

## BIBLIOGRAPHY

- Abdelsalam, S., Salim, N., Alias, R. A., & Husain, O. (2020). Understanding Online Impulse Buying Behavior in Social Commerce: A Systematic Literature Review. *IEEE Access*, 8, 89041–89058. <https://doi.org/10.1109/ACCESS.2020.2993671>
- Al Mutanafisa, T., & Retnaningsih. (2021). The Effect of Sales Promotion and Knowledge on Impulsive Buying of Online Platform Consumers. In *Journal of Consumer Sciences E* (Vol. 06, Issue 01).
- Atqiyya Baroroh, R. (2022). THE EFFECT OF PRICE, PRODUCT, AND FLASH SALE ON REPURCHASE DECISION WITH CUSTOMER SATISFACTION AS MODERATION ON TIKTOKSHOP FEATURES Oleh. *Jurnal Ekonomi Dan Bisnis*, 11(1). [www.apjii.or.id](http://www.apjii.or.id)
- Bandyopadhyay, N., Sivakumaran, B., Patro, S., & Kumar, R. S. (2021). Immediate or delayed! Whether various types of consumer sales promotions drive impulse buying?: An empirical investigation. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102532>
- Bhatti Scholar, A. (2018). *Science Arena Publications International journal of Business Management Sales Promotion and Price Discount Effect on Consumer Purchase Intention with the Moderating Role of Social Media in Pakistan*. 3(4), 50–58. [www.sciarena.com](http://www.sciarena.com)
- Cui, Y., Liu, Y., & Gu, M. (2022). Investigating the Key Drivers of Impulsive Buying Behavior in Live Streaming. *Journal of Global Information Management*, 30(1), 1–18. <https://doi.org/10.4018/jgim.314226>
- Fam, K., Brito, P. Q., Gadekar, M., Richard, J. E., Jargal, U., & Liu, W. (2019). Consumer attitude towards sales promotion techniques: a multi-country study. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 437–463. <https://doi.org/10.1108/APJML-01-2018-0005>
- Hair, J. F., Hult, G. T. M., Ringel, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second Edition). SAGE Publications, Inc.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>

- Handayani, S., & Arda, M. (2019). *Effect of Discount and Hedonic Shopping Motives Against Buying Impulse*.
- Hazrini, N., Zahari, M., Nuraisyah, N., Azmi, N., Nur, W., Wan, I., Kamar-Bodian, A., & Othman, M. S. (2021). Impact of Live Streaming on Social Media on Impulse Buying. In *Asian Journal of Behavioural Sciences* (Vol. 3, Issue 1). <http://myjms.mohe.gov.my/index.php/ajbs>
- Huang, Y., & Suo, L. (2021). Factors Affecting Chinese Consumers' Impulse Buying Decision of Live Streaming E-Commerce. *Asian Social Science*, 17(5), 16. <https://doi.org/10.5539/ass.v17n5p16>
- Ittaqullah, N., Madjid, R., & Rommy Suleman, N. (2020). *The Effects Of Mobile Marketing, Discount, And Lifestyle On Consumers' Impulse Buying Behavior In Online Marketplace*. [www.ijstr.org](http://www.ijstr.org)
- Kim, H., Lee, Y., & Park, M. (2021). Factors Boosting Impulse Buying Behavior in Live-streaming Commerce: Roles of Para-social Interactions, Task Complexity and Perceived Amount of Information. *Fashion & Textile Research Journal*, 23(1), 70–83. <https://doi.org/10.5805/sfti.2021.23.1.70>
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6). <https://doi.org/10.3390/info12060241>
- Li, M. ;, Wang, Q. ;, Cao, Y., Foroudi, P., Qi, J., Tchounwou, P. B., Li, M., Wang, Q., & Cao, Y. (2022). Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *International Journal of Environmental Research and Public Health*. <https://doi.org/10.3390/10.3390/ijerph19074378>
- Lin, S. C., Tseng, H. T., Shirazi, F., Hajli, N., & Tsai, P. T. (2022). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-12-2021-0903>
- Ma, J., & Yu, S. (2021). *The Future Development of E-commerce in Tiktok*.
- Maitsa, S. M., & Artadita, S. (2022). The Effect of Sales Promotion towards Impulse Buying with Lifestyle as an Intervening Variable during the Covid-19 Pandemic. *Almana: Jurnal Manajemen Dan Bisnis*, 6(2), 240–248. <https://doi.org/10.36555/almana.v6i2.1797>
- Maulana, A., & Novalia, N. (2019). The Effect of Shopping Life Style and Positive Emotion on Buying Impulse (Case Study of the Palembang City Hypermarket). In *Information Management and Business Review* (Vol. 11, Issue 1).

- Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, 57. <https://doi.org/10.1016/j.ijinfomgt.2020.102300>
- Novita, D., Andriani, J., & Yuliani, N. (2021). Influence Of Brand Image And Word Of Mouth Communication On Purchase Decision In Tiktok Shop. In *Science Proceedings* (Vol. 02, Issue 1). <http://www.openjournal.unpam.ac.id/index.php/SNH>
- Nur Hidayah, M., & Komala Sari, D. (2021). Influence Of Price Discount, In-Store Display, And Shopping Lifestyle On Impulse Buying At Umama Gallery Sidoarjo. *JBMP (Jurnal Bisnis, Manajemen Dan Perbankan)*, 7(1), 154–179. <https://doi.org/10.21070/jbmp.v7i1.1338>
- Pandey, Prabhat., & Pandey, M. Mishra. (2021). *Research methodology : tools & techniques*. Bridge Centre.
- Prasetio, A., & Muchnita, A. (2022). The Role Website Quality, Credit Card, Sales Promotion On Online Impulse Buying Behavior. *Jurnal Manajemen*, 26(3), 424–448. <https://doi.org/10.24912/jm.v26i3.922>
- Ratu, E. P., Tulung, J. E., Putrinda Ratu, E., & Tulung, J. E. (2022). The Impact of Digital Marketing, Sales Promotion, and Electronic Word of Mouth on Customer Purchase Intention at TikToc Shop. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(4), 149–158.
- Santini, F. de O., Ladeira, W. J., Sampaio, C. H., & Boeira, J. P. (2020). The Effects of Sales Promotions on Mobile Banking a Cross-Cultural Study. *Journal of Promotion Management*, 26(3), 350–371. <https://doi.org/10.1080/10496491.2019.1699622>
- Satrio, D., Sabana, C., Feranita, M., & Pekalongan, U. (2020). *Impulse Buying : The Effect of Shopping Lifestyle, Sales Promotion Attractiveness and Understanding of Quality Website* (Vol. 1, Issue 2). <http://ijeba.makarioz.org/>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7 edition). Wiley.
- Shwastika, R., & Keni, K. (2021). *The Effect of Brand Awareness, Social Media Marketing, Perceived Quality, Hedonic Motivation, and Sales Promotion Towards Consumers Intention to Purchase in Fashion Industry*.
- Solikah, atus, & Kusumaningtyas, D. (2022). *TIK TOK SHOP : QUALITY SYSTEM AND MARKETING MIX ON CONSUMER SATISFACTION OF ONLINE SHOPPING*.

- SÜRÜCÜ, L., & MASLAKÇI, A. (2020). Validity And Reliability in Quantitative Research. *Business & Management Studies: An International Journal*, 8(3), 2694–2726. <https://doi.org/10.15295/bmij.v8i3.1540>
- Widagdo, B., & Roz, K. (2021). *Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction*.

