Metodologi Penelitian Untuk Binis (Research Methods for Business) Buku I (4th ed)*. Salemba Empat.

- Statista. (2024). *Countries with the largest TikTok audience as of July 2024 (in millions)*. Worldwide: Laura Ceci. Retrieved from <https://proxy.parisjc.edu:8293/statistics/1299807/number-of-monthly-unique-tiktok-users/#:~:text=As%20of%20July%202024%2C%20Indonesia,around%20120.5%20million%20TikTok%20users.>
- Sugiarto, E. (2017). *Menyusun Proposal Penelitian Kualitatif: Skripsi dan Tesis*. Jakarta: Suaka Media.
- Sun, H., Zhang, Z., Olasege, B. S., Xu, Z., Xu, Q., Ma, P., . . . Pan, Y. (2018). Application of partial least squares in exploring the genome selection signatures between populations. *the genetic society*, 1-6. doi:<https://doi.org/10.1038/s41437-018-0121-y>
- Syastra, M. T., & Wangdra, Y. (2018). Analisis Online Impulse Buying dengan Menggunakan Framework SOR. *Jurnal Sistem Informasi Bisnis*, 133-140.
- Wood, J. (2004). *Communication Theories in Action: An introduction*. Wadsworth.
- Xiang, L., Zheng, X., Lee, M., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, Vol 36, 333-347.
- Xu, X., Wu, J.-H., & Li, Q. (2020). What Drives Consumer Shopping Behavior in Live Streaming Commerce? *Journal of Electronic Commerce Research*, Vol 21, No 3, 144-167.
- Yustiani, R., & Yunanto, R. (2017). Peran Marketplace sebagai Alternatif Bisnis di Era Teknologi Informasi. *Jurnal Ilmiah Komputer dan Informatika*, Vol. 6, No. 2, 43-48.
- Zhang, M., Zhang, J., Cheng, T., & Hua, G. (2018). Why and how do branders sell new products on flash sale platforms? *European Journal of Operational Research*, Vol 270, 337-351.

FEB UNDIP