

Daftar Pustaka

- Afandi, A. R., & Hartati, S. (2017). Pembelian Impulsif Pada remaja Akhir Ditinjau dari Kontrol Diri. *Gadjah Mada Journal of Psychology (GamaJoP)*, 3(3), 123–130. <https://doi.org/10.22146/gamajop.44103>
- Akram, U., Hui, P., Khan, M., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: Evidence from Chinese Social Commerce Environment. *Sustainability*, 10(2), 352. <https://doi.org/10.3390/su10020352>
- Am, M. R., & Simanjuntak, M. (2020). Nilai Dan Kontrol Diri Sebagai faktor pembentuk Sikap Dalam perilaku Pembelian Impulsif antargenerasi. *Jurnal Ilmu Keluarga Dan Konsumen*, 13(3), 262–276. <https://doi.org/10.24156/jikk.2020.13.3.262>
- Atulkar, S., & Kesari, B. (2018). Role of consumer traits and situational factors on impulse buying: Does gender matter? *International Journal of Retail & Distribution Management*, 46(4), 386–405. <https://doi.org/10.1108/ijrdm-12-2016-0239>
- Azwar, S. (2012). *Reliabilitas dan Validitas*. Pustaka Pelajar.
- Azwar, S. (2015). Asumsi-Asumsi dalam Inferensi Statistika. *Buletin Psikologi*, 9(1). <https://doi.org/10.22146/bpsi.7436>
- Azwar, S. (2017). *Metode Penelitian Psikologi*. Pustaka Pelajar.
- Ayuningtyas, M. F., & Irawan, A. (2021). The influence of financial literacy on Bandung Generation Z consumers impulsive buying behavior with self-control as mediating variable. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 155–171. <https://doi.org/10.35631/aijbes.39012>
- Badgaiyan, A. J., & Verma, A. (2014). Intrinsic Factors Affecting Impulsive Buying Behaviour—Evidence from India. *Journal of Retailing and Consumer Services*, 21(4), 537–549. <https://doi.org/10.1016/j.jretconser.2014.04.003>
- Baumeister, R. F. (2002). Yielding to temptation: Self-control failure, impulsive purchasing, and consumer behavior. *Journal of Consumer Research*, 28(4), 670–676. <https://doi.org/10.1086/338209>
- Baumeister, R. F., & Heatherton, T. F. (1996). Self-regulation failure: An overview. *Psychological Inquiry*, 7(1), 1–15. https://doi.org/10.1207/s15327965pli0701_1
- Baumeister, R. F., Vohs, K. D., & Tice, D. M. (2007). The strength model of self-control. *Current Directions in Psychological Science*, 16(6), 351–355. <https://doi.org/10.1111/j.1467-8721.2007.00534.x>
- Burkley, E. (2008). The role of self-control in resistance to persuasion. *Personality and Social Psychology Bulletin*, 34(3), 419–431. <https://doi.org/10.1177/0146167207310458>
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: Complex or simple? research case examples. *Journal of Research in Nursing*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>

- 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. <https://doi.org/10.1016/j.im.2016.06.001>
- Datanesia. (2022, 11 September). *10 Wilayah e-commerce terbesar di Indonesia*. Datanesia. <https://datanesia.id/10-wilayah-e-commerce-terbesar-di-indonesia/>
- Dittmar, H., Long, K., & Meek, R. (2004). Buying on the internet: Gender differences in on-line and conventional buying motivations. *Sex Roles*, 50(5/6), 423–444. <https://doi.org/10.1023/b:sers.0000018896.35251.c7>
- Djafarova, E., & Bowes, T. (2021). ‘instagram made me buy it’: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- Fu, J.-R., & Hsu, C.-W. (2023). Live-streaming shopping: The impacts of para-social interaction and local presence on impulse buying through shopping value. *Industrial Management & Data Systems*, 123(7), 1861–1886. <https://doi.org/10.1108/imds-03-2022-0171>
- Gailliot, M. T., Baumeister, R. F., DeWall, C. N., Maner, J. K., Plant, E. A., Tice, D. M., Brewer, L. E., & Schmeichel, B. J. (2007). Self-control relies on glucose as a limited energy source: Willpower is more than a metaphor. *Journal of Personality and Social Psychology*, 92(2), 325–336. <https://doi.org/10.1037/0022-3514.92.2.325>
- Garson, G. D. (2012). *Testing Statistical Assumptions*. Statistical Associates Publishing.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete dengan Program IBM SPSS* 23(8 ed.). Badan Penerbit Universitas Diponegoro
- Gong, X., & Jiang, X. (2023). Understanding consumer impulse buying in Livestreaming Commerce: The Product Involvement Perspective. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1104349>
- Google. (2022). *E-conomy sea 2022 report*. <https://economysea.withgoogle.com/report/>
- Greenwald, M. (2020, 11 Desember). *Live streaming e-commerce is the rage in China. is the U.S. Next?*. Forbes. <https://www.forbes.com/sites/michellegreenwald/2020/12/10/live-streaming-e-commerce-is-the-rage-in-china-is-the-us-next/?sh=1822ca0a6535%27>
- Gupta, A., Mishra, P., Pandey, C., Singh, U., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of Cardiac Anaesthesia*, 22(1), 67. https://doi.org/10.4103/aca.aca_157_18
- Hao, S., & Huang, L. (2023). How the time-scarcity feature of live-streaming e-commerce affects impulsive buying直播电商的时间性稀缺特征如何影响冲动购买. *The Service Industries Journal*, 43(11–12), 875–895. <https://doi.org/10.1080/02642069.2023.2185231>

- Herabadi, A. G., Verplanken, B., & van Knippenberg, A. (2009). Consumption experience of impulse buying in Indonesia: Emotional arousal and hedonistic considerations. *Asian Journal of Social Psychology*, 12(1), 20–31. <https://doi.org/10.1111/j.1467-839x.2008.01266.x>
- Hoch, S. J., & Loewenstein, G. F. (1991). Time-inconsistent preferences and consumer self-control. *Journal of Consumer Research*, 17(4), 492–507. <https://doi.org/10.1086/208573>
- Hultén, P., & Vanyushyn, V. (2014). Promotion and shoppers' impulse purchases: The example of clothes. *Journal of Consumer Marketing*, 31(2), 94–102. <https://doi.org/10.1108/jcm-06-2013-0603>
- Ipsos. (2021). Ipsos Global Trends 2021. <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>
- Ipsos. (2022, 15 Maret). *Livestream selling in Indonesia market is growing*. Ipsos. <https://www.ipsos.com/en-id/livestream-selling-indonesia-market-growing>
- Jakpat (2023, 14 Agustus). Indonesia e-commerce trends 1st semester of 2023 - Jakpat Special Report 2023. JAKPAT. <https://jakpat.net/pdf/40099/indonesia-e-commerce-trends-1st-semester-of-2023---jakpat-special-report-2023>
- Kredivo & Katadata Insight Center (KIC). (2022). PERILAKU KONSUMEN E-COMMERCE INDONESIA. <https://finaccel.co/wp-content/uploads/2022/05/Kredivo-eCommerce-Behavior-Report-2022.pdf>
- Kuhn, E. S. (2013). Decision-making, Impulsivity and Self-control: Between-person and Within-person Predictors of Risk-taking Behavior [PhD dissertation, The University of New Orleans]. UNO Repository. <https://scholarworks.uno.edu/td/1643/>
- Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business & Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2068402>
- Lee, C.-H., & Chen, C.-W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information*, 12(6), 241. <https://doi.org/10.3390/info12060241>
- 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*, 19(7), 4378. <https://doi.org/10.3390/ijerph19074378>

Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. *Decision Support Systems*, 55(3), 829–837. <https://doi.org/10.1016/j.dss.2013.04.001>

Liu, G. H. W., Sun, M., & Lee, N. C.-A. (2021). How can live streamers enhance viewer engagement in ecommerce streaming? *Proceedings of the Annual Hawaii International Conference on System Sciences*. <https://doi.org/10.24251/hicss.2021.375>

Lo, P.-S., Dwivedi, Y. K., Wei-Han Tan, G., Ooi, K.-B., Cheng-Xi Aw, E., & Metri, B. (2022). Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-Ann Analysis. *Journal of Business Research*, 147, 325–337. <https://doi.org/10.1016/j.jbusres.2022.04.013>

Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? the role of S-O-R theory. *International Journal of Web Information Systems*, 17(4), 300–320. <https://doi.org/10.1108/ijwis-02-2021-0012>

Moser, C. (2020). *Impulse Buying: Designing for Self-Control with E-commerce* (Disertasi). University of Michigan Library, Ann Arbor, Michigan.

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>

Muraven, M., Tice, D. M., & Baumeister, R. F. (1998). Self-control as a limited resource: Regulatory depletion patterns. *Journal of Personality and Social Psychology*, 74(3), 774–789. <https://doi.org/10.1037/0022-3514.74.3.774>

Primadewi, S., Fitriasari, W., & Adhysti W, K. (2022). Analisis Faktor Yang Mempengaruhi pembelian impulse pada live streaming e-commerce Berdasarkan S-O-R (stimulus organism response) framework. *Jurnal Sosial Teknologi*, 2(10), 846–856. <https://doi.org/10.59188/jurnalsostech.v2i10.427>

Qu, Y., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, 75, 103534. <https://doi.org/10.1016/j.jretconser.2023.103534>

- Ramadan, Z., Farah, M. F., & Bou Saada, R. (2021). Fooled in the relationship: How Amazon prime members' sense of self-control counter-intuitively reinforces impulsive buying behavior. *Journal of Consumer Behaviour*, 20(6), 1497–1507. <https://doi.org/10.1002/cb.1960>
- Roberts, J. A., & Manolis, C. (2012). Cooking up a recipe for self-control: The three ingredients of self-control and its impact on impulse buying. *Journal of Marketing Theory and Practice*, 20(2), 173–188. <https://doi.org/10.2753/mtp1069-6679200204>
- Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199. <https://doi.org/10.1086/209105>
- Rothbaum, F., Weisz, J. R., & Snyder, S. S. (1982). Changing the world and changing the self: A two-process model of perceived control. *Journal of Personality and Social Psychology*, 42(1), 5–37. <https://doi.org/10.1037/0022-3514.42.1.5>
- Sarah, F. H., Goi, C. L., Chieng, F., & Taufique, K. M. (2020). Examining the influence of atmospheric cues on online impulse buying behavior across product categories: Insights from an emerging E-market. *Journal of Internet Commerce*, 20(1), 25–45. <https://doi.org/10.1080/15332861.2020.1836593>
- Tangney, J. P., Baumeister, R. F., & Boone, A. L. (2004). High self-control predicts good adjustment, less pathology, better grades, and interpersonal success. *Journal of Personality*, 72(2), 271–324. <https://doi.org/10.1111/j.0022-3506.2004.00263.x>
- Tokopedia. (2022). *[play] Ribuan Produk terjual, Begini Nih Cara Promosi di Tokopedia Play!* <https://seller.tokopedia.com/edu/cara-brand-promosi-di-tokopedia-play/>
- Tong, X., Chen, Y., Zhou, S., & Yang, S. (2022). How background visual complexity influences purchase intention in live streaming: The mediating role of emotion and the moderating role of gender. *Journal of Retailing and Consumer Services*, 67, 103031. <https://doi.org/10.1016/j.jretconser.2022.103031>
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15, 71–83. <https://doi.org/10.1002/per.423>
- Vohs, K. D., & Faber, R. J. (2007). Spent resources: Self-regulatory resource availability affects impulse buying. *Journal of Consumer Research*, 33(4), 537–547. <https://doi.org/10.1086/510228>

- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in Building Consumer Trust and engagement with Social Commerce Sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Xu, H., Zhang, K. Z. K., & Zhao, S. J. (2020). A dual systems model of online impulse buying. *Industrial Management & Data Systems*, 120(5), 845–861. <https://doi.org/10.1108/imds-04-2019-0214>
- Yim, M. Y.-C. (2017). When shoppers don't have enough self-control resources: Applying the strength model of self-control. *Journal of Consumer Marketing*, 34(4), 328–337. <https://doi.org/10.1108/jcm-04-2016-1784>
- Zhang, X., Cheng, X., & Huang, X. (2022). “oh, my god, buy it!” investigating impulse buying behavior in live streaming commerce. *International Journal of Human-Computer Interaction*, 39(12), 2436–2449. <https://doi.org/10.1080/10447318.2022.2076773>
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in Mobile Commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48, 151–160. <https://doi.org/10.1016/j.ijinfomgt.2019.02.010>