



## Daftar Pustaka

- 5W Public Relations. (2020). 5WPR 2020 Consumer culture report. [https://www.5wpr.com/new/wpcontent/uploads/pdf/5W\\_consumer\\_culture\\_report\\_2020final.pdf](https://www.5wpr.com/new/wpcontent/uploads/pdf/5W_consumer_culture_report_2020final.pdf)
- Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86–97.
- Ariba. (2000). B2B Marketplaces in the new economy. *Research Report*. [http://www.ariba.com/com\\_plat/white\\_paper\\_form.cfm](http://www.ariba.com/com_plat/white_paper_form.cfm)
- Auty, S., Elliott, R. (1998). Fashion involvement, self-monitoring and the meaning of brands. *Journal of Product & Brand Management*, 7(2): 109–123.
- Azwar, S. (2017). Metode penelitian psikologi (ed.2 ). Pustaka Pelajar.
- Azwar, S. (2012). Penyusunan skala psikologis. Pustaka Pelajar.
- Baker, A. M., Moschis, G. P., Rigdon, E. E., & Fatt, C. K. (2016). Linking family structure to impulse-control and obsessive-compulsive buying. *Journal of Consumer Behaviour*, 15(4), 291-302.
- Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of consumer research*, 15(4), 473-481.
- Bismo, A., Putra, S., Sarjono, H., Nasrul, L. (2020). Effect of functional convenience and representational delight on positive emotional effect and impulse buying of discount group site users in Indonesia. *Pertanika Journal of Social Science and Humanities*, 28.
- Blakemore, S.J. (2018). Avoiding social risk in adolescence, *Psychological Science*, 27(2), 116-122.
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204–217.
- Chuang, C.-L., Tian, H.-L., & Lin, R.-H. (2015). Integrating certainty effect and noninteractive social influence into impulse buying. *Social Behavior and Personality: An International Journal*, 43(5), 777–793.
- Darmawan, D. (2021). Understanding impulsive buying behavior in marketplace. *Journal of Social Science Studies*, 1(1), 11-18.
- F, Piron. (1991). Defining impulse purchasing. *Advances in consumer research*. 18(1), 509-514.
- Fenton-O'Creevy, M., Dibb, S., & Furnham, A. (2018). Antecedents and consequences of chronic impulsive buying: Can impulsive buying be



understood as dysfunctional self-regulation?. *Psychology & Marketing*, 35(3), 175-188.

Gavora, P., Jakešová, J., & Kalenda, J. (2015). The Czech validation of the self-regulation questionnaire. *Procedia-Social and Behavioral Sciences*, 171, 222-230.

Grewal, D., Motyka, S. and Levy, M. (2018). The evolution and future of retailing and retailing education. *Journal of Marketing Education*, 40(1), 85-93.

Halidi, Risna. (2021). Pandemi COVID-19, fashion masuk tiga kategori pembelian produk umkm paling banyak. *Suara*.  
<https://www.suara.com/lifestyle/2021/12/01/182917/pandemi-covid-19-fashion-masuk-tiga-kategori-pembelian-produk-umkm-paling-banyak>

Hu, X., Chen, X., & Davison, R. M. (2019). Social support, source credibility, social influence, and impulsive purchase behavior in social commerce. *International Journal of Electronic Commerce*, 23(3), 297-327.

Ipsos. (2021). Ipsos global trends 2021: Belanja online dan produk lokal dominasi pilihan konsumen indonesia. *Press Release*.  
<https://www.ipsos.com/sites/default/files/ct/news/documents/2021-12/%5BPress%20Release%5D%20Ipsos%20Global%20Trends%202021%20-%20Belanja%20Online%20dan%20Produk%20Lokal%20Dominasi%20Pilihan%20Konsumen%20Indonesia.pdf>

Ittaqullah, N., Madjid, R., & Suleman, N. R. (2020). The effects of mobile marketing, discount, and lifestyle on consumers' impulse buying behavior in online marketplace. *International Journal Science Technology*, 9(3), 1569-1577.

Khare, A., Mishra, A., Parveen, C., & Srivastava, R. (2011). Influence of consumers' susceptibility to interpersonal influence, collective self-esteem and age on fashion clothing involvement: A study on Indian consumers. *Journal of Targeting, Measurement and Analysis for Marketing*, 19(3), 227-242.

Katawetawarks, C., & Wang, C. (2011). Online shopper behavior: Influences of online shopping decision. *Asian journal of business research*, 1(2).

Lee, J. A., & Kacen, J. J. (2008). Cultural influences on consumer satisfaction with impulse and planned purchase decisions. *Journal of Business Research*, 61(3), 265-272.

Librizky, B. (2021). *Regulasi diri sebagai moderator pengaruh motivasi belanja hedonis terhadap pembelian impulsif* (Disertasi).  
<http://eprints.umm.ac.id/id/eprint/78699>



- Lin, Y.-H., & Chen, C.-Y. (2012). Adolescents' impulse buying: susceptibility to interpersonal influence and fear of negative evaluation. *Social Behavior and Personality: An International Journal*, 40(3), 353–358.
- Luo, X. (2005). How does shopping with others influence impulsive purchasing?. *Journal of Consumer psychology*, 15(4), 288-294.
- Markus, H. R., & Kitayama, S. (1991). Culture and the self: Implications for cognition, emotion, and motivation. *Psychological review*, 98(2), 224.
- McDermott, Jennifer. (2021). The problem with impulse spending. <https://www.finder.com/impulse-buying-stats>
- Merdeka. (2020). Riset: Ada pandemi, produk fesyen terbanyak dibeli melalui e-commerce di kuartal III. <https://www.merdeka.com/uang/riset-ada-pandemi-produk-fesyen-terbanyak-dibeli-melalui-e-commerce-di-kuartal-iii.html>
- Mustikarani, T. D., & Irwansyah, I. (2019). Pemanfaatan teknologi informasi dan komunikasi dalam industri fashion indonesia. *Warta Ikatan Sarjana Komunikasi Indonesia*, 2(01), 8-18.
- Mulianingsih, D. (2018). *Pengaruh motivasi belanja hedonis terhadap kecenderungan pembelian impulsif di online shop (survei online pada konsumen zalora indonesia di kota surabaya)* (Disertasi). <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2778>
- Nartanti, B. A. P. (2009). *Pengaruh sikap terhadap kupon diskon pada perilaku pembelian konsumen matahari department store yang dimoderasi oleh tingkat pembelian dan consumer susceptibility to interpersonal influence*. (Disertasi). <http://etd.repository.ugm.ac.id/penelitian/detail/44695>
- Naeem, M. (2020). Understanding the customer psychology of impulse buying during COVID-19 pandemic: Implications for retailers. *International Journal of Retail & Distribution Management*.
- Noesjirwan, J., Crawford, J. (1982) Variations in perception of clothing as a function of dress form and viewers 'social community. *Perceptual and Motor Skills*, 54, 155 – 163
- Nováková, R. K., & Vávrová, S. (2015). Self-regulation of behaviour in the context of peer pressure and risk behaviour. *Procedia-Social and Behavioral Sciences*, 171, 158-165.
- Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2009). The influence of website characteristics on a consumer's urge to buy impulsively. *Information systems research*, 20(1), 60-78.
- Parsad, Chandan., Prashar, Sanjeev., Tata, Vijay Sai. (2019). Influence of personality traits and social conformity on impulsive buying tendency:



Empirical study using 3M model. *International Journal of Strategic Decision Sciences*, 10(2), 107-124.

Pradipto, Y. D., Winata, C., Murti, K., & Azizah, A. (2016). Think again before you buy: The relationship between self-regulation and impulsive buying behaviors among Jakarta young adults. *Procedia-Social and Behavioral Sciences*, 222, 177-185.

Ramadhani, L. R. (2020). *Peran regulasi diri terhadap penyesuaian diri pada mahasiswa baru afirmasi*. (Tesis).

<http://etd.repository.ugm.ac.id/penelitian/detail/183764>

Rashotte, L. (2007). Social influence. *The Blackwell Encyclopedia of Sociology*.

Rook, D.W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22, 305–313.

Saleh, K. (2017). The state of impulse buying persona—statistics and trends. <https://www.invespcro.com/blog/impulse-buying/>

Santrock, J. W. (2011). *A topical approach to life-span development* (ed. 7). McGraw-Hill.

Sharma, Subhash., Durand, Richard M., and Oded Gur-Arie (1981), Identification and analysis of moderator variables. *Journal of Marketing Research*, 18(3), 291-300.

Silvera, D. H., Lavack, A. M., & Kropp, F. (2008). Impulse buying: The role of affect, social influence, and subjective well being. *Journal of Consumer Marketing*, 25(1), 23–33.

Sirclo. (2020). Jumlah pengguna e-commerce indonesia di tahun 2020 meningkat pesat. <https://www.sirclo.com/blog/jumlah-pengguna-e-commerce-indonesia-di-tahun-2020-meningkat-pesat/>

Siregar, N. F., & Rini, Q. K. (2020). Regulasi diri dan impulsive buying terhadap produk fashion pada remaja perempuan yang berbelanja online. *Jurnal Psikologi*, 12(2), 213-224.

Schunk, D. H. (2008). Metacognition, self-regulation, and self-regulated learning: Research recommendations. *Educational psychology review*, 20(4), 463-467.

Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif dan R&D*. PT Alfabet.

Sun, H., & Zhang, P. (2006). A Critical Survey and a Research Model. Human-computer interaction and management information systems: Foundations, 295.

Trommsdorff, G. (2009). Culture and development of self-regulation. *Social and Personality Psychology Compass*, 3(5), 687–701.



UNIVERSITAS  
GADJAH MADA

PERAN PENGARUH SOSIAL TERHADAP PEMBELIAN IMPULSIF PADA PRODUK FASHION DI

E-MARKETPLACE DENGAN

SELF-REGULATION SEBAGAI MODERATOR

MAURISTA AZ-ZAHRA SM, Rahmat Hidayat, S.Psi. M.Sc., Ph.D.

Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of personality*, 15(1), 71-S83.

Verplanken, B., & Sato, A. (2011). The psychology of impulse buying: An integrative self-regulation approach. *Journal of Consumer Policy*, 34(2), 197–210.

Vohs, K. D., & Baumeister, R. F. (2004). *Understanding self-regulation*. Handbook of Self-Regulation.

Widhiarso, W., & UGM, F. P. (2009). Prosedur analisis regresi dengan variabel moderator tunggal melalui SPSS. *Skripsi Fakultas Psikologi UGM*.

Wu, S. I. (2003). The relationship between consumer characteristics and attitude toward online shopping. *Marketing intelligence & planning*.

Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce?. *Journal of Electronic Commerce Research*, 21(3), 144-167.