

DAFTAR PUSTAKA

- Aggarwal, Praveen, and Rajiv Vaidyanathan. 2003. "Use It or Lose It: Purchase Acceleration Effects of Time-limited Promotions." *Journal of Consumer Behaviour* 2(4):393–403. <https://onlinelibrary.wiley.com/doi/10.1002/cb.116>.
- Ardiyanti, Vika Diyah. 2023. "The Effect of TikTok Live Streaming Shopping on Impulse Buying Behavior in The 2023 Global Crisis." *Asian Journal of Logistics Management* 2(1): 1–6.
- Chen, Yifei, Feiyan Lu, and Siyu Zheng. 2020. "A Study on the Influence of E-commerce Live Streaming on Consumer Repurchase Intentions." *International Journal of Marketing Studies* 12(4): 48.
- Detik Finance. 2023. "KataData Insight Center." KIC. finance.detik.com.
- Dodiet Aditya Setyawan, SKM, MPH. 2022. "Buku Petunjuk Praktikum Uji Validitas Dan Reliabilitas Instrumen Pengumpulan Data Menggunakan SPSS." *Www.Researchgate.Net* (July): 12.
- Faradiba, Besse, and Mustika Syarifuddin. 2021. "Covid-19: Pengaruh Live Streaming Video Promotion Dan Electronic Word of Mouth Terhadap Buying Purchasing." *Economos : Jurnal Ekonomi dan Bisnis* 4(1): 1–9.
- Fitrah, Rifqah Arizah, Fakultas Psikologi, and Universitas Bosowa Makassar. 2023. "Hubungan Stres Akademik Dengan Impulsive Buying Pada Mahasiswa Di Kota Makassar." 4(2): 513–20.
- Hilverts-Bruce, Zorah. T.Neill, James. 2018. "Social Motivations of Live Streaming Viewer Engagement on Twitch." *computers in human behavior* 84: 58–67.
- Irawati, Winaika, and Rohmad Prio Santoso. 2021. "Pengaruh Promosi Online, Price Discount Dan Product Assortment Terhadap Impulse Buying." *JPEKBM (Jurnal Pendidikan Ekonomi, Kewirausahaan, Bisnis dan Manajemen)* 5(2): 59.
- Lee, Chao Hsing, and Chien Wen Chen. 2021. "Impulse Buying Behaviors in Live Streaming Commerce Based on the Stimulus-Organism-Response Framework." *Information (Switzerland)* 12(6): 1–17.
- Marjerison, Rob Kim, Jiamin Hu, and Hantao Wang. 2022. "The Effect of Time-Limited Promotion on E-Consumers' Public Self-Consciousness and Purchase

- Behavior.” *Sustainability (Switzerland)* 14(23).
- Medan, BPS Kota. 2024. *Kota Medan Dalam Angka*. Medan.
- Monica Putri, Mellynda. 2023. “Pengaruh *Live Streaming* Content Terhadap *Impulsive Buying* Dengan Consumer Trust Sebagai Variabel Intervening Produk Skincare ‘Somethinc.’”
- Najib, Muhammad. 2019. “Pengaruh Motivasi Kerja Dan Pendidikan Pelatihan Terhadap Kinerja Pegawai Kantor Kecamatan Talang Kelapa Banyuasin.” *Jurnal Manajemen dan Investasi (MANIVESTASI)* 1(2): 120–41.
- Pontoh, Marcella Engelin, Silcyljeova Moniharapon, and Fredy Roring. 2017. “Pengaruh Display Produk Dan Store Atmosphere Terhadap Implusif Buying Pada Konsumen Matahari Departemen Store Mega Mall Manado.” *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* 5(2): 1823–33. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/16401>.
- Rahayu, Nurmi Putri, and Free Dirga Dwatra. 2024. “Pengaruh Trust Terhadap *Impulsive Buying* Pada Kosumen Dewasa Awal Pengguna *Live Streaming* Shopping Di Kota Padang.” *Arzusin* 4(2): 367–75.
- Rahma, Nurul Anisa, Made Bayu Dirgantara, and Aulia Almadana. 2022. “Analisis Pengaruh Pesan Kelangkaan Dan Live Commerce Terhadap Perilaku Pembelian Impulsif.” *Diponegoro Journal of Management* 11: 1–12. <https://ejournal3.undip.ac.id/index.php/djom/index>.
- Rook, Dennis W., and Robert J. Fisher. 1995. “Normative Influences on *Impulsive Buying* Behavior.” *Journal of Consumer Research* 22(3): 305.
- Sari, Ika Nuraini Siti Amalia Wulan, and Dian Citaningtyas Ari Kadi. 2023. “Pengaruh TikTok *Live Streaming*, Sales Promotion, Shopping Lifestyle, Dan Fashion Involvement Terhadap Impulse Buying Produk Pada *E-commerce* TikTok Shop (Studi Kasus Pada Generasi Z Di Kota Madiun).” *SIMBA: Seminar Inovasi Manajemen Bisnis Dan Akuntansi* 5(1): 110–22.
- Setyawan, dodiet aditya. 2021. *Tahta Media Group v. Penelitian*.
- Setyawan, Ryan Ari, and Yumarlin Marzuki. 2018. “Survei Aplikasi Video *Live Streaming* Dan Chat Di Kalangan Peajar.” *Seminar Nasional Edusainstek FMIPA UNIMUS 2018*: 185–91.

- Siwa, Asril Saputra. 2023. "The Effect of Live Stream Shopping , Celebrity Endorsement , and Flash Sale on The Impulse Buying of TikTok Shop Consumers (Perceived Enjoyment as a Moderating Variable)." *Tesis dapat dibaca di Perpustakaan dengan call number SIW T 589/2023*. <http://repositorybaru.stieykpn.ac.id/id/eprint/1964>.
- Sun, Binbin, Yu Zhang, and Li Zheng. 2023a. "Relationship between Time Pressure and Consumers' *Impulsive Buying*—Role of Perceived Value and Emotions." *Heliyon* 9(12).
- . 2023b. "Relationship between Time Pressure and Consumers' *Impulsive Buying*—Role of Perceived Value and Emotions." *Heliyon* 9(12): e23185. <https://doi.org/10.1016/j.heliyon.2023.e23185>.
- Verplanken, Bas, and Astrid Herabadi. 2001. "Individual Differences in Impulse Buying Tendency: Feeling and No Thinking." *European Journal of Personality* 15(1 SUPPL.).
- Widiyawati, Riski Andra, and Finisica Dwijayati Patrikha. 2023. "Pengaruh *Time Limit Marketing* Dan Viral Marketing Strategy Terhadap *Impulsive Buying* Pada Pengguna Aplikasi Social Commerce." *Jurnal Pendidikan Tata Niaga (JPTN)* 11(2): 1–13.
- Xu, Xiaoyu; Wu, Jen-Her; Li, Qi. 2020. "What Drives Consumer Shopping Behavior In *Live Streaming Commerce*." *Journal Of Electronic Commerce Research; Long Beach* 21(3): 144–67.
- Yuniarti, Yenny, and Rista Aldilla Syafri. 2023. *The Effect of Price Promotion Time Limit on Consumer Impulse Buying Through Situational Factors as Intervening Variables*. Atlantis Press SARL. http://dx.doi.org/10.2991/978-2-38476-110-4_106.
- Zar Sophia Akila; Zarmaili. 2024. "*Impulsive Buying* Belanja Secara Online Pada Mahasiswa." *Khazanah intelektual* 8: 280.