

DAFTAR PUSTAKA

- Adzqia, D., & Adialita, T. (2024). Pengaruh Sales Promotion Terhadap Impulse Buying Melalui Positive Emotion Pengguna E-Commerce Shopee. *Equilibrium : Jurnal Ilmiah Ekonomi, Manajemen Dan Akuntansi*, 13(1), 76. <https://doi.org/10.35906/equili.v13i1.1880>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324.
- Alazzam, F. A. F., Shakhathreh, H. J. M., Gharaibeh, Z. I. Y., Didiuk, I., & Sylkin, O. (2023). Developing an Information Model for E-Commerce Platforms: A Study on Modern SocioEconomic Systems in the Context of Global Digitalization and Legal Compliance. *Ingenierie Des Systemes d'Information*, 28(4), 969–974. <https://doi.org/10.18280/isi.280417>
- Ali, A., Li, C., Hussain, A., & Bakhtawar. (2024). Hedonic shopping motivations and obsessive–compulsive buying on the internet. *Global Business Review*, 25(1), 198–215.
- Andani, K., & Wahyono, W. (2018). Influence of Sales Promotion, Hedonic Shopping Motivation and Fashion Involvement Toward Impulse Buying through a Positive Emotion. *Management Analysis Journal*, 7(4), 448–457. <https://doi.org/10.15294/maj.v7i4.24105>
- Arianty, N., Gultom, D. K., Yusnandar, W., & Arif, M. (2024). Determinants of impulse buying behavior: The mediating role of positive emotions of minimarket retail consumers in Indonesia. *Innovative Marketing*, 20(1), 277–287. [https://doi.org/10.21511/im.20\(1\).2024.23](https://doi.org/10.21511/im.20(1).2024.23)
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- Cahyani, L., & Marcelino, D. (2023). Positive Emotions as Mediation Between Hedonic Shopping Motivations on Impulsive Buying Behavior of E-Commerce in Indonesia. *Asia Pacific Management and Business Application*, 011(03), 347–362. <https://doi.org/10.21776/ub.apmba.2023.011.03.7>
- Chang, Y. W., Hsu, P. Y., Chen, J., Shiau, W. L., & Xu, N. (2023). Utilitarian and/or hedonic shopping – consumer motivation to purchase in smart stores. *Industrial Management and Data Systems*, 123(3), 821–842. <https://doi.org/10.1108/IMDS-04-2022-0250>
- Collier, Fitzpatrick, Brehm, Hearit, & Beach. (2020). *WORKING PAPER*.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user

- acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- Dewi, N. W. R. R., & Adi, I. N. R. (2023). Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, Impulse Buying E-Commerce. *Quantitative Economics and Management Studies*, 4(6), 1082–1092. <https://doi.org/10.35877/454ri.qems2032>
- Dodoo, N. A., & Wu, L. (2019). Exploring the antecedent impact of personalised social media advertising on online impulse buying tendency. *International Journal of Internet Marketing and Advertising*, 13(1), 73–95.
- Fabriana, S. F. S. T., & Susanti, A. (2023). 8631-Article Text-37995-1-10-20230623. 16(2), 1–7.
- Felita, & Oktivera. (2019). Pengaruh Sales Promotion Shopee Indonesia Terhadap Impulsive Buying Konsumen Studi Kasus: Impulsive Buying Pada Mahasiswa Stiks Tarakanita. *Jurnal Ilmu Komunikasi Dan Bisnis*, 4(2), 159–185.
- Ghozali, I. (2011). Application of multivariate analysis with SPSS program. *Semarang: Diponegoro University Publishing Agency*, 69.
- Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS)*.
- Ghozali, I. (2017). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Giovanni, E. H., & Handriana, T. (2024). *conducted through a literature review detailing the findings and views of previous*. 2771–2779.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate Data Analysis*. Pearson Education Limited. <https://books.google.co.id/books?id=VvXZnQEACAAJ>
- Heri, H., Lancang Kuning, U., & Bisnis dan Teknologi Pelita Indonesia, I. (2022). The Influence of Store Atmosphere and Sales Promotion on Impulse Buying with Positive Emotion as an Intervening Variable at Martin Store Pekanbaru Pengaruh Store Atmosphere Dan Sales Promotion Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variab. *Management Studies and Entrepreneurship Journal*, 3(4), 2486–2497. <http://journal.yrpiiku.com/index.php/msej>
- Ikanubun, D., Setyawati, S. M., & Afif, N. C. (2019). PENGARUH HEDONIC SHOPPING TERHADAP IMPULSE BUYING YANG DIMEDIASI EMOSI POSITIF (SURVEI PADA KONSUMEN TOKO FASHION DI KOTA “X”). *Jurnal Ekonomi, Bisnis, Dan Akuntansi*. <https://api.semanticscholar.org/CorpusID:150632557>
- Kala’lembang, A. (2022). Pengaruh Hedonic Value dan Utilitarian Value terhadap Niat Beli Konsumen melalui Trust sebagai Variabel Intervening pada Online

- Shop Shopee. *Journal of Business & Applied Management*, 15(1), 049. <https://doi.org/10.30813/jbam.v15i1.3398>
- Kholis, N., Saifuddin, M., & Arif, N. A. S. (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(3), 823–832. <https://doi.org/10.34044/j.kjss.2023.44.3.20>
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. Pearson Education. <https://books.google.co.id/books?id=xOz0DQAAQBAJ>
- Kotler, P., Keller, K. L., Tan, C. T., Ang, S. H., & Leong, S. M. (2018). Marketing management: an Asian perspective. In *TA - TT - (7th global)*. Pearson Education Limited. <https://doi.org/LK> - <https://worldcat.org/title/1017656503>
- Latifatuddhukha, L. (2022). *Pengaruh Shopping Lifestyle, Price Discount dan Positive Emotion terhadap Impulse Buying pada Online Shopp (Studi pada Mahasiswa di PPTQ Annasuchiyah Desa Ngembalrejo Kecamatan Bae Kabupaten Kudus)*. IAIN KUDUS.
- Lestari, I. S., Supriyono, & Ariescy, R. R. (2023). Positive Emotional Attachment Influences Hedonic Shopping Motivation and Celebrity Endorsement on Impulse Purchase of Fashion Products on E-commerce in Java Island. *Indonesian Journal of Business Analytics*, 3(4), 1223–1234. <https://doi.org/10.55927/ijba.v3i4.5223>
- Lewis, J. R., Lah, U., & Šumak, B. (2020). Perceived Usability and the Modified Technology Acceptance Model. *International Journal of Human-Computer Interaction*, 36(13), 1216–1230. <https://doi.org/10.1080/10447318.2020.1727262>
- Mariyana, M., Djawoto, D., & Suhermin, S. (2023). The influence of hedonic shopping motivation and shopping lifestyle on impulse buying through positive emotion in e-commerce. *Manajemen Dan Bisnis*, 22(2), 25. <https://doi.org/10.24123/jmb.v22i2.691>
- Montargot, N., & Ben Lahouel, B. (2018). The acceptance of technological change in the hospitality industry from the perspective of front-line employees. *Journal of Organizational Change Management*, 31(3), 637–655. <https://doi.org/10.1108/JOCM-10-2016-0192>
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson. https://books.google.co.id/books?id=_o0rnwEACAAJ
- Nurhuda, M. (2018). *Pengaruh hedonic shopping motivation, promotion, dan visual merchandising terhadap impulse buying (Studi pada Super Indo Kota Malang)*. Universitas Brawijaya.
- Ozen, H., & Engizek, N. (2014). Shopping online without thinking: Being emotional or rational? *Asia Pacific Journal of Marketing and Logistics*, 26(1),

78–93. <https://doi.org/10.1108/APJML-06-2013-0066>

- Ratih, P. A. R., & Rahanatha, G. B. (2020). The role of lifestyle in moderating the influence of sales promotion and store atmosphere on impulse buying at Starbucks. *American Journal of Humanities and Social Sciences Research*, 4(2), 19–26. www.ajhssr.com
- Redine, A., Deshpande, S., Jebarajakirthy, C., & Surachartkumtonkun, J. (2023). Impulse buying: A systematic literature review and future research directions. *International Journal of Consumer Studies*, 47(1), 3–41. <https://doi.org/10.1111/ijcs.12862>
- Rudolph, J. E., Zhong, Y., Duggal, P., Mehta, S. H., & Lau, B. (2022). What does it mean to be "representative"? *ArXiv Preprint ArXiv:2211.06389*.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Solihat, M., & Sandika, D. (2022). Pendahuluan usahanya . Beberapa pengusaha yang sebelumnya menjalankan usahanya secara lapangan kerja baru . Secara langsung atau tidak E-commerce akan menciptakan lapangan Pasar online adalah platform yang baik untuk mengembangkan bisnis . Kami akan menje. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 16(2), 273281. <https://doi.org/10.32812/jibeka.v16i2.967>
- Sungkono, M. M., & Maskur, A. (2023). Pengaruh Sales Promotion, Hedonic Shopping Motivation, dan Shopping Lifestyle Terhadap Impulse Buying Pada Situs Belanja Online (Studi Terhadap Pengguna Tokopedia di Kota Semarang). *Oikos: Jurnal Kajian Pendidikan Ekonomi Dan Ilmu Ekonomi*, 7(2), 2549–2284.
- Taher, G. (2021). E-commerce: advantages and limitations. *International Journal of Academic Research in Accounting Finance and Management Sciences*, 11(1), 153–165.
- 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. <https://doi.org/10.30596/ijbe.v2i1.5715>
- Tjiptono, F. (2015). *Strategi Pemasaran*.
- Utami, C. W. (2010). *Manajemen Ritel Strategi dan Implementasi Operasional Bisnis Ritel Modern Di Indonesia*. 2010-ISBN: 978-979-061-127-6–Salemba Empat.
- Waluyo, R. K., & Suwitho. (2022). Pengaruh Sales Promotion, Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Produk Di Tokopedia. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 11(12), 1–18.
- Widiyanto, P. A., & Rachmawati, I. (2024). The Effect of Hedonic Shopping

Motivation on Impulse Buying Shopee with Positive Emotions as Mediation in Generation Z Indonesia. *IRJEMS International Research Journal of Economics and Management Studies*, 3(6), 234–241. <https://doi.org/10.56472/25835238/IRJEMS-V3I6P126>

Wisesa, I. G. B. S., & Ardani, I. G. A. K. S. (2022). The Effect of Sales Promotion and Store Atmosphere Mediated by Positive Emotion on Impulse Buying for Customers in Bookstores. *European Journal of Business and Management Research*, 7(3), 63–66. <https://doi.org/10.24018/ejbmr.2022.7.3.1270>

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>

