

## **DAFTAR PUSTAKA**

- Baron, R. A., & Bryne, D. (2003). *Psikologi Sosial Jilid 1* (10th ed.). Erlangga.
- Beatty, S & Ferell, M. (1998). Impulse Buying: Modeling its Precursor. *Journal of Retailing*, 169–191.
- BKPM. (2018). *BKPM Ekonomi Digital Dorong Investasi Tahun Ini*.  
Www.Bkpm.Go.Id.  
<https://www.bkpm.go.id/id/publikasi/detail/.berita/bkpm-ekonomi-digital-dorong-investasi-tahun-ini>
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Khan, N., Hui Hui, L., Boo Chen, T., & Yong Hoe, H. (2015). Impulse Buying Behaviour of Generation Y in Fashion Retail. *International Journal of Business and Management*, 11(1), 144.  
<https://doi.org/10.5539/ijbm.v11n1p144>
- Koski, N. (2004). Impulse Buying on The Internet: Encouraging and Discouraging Factors. *E-Business Research*.
- Kotler, P & Amstrong, G. (2014). *Principles of Marketing* (15th Editi). Pearson International.
- Kristanto, D. (2020). *Belanja Online Secara Mobile Bisa Membuat Impulsive Buying*. UnairNews. <http://news.unair.ac.id/2020/06/16/belanja-online secara-mobile-bisa-membuat-impulsif-buying/>
- Kristanto, D., Suharto, B., & Aly, N. M. (2020). Online Impulse Buying In M-Commerce Context: Website Quality, Trust, and Flw Condition. *International Journal of Psycholocial Rehabilitation*, 24(Issue 9), 1081–1090. <https://doi.org/10.37200/IJPR/V24I9/PR290134>

- Ludwianto, B. (2020). *Riset: 64% Penduduk Indonesia Sudah Pakai Internet.* Kumparan.Com. <https://kumparan.com/kumparantech/riset-64-penduduk-indonesia-sudah-pakai-internet-1ssUCDbKILp/full>
- Malhotra, N. (2007). An Applied Orientation. *Marketing Research (5th Ed).*
- Morissan. (2010). *Periklanan: Komunikasi Pemasaran Terpadu.* Kencana.
- Peter, J & Olson, J. (2003). *Perilaku Konsumen dan Strategi Pemasaran* (Ed 9). Salemba Empat.
- Premamoto, G. (2007). Proses Pengambilan Keputusan Pembelian Impuls dengan Pendekatan Psikologi Lingkungan dan Rantai Kausalita. *Jurnal Indigenous*, 10, 172.
- Primadhyta, S. (2015). *Generasi Millenial RI Paling Impulsif Belanja Barang Mewah.* Cnnindonesia.Com.  
<https://cnnindonesia.com/ekonomi/2015110282452-92-88999/generasi-millenial-ri-paling-impulsif-belanja-barang-mewah>
- Rohman, F. (2012). *Peran Faktor Situasional dan Perilaku Pembelian Impulsif.*
- Salomon, M., & Rabolt, N. (2002). *Consumer Behavior in Fashion* (2nd ed.). Pearson Prentice Hall.
- Santia, T. (2020). *Aktivitas Belanja Online Naik 28,9 Persen saat Pandemi Corona.* Liputan6. <https://www.liputan6.com/bisnis/read/4274623/aktivitas-belanja-online-naik-289-persen-saat-pandemi-corona>
- Schiffman, G, L., Kanuk, & Lazar, L. (2000). *Consumer Behaviour* (Seventh). Prentice-Hall, Inc.
- Schiffman, L., & Kanuk, L. (2007). *Consumer Behavior.* Pearson Prentice Hall.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business.* John Woley & Sons.

- Simon, H. (1997). *The New Science of Management Decisions* (Englewood). Prentice-Hall, Inc.
- Sugiyono. (2018). *Metode Penelitian (Kuantitatif, Kualitatif, dan R&D)*. ALFABETA.
- Supriyanto, E. (2018). *Lima Prediksi Tren E-commerce di Indonesia pada 2018*. Tribunnews.Com. <https://m.tribunnews.com/techno/2018/01/19/lima-prediksi-tren-e-commerce-di-indonesia-pada-2018>
- Turban, E. (1995). *Decision Support Systems* (I. Prentice-Hall (ed.); 4nd ed.).
- Utami, W. (2006). *Manajemen Ritel (Strategi dan Implementasi Ritel Modern)*. Salemba Empat.
- Zainudin, M. A. (2018). *Perilaku Impulse Buying Intence Generasi Y Pada Online Store Media Sosial*. Institut Agama Islam Negeri Surakarta.