

Daftar Pustaka

- Agistiani, R., Rahmadani, A., Hutami, A. G., Kamil, M. T., Achmad, N. S., Rozak, R. W. A., & Mulyani, H. (2023). Live-streaming TikTok: Strategi mahasiswa cerdas untuk meningkatkan pendapatan di era digitalisasi. *Journal of Management and Digital Business*, 3(1), 1–19. <https://doi.org/10.53088/jmdb.v3i1.607>
- Agustinus Rangga Respati, T. M. V. A. (2025). *Daya Beli Masyarakat Lesu, Ekonomi Kuartal I 2025 Diproyeksi Maksimal 5,03 Persen*. Kompas. <https://money.kompas.com/read/2025/04/03/145118626/daya-beli-masyarakat-lesu-ekonomi-kuartal-i-2025-diproyeksi-maksimal-503#:~:text=JAKARTA%2C KOMPAS.com – Daya beli masyarakat yang melemah,%28PHK%29 masih masif dalam dua bulan pertama 2025>
- Aji, Y. B., Wijoyo, S. H., & Rachmadi, A. (2017). Analisis Pengaruh Keterjangkauan Teknologi Informasi Pada Live Streaming Shopping Platform Shopee Terhadap Minat Beli Mahasiswa Kota Malang. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 1(1), 2548–2964. <http://j-ptiik.ub.ac.id>
- Amruddin. (2022). Metodologi Penelitian Kuantitatif. In *Sustainability (Switzerland)* (Vol. 11, Issue 1). http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI
- Andrianto, M. S., Raharjo, T., Rismawan, R., Huda, A. N., & Kurniana, K. (2023). Pendampingan Inovasi Strategi Pemasaran UKM Tunas Jaya Tenda. *KUAT: Keuangan Umum Dan Akuntansi Terapan*, 5(1), 47–52. <https://doi.org/https://doi.org/10.31092/kuat.v5i1.2158>
- Andrini, R. F., Yuliati, L. N., & Nurhayati, P. (2024). *THE INFLUENCE OF LIVE STREAMING AND MATERIALISM ON PURCHASING DECISIONS FAST FASHION PRODUCTS THROUGH HEDONIC MOTIVATION*. 10(3), 617–628.
- Ariani, M. B. N., & Juliannisa, I. A. (2021). Analisis Indikator komposit Indeks Pembangunan Manusia dan Kemiskinan terhadap Pertumbuhan Ekonomi di Provinsi Banten Pertumbuhan ekonomi merupakan proses peningkatan output dari waktu ke waktu dalam jangka panjang yang menjadi indikator penting untuk men. *Jurnal Ekonomi Dan Pendidikan*, 18(01), 1–12.
- Asmarani, A., Wijayanti, M., & Kurniawan, D. (2024). Pengaruh Live Shopping, Discount, Dan Kualitas Produk Terhadap Impulse Buying Pada Marketplace Tiktok Shop. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(8), 425–437. <https://doi.org/10.61722/jiem.v2i8.2308>
- Aziz, N., Randikaparsa, I., Septin, T., Rahayu, M., & Yusnar, A. (2025). *The Influence of Fear of Missing Out , Hedonic Shopping Motivation , and Flash Sales on Impulsive Buying during Shopee ' s Twin Date Promo Event (A*

- Study on Students of Muhammadiyah University Purwokerto). 4(1), 321–338.*
- Badan Pusat Statistik. (2024). Kota Tangerang Selatan Dalam Angka. *Https://Web-Api.Bps.Go.Id/*, 14, 54.
<https://tangseltkota.bps.go.id/id/publication/2024/02/28/a6e2261d008fac08b1cdf777/kota-tangerang-selatan-dalam-angka-2024.html>
- Banten, B. P. S. P. (2025). Banten Dalam Angka Dalam Angka. *Badan Statistik Nasional (BPS)*, 1–910.
- Buana, S. A. M., Leow, J. A., Marvinson, G., Zukhrufa, A., & Keni, K. (2023). Sales Promotion, Live Streaming, Subjective Norm Terhadap Impulsive Buying Dengan Paylater Sebagai Variabel Moderasi. *Jurnal Bisnis Dan Akuntansi*, 25(2), 413–428. <https://doi.org/10.34208/jba.v25i2.2208>
- Candra Susanto, P., Ulfah Arini, D., Yuntina, L., Panatap Soehaditama, J., & Nuraeni, N. (2024). Konsep Penelitian Kuantitatif: Populasi, Sampel, dan Analisis Data (Sebuah Tinjauan Pustaka). *Jurnal Ilmu Multidisplin*, 3(1), 1–12. <https://doi.org/10.38035/jim.v3i1.504>
- Darmaningrum, P. C. C., & Sukaatmadja, I. P. G. (2019). Peran Shopping Enjoyment Memediasi Pengaruh Hedonic Motivation Terhadap Impulse Buying. *E-Jurnal Manajemen Universitas Udayana*, 8(6), 3756. <https://doi.org/10.24843/ejmunud.2019.v08.i06.p17>
- Dedi Andriansah. (2023). PENINGKATAN IMPULSIVE BUYING EVENT HARBOLNAS SHOPEE MELALUI FoMO DAN HEDONIC SHOPPING. *Ekonomi Dan Bisnis: Berkala Publikasi Gagasan Konseptual, Hasil Penelitian, Kajian, Dan Terapan Teori*, 27(2), 83–90. <https://doi.org/10.24123/jeb.v27i2.5810>
- Dewi, F., Soleh, A., & Febliansyah, R. (2024). The Influence Of Live Streaming And Flash Sale On Impulse Buying Among Shopee App Users In Bengkulu City Pengaruh Live Streaming Dan Flash Sale Terhadap Impulse Buying Pada Pengguna Aplikasi Shopee Di Kota Bengkulu. *Jurnal Ekonomi Manajemen Bisnis Dan Akuntansi*, 1(2), 81–90. <https://doi.org/10.37676/jemba>
- 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>
- Dinova, S., & Suharyati. (2023). Pengaruh Live Streaming Shopping dan Flash Sale Terhadap Pembelian Implusif Pengguna Shopee di Kecamatan Jatinegara. In *Journal Of Young Entrepreneurs* (Vol. 2, Issue 4). <https://ejournal.upnvj.ac.id/index.php/jye>
- Du Thi Chung. (2025). How user-generated content on social media platform can shape consumers' purchase behavior? An empirical study from the theory of consumption values perspective. *Cogent Business & Management*, 12(1).

<https://doi.org/https://doi.org/10.1080/23311975.2025.2471528>

- Fahri, M. A., Widodo, A., & Rubiyanti, N. (2025). *Locus of Control Mediates Impulsive Buying at Coffee Shops in Kendari City A Conceptual Paper*. 4(1), 15–28.
- Fawaid, M., Aristawati, T., Husna, R., & Aji, S. (2025). *Exploring the Decision-Making Processes: How Urban Indonesia 's Middle-Class Prioritizes Convenience and Cost on Live-Streaming Commerce*. 13(1), 29–39. <https://doi.org/10.12928/channel.v13i1.1023>
- Febriani. (2022). Analisis Deskriptif Standar Deviasi. *Jurna Pendidikan Tambusai*, 6(1).
- Ferdian Arif. (2025). 35 *Data Statistik E-commerce Indonesia yang Penting*. https://semnesia.com/blog/data-statistik-ecommerce-indonesia/?utm_source
- Fumar, M., Setiadi, A., Harijanto, S., & Tan, C. (2023). The Influence of Fear of Missing Out (FOMO), Sales Promotion, and Emotional Motive Mediated Self-Control on Impulsive Buying for Hypebeast Products. *Riwayat: Educational Journal of History and Humanities*, 6(3), 1363–1375. <http://jurnal.unsyiah.ac.id/riwayat/>
- Gu, E., Zhang, Y., & Yao, L. (2022). *A study of the impact of online live shopping information display on consumers' purchase behaviour*. 12260(Iccais), 47. <https://doi.org/10.1117/12.2637484>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Evaluation of Formative Measurement Models*. https://doi.org/10.1007/978-3-030-80519-7_5
- Handayani, E. S., & Haryadi, R. (2023). Korelasi Kepribadian Fear Missing Out Terhadap Adiksi Impulsive Online Buying Di Masa Pandemi Pada Anak dan Remaja. *Bulletin of Counseling and Psychotherapy*, 4(3), 761–768. <https://doi.org/10.51214/bocp.v4i3.439>
- Hasibuan, R. R., & Najmudin, N. (2024). Content Marketing, Customer Engagement On Marketing Performance Mediated By Digital Marketing In Batik Msmes In Banyumas Regency. *International Journal of Economics, Business and Innovation Research*, 3(03), 287–304. <https://www.e-journal.citakonsultindo.or.id/index.php/IJEBIR/article/view/859>
- Ho, C. I., Liu, Y., & Chen, M. C. (2022). Antecedents and consequences of consumers' attitudes toward live streaming shopping: an application of the stimulus–organism–response paradigm. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2145673>
- Huo, C., Wang, X., Sadiq, M. W., & Pang, M. (2023). Exploring Factors Affecting Consumer's Impulse Buying Behavior in Live-Streaming Shopping: An Interactive Research Based Upon SOR Model. *SAGE Open*, 13(2), 1–15. <https://doi.org/10.1177/21582440231172678>
- Jurnal, M., Sufyan, A., Dewanti, A. C., & Lorenza, L. (2024). *Pengaruh Motivasi*

- Belanja Hedonis terhadap Impulse Buying pada Generasi Z di Sleman*. 3(4), 148–157. <https://doi.org/10.54259/manabis.v3i4.3866>
- Kasus, S., Tokopedia, K., Tegal, K., & Ekonomi, S. (2024). *Pengaruh fear of missing out, shopping lifestyle, dan diskon terhadap pembelian impulsif pada generasi z*. 44–56.
- Kurnia, & Antonio, F. (2024). The nexus of streamers' factors on shopping happiness toward impulse purchases in live streaming e-commerce. *International Journal of Economics Development Research*, 5(1), 479–496.
- Laksmi, K. W., Wayan, N., Angellina, E., & Lasmi, N. W. (2023). Penerapan Digital Marketing Dalam Upaya Meningkatkan Penjualan Properti Di Netra Properti. *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, 4(4), 2606–2612. <https://doi.org/10.31949/jb.v4i4.6461>
- Lestari, K. B., Ernawati, M. T., Pranatasari, F. D., Program,), Manajemen, S., & Ekonomi, F. (2023). PENGARUH HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE, DAN SALES PROMOTION TERHADAP IMPULSE BUYING PADA E-COMMERCE SHOPEE The Effect of Hedonic Shopping Motivation, Shopping Lifestyle, and Sales Promotion on Impulse Buying in Shopee E-Commerce. *Business Management Journal*, 19(2), 163–172. www.kompasiana.com.
- Li, H., & Zeng, W. (2025). Consumption, relative deprivation and mental health: evidence from hedonic consumption. *Frontiers in Public Health*, 13. <https://doi.org/10.3389/fpubh.2025.1511547>
- Lu Haidong. (2025). *Social Comparison Theory*. https://doi.org/10.1007/978-981-97-7874-4_827
- Ma, L., Gao, S., & Zhang, X. (2022). How to Use Live Streaming to Improve Consumer Purchase Intentions: Evidence from China. *Sustainability (Switzerland)*, 14(2), 1–20. <https://doi.org/10.3390/su14021045>
- Mardapi, M. (2024). *DESAIN INSTRUMEN EVALUASI YANG VALID DAN RELIABEL DALAM PENDIDIKAN ISLAM MENGGUNAKAN SKALA LIKERT*. 8(12), 855–861.
- 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>
- Maulidina, Z., & Hidayati, A. (2023). the Role of Tiktok Live Streaming Commerce on Purchase Intention: Insight From Stimulus-Organism-Response (Sor) Framework. *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*, 9(1), 79–90. <https://doi.org/10.34203/jimfe.v9i1.6570>
- Mindiasari, I. I., Priharsari, D., Setiawan, B. D., & Purnomo, W. (2024). Identifying The Influence of Consumer Purchase Intention Through Live Streaming Shopping: A Systematic Literature Review. *Journal of Information Technology and Computer Science*, 9(1), 22–33.

<https://doi.org/10.25126/jitecs.202491576>

- Mrs. Etta Udayasri, Dr. Asiya Jabeen, Katravath Anusha, Kavali Sravani, Kaveti Sai Pranathi, & Kayyuri Malasree. (2024). Impact of Digital Marketing on Business. *International Journal of Engineering Technology and Management Sciences*, 8(2), 325–329. <https://doi.org/10.46647/ijetms.2024.v08i02.041>
- Muharam, G. M., Sulistiya, D., Sari, N., Fahmy, Z., & Zikrinawati, K. (2023). Experimental Student Experiences The Effect of Fear of Missing Out (FoMO) and Peer Conformity on Impulsive Buying in Semarang City Students (Study on TikTok Shop Consumers). *Jurnal Sunan Doe*, 1(8), 2985–3877. <https://jurnal.institutsunandoe.ac.id/index.php/ESE>
- Mursalin, R., Pramesti, D. A., & Kurniati Bachtiar, N. (2022). Pengaruh Promosi Penjualan, Electronic Word Of Mouth, Hedonic Shopping Motivation Terhadap Impulse Buying. *The 5th Beneficium*, 6(8), 493–506. <https://journal.unimma.ac.id>
- Musyaffi, A. M. (2024). Navigating uncertainties: a tri-factorial evaluation of risk management adoption in MSMEs. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2311161>
- Nadeem, M. U., Bokhari, I. H., Zabrodskaia, A., Koschmann, M. A., & Kulich, S. J. (2023). Assessment of university students' energy saving behavior by integrating stimulus-organism-response (SOR) and the theory of planned behavior (TPB). *Environment and Social Psychology*, 8(3), 1–13. <https://doi.org/10.54517/esp.v8i3.2071>
- Nurhaliza. (2024). *PENGARUH FOMO , SHOPPING LIFESTYLE , DAN HEDONIC SHOPPING MOTIVATION TERHADAP IMPULSE BUYING DECISION PADA BEAUTY E-COMMERCE BEAUTY HAUL (STUDI KASUS MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA) SKRIPSI OLEH : NURHALIZA*.
- Oktavianti, A. R., Priharsari, D., & Purnomo, W. (2023). Pengaruh Streamer Product Knowledge dan Streamer Image Terhadap Minat Beli Konsumen pada Live Shopping. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 7(3), 1086–1092. <http://j-ptiik.ub.ac.id>
- Pakpahan, A. F., Prasetyo, A., Negara, E. S., Gurning, K., Situmorang, R. F. R., Tasnim, T., Sipayung, P. D., Sesilia, A. P., Rahayu, P. P., Purba, B., Chaerul, M., Yuniwati, I., Siagian, V., & Rantung, G. A. J. (2021). *Metodologi Penelitian Ilmiah*.
- Panjaitan, R., Yuswono, I., Afendi, A., & Ardyan, E. (2025). Improving Obsessive-Compulsive Buying Through Brand Attachment and Hedonic Value: Customer-Based Brand Value. *Business: Theory and Practice*, 26(1), 78–90. <https://doi.org/10.3846/btp.2025.20636>
- Paradiba, A. R., Palandeng, I. D., Poluan, J. G., Manajemen, J., Ekonomi, F., Ratulangi, U. S., Paradiba, A. R., Palandeng, I. D., & Poluan, J. G. (2024).

PENGARUH HEDONIC LIFESTYLE DAN HEDONIC SHOPPING MOTIVATION TERHADAP PEMBELIAN IMPULSIF KONSUMEN (STUDI PADA MAHASISWA SI MANAJEMEN UNIVERSITAS SAM RATULANGI MANADO PENGGUNA TIKTOK SHOP) THE INFLUENCE OF HEDONIC LIFESTYLE AND HEDONIC SHOPPING MOTIVATION . 12(3), 868–879.

- Platon, O.-E. (2024). *UNDERSTANDING THE INFLUENCE OF HEDONIC MOTIVATION AND FEAR OF MISSING OUT (FoMO) ON ONLINE IMPULSE PURCHASE INTENTIONS OF DISCOUNTED PRODUCTS.* 684–695. <https://www.proquest.com/scholarly-journals/understanding-influence-hedonic-motivation-fear/docview/3089910518/se-2?accountid=215319>
- Populix. (2023). *Gen Z & Millennial Report. 2023*, 1–130.
- Rahadi, D. R. (2023). Pengantar Partial Least Squares Structural Equation Model (PLS-SEM) 2023. *CV. Lentera Ilmu Madani, Juli*, 146.
- Rahayu, N. P., & Dwatra, F. D. (2024). Pengaruh Trust terhadap Impulsive Buying pada Kosumen Dewasa Awal Pengguna Live Streaming Shopping di Kota Padang. *ARZUSIN*, 4(2), 367–375. <https://doi.org/10.58578/arzusin.v4i2.2731>
- Ramadhani, L. N., & Nugroho, D. A. (2024). Pengaruh Live Streaming, Flash Sale, Dan Hedonic Shopping Motivation Terhadap Impulsive Buying. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 3(1), 207–215. <https://doi.org/10.21776/jmppk.2024.03.1.21>
- Ramadhani, Y., Ds, R., & Halidy, A. El. (2022). Pengaruh FoMO, Kesenangan Berbelanja dan Motivasi Belanja Hedonis Terhadap Keputusan Pembelian Tidak Terencana di E-Commerce Shopee Pada Waktu Harbolnas. *Jurnal Ekonomi Dan Bisnis*, 11(3), 1–11.
- Razafinandrasana, C., & Tamara, D. (2024). Exploring The Factors Which Impact Impulse Purchase Intention in TikTok Live Streaming Shopping in Indonesia. *International Journal of Electronic Commerce Studies*, 15(2), 21–62. <https://doi.org/10.7903/ijecs.2279>
- Refiyahya, A. H., & Azhar, A. (2025). *DARI LIVE STREAMING HINGGA CHECKOUT: MEMAHAMI IMPULSE BUYING DI SHOPEE.* 9(1), 210–216.
- Riri Carissa. (2024). Analisis Pengaruh Live Streaming, Hedonic Shopping Motivation, Price Discount terhadap Impulse Buying (Studi pada Generasi Z Pengguna Social Commerce Tiktok). *ECo-Buss*, 7(1), 623–635. <https://doi.org/10.32877/eb.v7i1.1502>
- Safaroh, N. (2023). *Pengaruh Fear of Missing Out (FoMO), Shopping Enjoyment, dan Hedonic Shopping Motivation Terhadap Impulse Buying di E-Commerce Shopee Pada Waktu Flash Sale.* 5, 34–38. <https://doi.org/10.29303/alexandria.v5iSpecialIssue.604>
- Saha, A., & Bhattacharjee, A. (2023). A Comprehensive Analysis of Digital

- Marketing and its Profound Impact. *International Journal of Innovative Science and Research Technology*, 8(6), 3306–3309. <https://www.ijisrt.com/a-comprehensive-analysis-of-digital-marketing-and-its-profound-impact>
- Salsabila, A. S., Santoso, A., & Widhianingrum, W. (2023). Antecedents and Consequences of Impulse Buying Consumer on Tiktok Shop. *Ekonomis: Journal of Economics and Business*, 7(1), 653. <https://doi.org/10.33087/ekonomis.v7i1.1002>
- Saputra, G. G., & Fadhilah, F. (2022). Pengaruh Live Streaming Shopping Instagram Terhadap Kepercayaan Konsumen Online dan Dampaknya pada Keputusan Pembelian. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(2), 442–452. <https://doi.org/10.47065/ekuitas.v4i2.2353>
- Satria, S., & Kaihatu, T. S. (2022). The Role of Hedonic Consumption Tendency and Positive Emotion in Mediating the Influence of Fashion Involvement on Impulsive Buying. *Review of Management and Entrepreneurship*, 6(2), 177–200. <https://doi.org/10.37715/rme.v6i2.3157>
- Setiawan, M. A., & Supriyanto, A. (2023). Impulse Buying of Generation Z Muslims: a Study on Hedonic Shopping Motivation, Shopping Lifestyle, and Hedonic Shopping Value. *Jurnal Al-Iqtishad*, 19(1), 68. <https://doi.org/10.24014/jiq.v19i1.19875>
- Siddik, S., Mafaza, M., & Sembiring, L. S. (2020). Peran Harga Diri terhadap Fear of Missing Out pada Remaja Pengguna Situs Jejaring Sosial. *Jurnal Psikologi Teori Dan Terapan*, 10(2), 127. <https://doi.org/10.26740/jptt.v10n2.p127-138>
- Subagyo, T., Muftiyanto, T. N., & Windarko, W. (2024). *Turnover Intention Among Generation Z Employees: The Mediating Role of Burnout in the Relationship Between Workload*. 5(4), 844–849.
- Subhaktiyasa, P. G. (2024). *Menentukan Populasi dan Sampel: Pendekatan Metodologi Penelitian Kuantitatif dan Kualitatif*. 9, 2721–2731.
- Sun, X. (2024). Customer satisfaction and intention to recommend among live-streaming shopping customers: An extension of the unified theory of acceptance and use of technology 2. *Kasetsart Journal of Social Sciences*, 45(1), 313–324. <https://doi.org/10.34044/j.kjss.2024.45.1.32>
- Waruwu, M., Pu`at, S. N., Utami, P. R., Yanti, E., & Rusydiana, M. (2025). Metode Penelitian Kuantitatif: Konsep, Jenis, Tahapan dan Kelebihan. *Jurnal Ilmiah Profesi Pendidikan*, 10(1), 917–932. <https://doi.org/10.29303/jipp.v10i1.3057>
- Widyana, R., & Esterlita Purnamasari, S. (2020). Do Fear of Missing-out Mediated by Social Media Addiction Influence Academic Motivation Among Emerging Adulthood? *Journal of Educational, Health and Community Psychology*, 9(3), 259–275.
- Wildana, M. F. (2024). *Pengaruh hedonic shopping motivation dan personalized*

advertising terhadap online impulse buying pada karyawan swasta.

- Windarko, W., Lastro, D., Iskandar, Y., & Mala, C. M. F. (2023). The Impact Of Employee Performance On Employee Productivity: Based On The Work Environment, Standard Operating Procedures (SOP), And Work Discipline. *International Journal of Business, Law, and Education*, 4(2), 960–970. <https://doi.org/10.56442/ijble.v4i2.265>
- Wiradinata, T., Wibowo, W. B., Oktian, Y. E., Maryati, I., & Soekamto, Y. S. (2025). Enhancing Online Batik Shopping Experience through Live Streaming Commerce and the LYFY Application. *Journal of Applied Data Sciences*, 6(1), 339–353. <https://doi.org/10.47738/jads.v6i1.504>
- Yang, G., Chaiyasoonthorn, W., & Chaveesuk, S. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector. *Acta Psychologica*, 249(August). <https://doi.org/10.1016/j.actpsy.2024.104415>
- Yulius, A., & Aprillia, A. (2023). Pengaruh Live Streaming Terhadap Pembelian Impulsif pada Platform Tiktok. In *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen* (Vol. 8, Issue 4). https://www.researchgate.net/profile/Ariesya-Aprillia/publication/375991994_PENGARUH_LIVE_STREAMING_TERHADAP_PEMBELIAN_IMPULSIF_PADA_PLATFORM_TIKTOK/links/656632303fa26f66f4356a8e/PENGARUH-LIVE-STREAMING-TERHADAP-PEMBELIAN-IMPULSIF-PADA-PLATFORM-TIKTOK.pdf