

DAFTAR PUSTAKA

- Ajzen, I. (1991). *The theory of planned behavior. Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Alan S. Dick & Kunal Basu. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22, 99–113.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2), 123–138. <https://doi.org/10.1002/mar.10063>
- Anshu, K., Gaur, L., & Singh, G. (2022). Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation. *Journal of Retailing and Consumer Services*, 64. <https://doi.org/10.1016/j.jretconser.2021.102798>
- Averill, J. R. (1973). PERSONAL CONTROL OVER AVERSIVE STIMULI AND ITS RELATIONSHIP TO STRESS 1. In *Psychological Bulletin* (Vol. 80, Issue 4).
- Barari, M., Ross, M., & Surachartkumtonkun, J. (2020). Negative and positive customer shopping experience in an online context. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.101985>
- Baumeister, R. F. (2002). Reflections and Reviews Yielding to Temptation: Self-Control Failure, Impulsive Purchasing, and Consumer Behavior. In *JOURNAL OF CONSUMER RESEARCH, Inc.* • (Vol. 28).
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Creating effective online customer experiences. *Journal of Marketing*, 83(2), 98–119. <https://doi.org/10.1177/0022242918809930>
- Bressolles, G., Durrieu, F., & Senecal, S. (2014). A consumer typology based on e-service quality and e-satisfaction. *Journal of Retailing and Consumer Services*, 21(6), 889–896. <https://doi.org/10.1016/j.jretconser.2014.07.004>
- C EHRENBEGT, A. S., & S C Ehrenberg, D. A. (1963). *Estimating the Proportion of Loyal Buyers**.
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>
- Chaudhuri, A., & H. M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93.
- Cheung, C. M. K., Zheng, X., & Lee, M. K. O. (2014). Customer loyalty to C2C online shopping platforms: An exploration of the role of customer engagement. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 3065–3072. <https://doi.org/10.1109/HICSS.2014.382>

- Chung, N., Song, H. G., & Lee, H. (2017). Consumers' impulsive buying behavior of restaurant products in social commerce. *International Journal of Contemporary Hospitality Management*, 29(2), 709–731. <https://doi.org/10.1108/IJCHM-10-2015-0608>
- Cooper, D. R. , & S. P. (2014). *Business research methods (12th ed.)* (Irwin, Ed.). Mcgraw-hill.
- Cunningham, R. M. (1956). Brand loyalty-what, where, how much. Harvard business review. *Harvard Business Review*, 116–128.
- De Keyser, A., Verleye, K., Lemon, K. N., Keiningham, T. L., & Klaus, P. (2020). Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context, Qualities (TCQ) Nomenclature. *Journal of Service Research*, 23(4), 433–455. <https://doi.org/10.1177/1094670520928390>
- DeKeyser, R. (2020). *Skill Acquisition Theory* (B. et al. VanPatten, Ed.; third). Routledge.
- Della Bitta, A. J. (1984). *Consumer Behavior: Concepts and Applications*. McGraw-Hill.
- Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59. <https://doi.org/10.1016/j.jretconser.2020.102345>
- Eduardo Torres-Moraga, L. J.-S. and J. M. M. (2008). Measuring supermarket service quality: proposal for a scale. *International Journal of Services and Standards* , 4(1).
- Engel, J. F., R. D. B. & P. W. Miniard. (1994). *Perilaku Konsumen. Jilid I*. Binarupa Aksara.
- Faqih, K. M. S. (2016). An empirical analysis of factors predicting the behavioral intention to adopt Internet shopping technology among non-shoppers in a developing country context: Does gender matter? *Journal of Retailing and Consumer Services*, 30, 140–164. <https://doi.org/10.1016/j.jretconser.2016.01.016>
- Fishbein, M. , & A. I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Folkman Curasi, C., & Norman Kennedy, K. (2002). From prisoners to apostles: A typology of repeat buyers and loyal customers in service businesses. *Journal of Services Marketing*, 16(4), 322–341. <https://doi.org/10.1108/08876040210433220>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), 395–410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Gulfraz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103000>

- Ha, S., & Stoel, L. (2012). Online apparel retailing: Roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management*, 23(2), 197–215. <https://doi.org/10.1108/09564231211226114>
- Hair J. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. <http://www>.
- Hair, J. F. , A. R. E. , B. B. J. , & B. W. C. (2010). *Multivariate data analysis: A global perspective . 7*.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- 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>
- Han, H., & Back, K. J. (2008). Relationships Among Image Congruence, Consumption Emotions, and Customer Loyalty in the Lodging Industry. *Journal of Hospitality and Tourism Research*, 32(4), 467–490. <https://doi.org/10.1177/1096348008321666>
- Hoffman, D. L., & Novak, T. P. (n.d.). *Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations*. www.hambrecht.com
- Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: a meta-analytic review. In *Journal of the Academy of Marketing Science* (Vol. 48, Issue 3, pp. 384–404). Springer. <https://doi.org/10.1007/s11747-019-00670-w>
- Jacob Jacoby Robert W. Chestnut William A. Fisher. (1978). A Behavioral Process Approach to Information Acquisition in Nondurable Purchasing. *Journal of Marketing Research*, 15(4).
- Javalgi, R., & Moberg, C. R. (1997). Service loyalty: implications for service providers. *Journal of Services Marketing*, 11(3), 165–179. <https://doi.org/10.1108/08876049710168663>
- Jones, T., & Taylor, S. F. (2007). The conceptual domain of service loyalty: How many dimensions? *Journal of Services Marketing*, 21(1), 36–51. <https://doi.org/10.1108/08876040710726284>
- Kahn, B. E., Kalwani, M. U., & Morrison, D. G. (1986). Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data. In *Journal of Marketing Research: Vol. xxi*.
- Kathuria, A., & Bakshi, A. (2024). Unveiling the dynamics that shape online impulse buying behavior. *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-03-2024-0147>
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand’s social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>

- Kim, S., Williams, R., & Lee, Y. (2004). Attitude toward online shopping and retail website quality: A comparison of US and Korean consumers. *Journal of International Consumer Marketing*, 16(1), 89–111. https://doi.org/10.1300/J046v16n01_06
- Kimiagari, S., & Asadi Malafe, N. S. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102567>
- Klaus, P. (2013). The case of Amazon.com: Towards a conceptual framework of online customer service experience (OCSE) using the emerging consensus technique (ECT). In *Journal of Services Marketing* (Vol. 27, Issue 6, pp. 443–457). <https://doi.org/10.1108/JSM-02-2012-0030>
- Klaus, P., & Maklan, S. (2013). Towards a better measure of customer experience. *International Journal of Market Research*, 55(2), 227–246. <https://doi.org/10.2501/IJMR-2013-021>
- Kontan.co.id. (2024, October 4). *Festival Belanja Online Ditunggu Pelanggan, Penjual Raup Untung Berlipat Cara Tepat*. <https://pressrelease.kontan.co.id/news/festival-belanja-online-ditunggu-pelanggan-penjual-raup-untung-berlipat-cara-tepat>
- Koufaris, M. (2002). Applying the Technology Acceptance Model and flow theory to online Consumer Behavior. *Information Systems Research*, 13(2), 205–223. <https://doi.org/10.1287/isre.13.2.205.83>
- Kranzbühler, A. M., Kleijnen, M. H. P., Morgan, R. E., & Teerling, M. (2018). The Multilevel Nature of Customer Experience Research: An Integrative Review and Research Agenda. *International Journal of Management Reviews*, 20(2), 433–456. <https://doi.org/10.1111/ijmr.12140>
- Kuhn, E. S. (2013). *Decision-making, Impulsivity and Self-control: Between-person and Within-person Predictors of Risk-taking Behavior*. <http://scholarworks.uno.edu/td>
- Kuppelwieser, V. G., & Klaus, P. (2020). Viewpoint: a primer for inclusive service marketing theory. *Journal of Services Marketing*, 34(6), 749–756. <https://doi.org/10.1108/JSM-04-2020-0128>
- Kuppelwieser, V. G., & Klaus, P. (2021). Measuring customer experience quality: The EXQ scale revisited. *Journal of Business Research*, 126, 624–633. <https://doi.org/10.1016/j.jbusres.2020.01.042>
- Lim, W. M., & Ting, D. H. (2012). E-shopping: An analysis of the technology acceptance model. *Modern Applied Science*, 6(4), 49–62. <https://doi.org/10.5539/mas.v6n4p49>
- Liu, Y., Cai, L., Ma, F., & Wang, X. (2023). Revenge buying after the lockdown: Based on the SOR framework and TPB model. *Journal of Retailing and Consumer Services*, 72. <https://doi.org/10.1016/j.jretconser.2023.103263>

- Lottering, S. J. , M. P. , & L. R. T. (2023). Multi-stakeholder perceptions of drought utilizing a conceptual framework for drought. *South African Geographical Journal*, *105*(1), 115–133.
- Martin, J., Mortimer, G., & Andrews, L. (2015). Re-examining online customer experience to include purchase frequency and perceived risk. *Journal of Retailing and Consumer Services*, *25*, 81–95. <https://doi.org/10.1016/j.jretconser.2015.03.008>
- McLean, G., & Wilson, A. (2016). Evolving the online customer experience ... is there a role for online customer support? *Computers in Human Behavior*, *60*, 602–610. <https://doi.org/10.1016/j.chb.2016.02.084>
- Mehrabian, A. R. J. A. (1974). A Verbal Measure of Information Rate for Studies in Environmental Psychology. *Environment and Behavior*, *6*(2), 233.
- Mellens, M. , D. M. , & S. J. B. E. M. (1996). *A Review of Brand-Loyalty Measures in Marketing: Vol. XLI*.
- Michaud Trevinal, A., & Stenger, T. (2014). Toward a conceptualization of the online shopping experience. *Journal of Retailing and Consumer Services*, *21*(3), 314–326. <https://doi.org/10.1016/j.jretconser.2014.02.009>
- Molinillo, S., Navarro-García, A., Anaya-Sánchez, R., & Japutra, A. (2020). The impact of affective and cognitive app experiences on loyalty towards retailers. *Journal of Retailing and Consumer Services*, *54*. <https://doi.org/10.1016/j.jretconser.2019.101948>
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, *63*(9–10), 919–925. <https://doi.org/10.1016/j.jbusres.2009.05.014>
- Pan, Y., Sheng, S., & Xie, F. T. (2012). Antecedents of customer loyalty: An empirical synthesis and reexamination. *Journal of Retailing and Consumer Services*, *19*(1), 150–158. <https://doi.org/10.1016/j.jretconser.2011.11.004>
- Pandey, S., & Chawla, D. (2018). Online customer experience (OCE) in clothing e-retail: Exploring OCE dimensions and their impact on satisfaction and loyalty – Does gender matter? *International Journal of Retail and Distribution Management*, *46*(3), 323–346. <https://doi.org/10.1108/IJRDM-01-2017-0005>
- Park, E. J., Kim, E. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, *65*(11), 1583–1589. <https://doi.org/10.1016/j.jbusres.2011.02.043>
- Pusat Data dan Sistem Informasi Sekretariat Jenderal Kementerian Perdagangan. (2024). *Perdagangan Digital (E-commerce) Indonesia Periode 2023*.
- Rook, D. W. (1987). *The Buying Impulse*.
- Russell-Bennett, R., McColl-Kennedy, J. R., & Coote, L. V. (2007). Involvement, satisfaction, and brand loyalty in a small business services

- setting. *Journal of Business Research*, 60(12), 1253–1260. <https://doi.org/10.1016/j.jbusres.2007.05.001>
- Schindler, E. A. D. (2022). Exploratory investigation of a patient-informed low-dose psilocybin pulse regimen in the suppression of cluster headache: Results from a randomized, double-blind, placebo-controlled trial. *Headache: The Journal of Head and Face Pain*, 62(10), 1383–1394.
- Schlosser, A. E., White, T. B., & Lloyd, S. M. (2006). Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions "I. *Journal of Marketing*, 70, 133–148.
- Seetharaman, A., Bajaj, S., Ruddolph Raj, J., & Saravanan, A. S. (2013). A consumers' perception of Wal-Mart in India. *International Journal of Academic Research*, 5(3), 136–150. <https://doi.org/10.7813/2075-4124.2013/5-3/b.22>
- Sekaran, Uma. , & B. R. (2016). *Research Methods for Business: A Skill-Building Approach (7th Edition)* (7th. Edition). John Wiley & Sons Ltd.
- Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking: A trait-correlates perspective. *Journal of Business Research*, 63(3), 276–283. <https://doi.org/10.1016/j.jbusres.2009.03.013>
- Skadberg, Y. X., & Kimmel, J. R. (2004). Visitors' flow experience while browsing a Web site: Its measurement, contributing factors and consequences. *Computers in Human Behavior*, 20(3), 403–422. [https://doi.org/10.1016/S0747-5632\(03\)00050-5](https://doi.org/10.1016/S0747-5632(03)00050-5)
- Srivastava, M., & Kaul, D. (2016). Exploring the link between customer experience-loyalty-consumer spend. *Journal of Retailing and Consumer Services*, 31, 277–286. <https://doi.org/10.1016/j.jretconser.2016.04.009>
- Sundström, M., Hjelm-Lidholm, S., & Radon, A. (2019). Clicking the boredom away – Exploring impulse fashion buying behavior online. *Journal of Retailing and Consumer Services*, 47, 150–156. <https://doi.org/10.1016/j.jretconser.2018.11.006>
- Tarmudi, S., & Jaharuddin, N. (2021). Servicescape, Guest Satisfaction, and Intention to Book a Hotel Room. *International Journal of Academic Research in Business and Social Sciences*, 11(9). <https://doi.org/10.6007/ijarbss/v11-i9/11074>
- Urban, G. L., & Qualls, W. J. (2001). Terms and conditions Privacy policy. In *MIT Sloan Management Review* (Vol. 42, Issue 1). <https://www.scopus.com/inward/record.uri?eid=2-s2.0-11944250251&partnerID=40&md5=167ef825ed1a49f0c8cba236c99a48b>
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing. Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 91(2), 174–181. <https://doi.org/10.1016/j.jretai.2015.02.005>

- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/10.1016/j.jretai.2008.11.001>
- 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>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- 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>