

## DAFTAR PUSTAKA

- Abbaspour, B., Abtin, A., Abnavi, A. J., & Mirzaee, A. A. (2018). Effect of Website Quality, Customer Emotion and Electronic Customer Satisfaction on Electronic Loyalty of Customer in Trip Reservation Websites. *Вісник Національної академії керівних кадрів культури і мистецтв*, (1).
- Akram, U., Hui, P., Khan, M. K., Tanveer, Y., Mehmood, K., & Ahmad, W. (2018). How website quality affects online impulse buying: Moderating effects of sales promotion and credit card use. *Asia Pacific Journal of Marketing and Logistics*.
- Alfa, A. A. G., Rachmatin, D., & Agustina, F. (2017). Analisis pengaruh faktor keputusan konsumen dengan structural equation modeling partial least square. *Jurnal EurekaMatika*, 5(2), 59-71.
- Andani, K., & Wahyono, W. (2018). Influence of Sales Promotion, Hedonic Shopping Motivation and Fashion Involvement Toward Impulse Buying through a Positive Emotion. *Management Analysis Journal*, 7(4), 448-457.
- Andriani, L. A., & Harti, H. (2021, September). Pengaruh emosi positif, potongan harga, dan kualitas website terhadap pembelian impulsif. In *Forum Ekonomi* (Vol. 23, No. 3, pp. 454-462).
- Anggriani, D. (2017). Pengaruh Kualitas Website Terhadap Hedonic Shopping Motivation Dan Impulse Buying. *Manajemen Bisnis*, 7(2).
- Aprilia, R. S., & Rachmawati, I. The effect of hedonic shopping motivation and sales promotion on impulse buying through positive emotion as intervening variables on the marketplace shopee. *Sustainable Future: Trends, Strategies and Development*, 26-28.
- Barkhiya, M. (2022). PERAN POSITIVE EMOTION MEMEDIASI WEBSITE QUALITY DAN HEDONIC SHOPPING MOTIVATION TERHADAP ONLINE IMPULSE BUYING PADA ZOYA.
- Bandyopadhyay, N., Sivakumaran, B., Patro, S., & Kumar, R. S. (2021). Immediate or delayed! Whether various types of consumer sales promotions drive impulse buying?: An empirical investigation. *Journal of Retailing and Consumer Services*, 61, 102532.

- 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 Sciences & Humanities*, 28(2).
- Christanto, J. M., & Aprillia, A. (2023). Peran Emosi sebagai Variabel Mediasi pada Flash Sale Shopee dan Pembelian Impulsif. *Sang Pencerah: Jurnal Ilmiah Universitas Muhammadiyah Buton*, 9(1), 55-67.
- Darwipat, D., Syam, A., & Marhawati, M. (2020). Pengaruh Program Flash Sale terhadap Perilaku Impulsive Buying Konsumen Marketplace. *Journal of Economic Education and Entrepreneurship Studies*, 1(2), 58.
- de Pinto Simanjuntak, O. (2022). PENGARUH FLASH SALE PROMOTION DAN DISCOUNT TERHADAP ONLINE IMPULSIVE BUYING (STUDI PADA MAHASISWA PENGGUNA SHOPEE DI UNIVERSITAS SARI MUTIARA INDONESIA). *Eqien-Jurnal Ekonomi dan Bisnis*, 9(2), 383-387.
- Dsilva, H., & Elangovan, N. (2021). Impulsive buying during Flash Sales on ECommerce sites and the Ramification of Flash Sales on Shopping. *Ushus Journal of Business Management*, 20(4), 27-43.
- Febrilia, I., & Warokka, A. (2021). Consumer traits and situational factors: Exploring the consumer's online impulse buying in the pandemic time. *Social Sciences & Humanities Open*, 4(1), 1-8.
- Fissudur, S., Basalamah, M. R., & Hatneny, A. I. (2021). Pengaruh Sales Promotion, Hedonic Shopping Motivation Dan Web Quality Terhadap Impulse Buying Pada Online Shop Shopee Di Masa Pandemi (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Islam Malang). *E-JRM: Elektronik Jurnal Riset Manajemen*, 10(10).
- Huda, Flaviana Dwi Japa (2020) *Pengaruh emosi positif dan motivasi belanja hedonis terhadap pembelian impulsif (studi pada konsumen Adele Accessories Babarsari Yogyakarta)*. Skripsi thesis, Sanata Dharma University.
- Databoks. (2023). *Jumlah kunjungan situs E-commerce* . Diakses melalui <https://databoks.katadata.co.id/datapublish/2023/10/11/tren-pengunjung-e-commerce-kuartal-iii-2023-shopee-kian-melesat>
- Juliandi, A. (2018). Structural Equation Model Partial Least Square (Sem-Pls) Dengan SmartPLS. *Modul Pelatihan*, 1-4.

- Mardhiyah, R. S., & Sulistyawati, L. (2021). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle terhadap Impulse Buying dengan Emosi Positif sebagai Variabel Intervening pada E-Commerce Shopee. *Jurnal Analitika Bisnis, Ekonomi, Sosial dan Politik*, 1(01), 9-21.
- Martaleni, M., Hendrasto, F., Hidayat, N., Dzikri, A. A., & Yasa, N. N. K. (2022). Flash sale and online impulse buying: Mediation effect of emotions. *Innovative Marketing*, 18(2), 49.
- Nighel, S., & Sharif, O. O. (2022). Pengaruh Flash Sale Terhadap Pembelian Impulsif E-commerce Shopee Di Jawa Barat. *eProceedings of Management*, 9(3).
- Nurlinda, R. A., & Christina, D. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping Dan Shopping Lifestyle Terhadap Impulse Buying Di Lazada. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(1), 231-244.
- Octaviana, A. R., & Komariah, K. (2022). Analisis Shopping Lifestyle, Hedonic Shopping Motivation Dan Flash Sale Terhadap Online Impulse Buying. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(4), 1961-1970.
- Parsad, C., Prashar, S., Vijay, T. S., & Kumar, M. (2021). Do promotion and prevention focus influence impulse buying: The role of mood regulation, shopping values, and impulse buying tendency. *Journal of Retailing and Consumer Services*, 61, 102554.
- Peranginangin, J., & Romadlon, T. W. (2023). Pengaruh Hedonic Shopping Motivation, Quality Of Website, Dan Discount Terhadap Perilaku E-Impulse Buying Dengan Positive Emotion Sebagai Variabel Mediasi (Studi Kasus Pada Konsumen Shopee). *Journal of Management and Social Sciences*, 2(1), 142-160.
- Putri, M. N. N. Pengaruh Program Diskon dan Kualitas Website terhadap Pembelian Tak Terencana Melalui Emosi Belanja pada Website Matahari. com.
- Putri, R.A., & Devita, V.D. (2021). *Laporan Highlight Belanja Indonesia Tahun 2021*. Diakses melalui <https://iprice.co.id/trend/insights/laporan-highlight-belanja-online-indonesia-tahun-2021/>

- Rahmawati, A. (2018). Pengaruh Hedonic Shopping Motivation Dan Promosi Penjualan Terhadap Emosi Positif Dan Dampaknya Terhadap Pembelian Impulsif Dalam E-Commerce Berrybenka. Com.
- Ramachandran, A., & Gupta, D. Factors Influencing the Likelihood to Purchase on Flash Sales.
- Risyad,F.B. (2013). Pengaruh kualitas web terhadap tingkat kepuasaan penggunaan (Studi pada Mahasiswa Unair sebagai penunjang kegiatan akademis.
- Santini, F. D. O., Ladeira, W. J., Vieira, V. A., Araujo, C. F., & Sampaio, C. H. (2019). Antecedents and consequences of impulse buying: a meta-analytic study. *RAUSP Management Journal*, 54, 178-204.
- Satrio, D. PERILAKU IMPULSE BUYING PADA KONSUMEN MARKET PLACE LAZADA.
- Sujata, J., Menachem, D., & Viraj, T. (2017). Impact of flash sales on consumers & e-commerce industry in india. In *Annual international conference on qualitative & quantitative economics research* (pp. 11-19).
- Turkyilmaz, C. A., Erdem, S., & Uslu, A. (2015). The effects of personality traits and website quality on online impulse buying. *Procedia-Social and Behavioral Sciences*, 175, 98-105.
- Wahyuni, R. S., & Setyawati, H. A. (2020). Pengaruh Sales Promotion, Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Pada E-Commerce Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(2), 144-154.
- Widagdo, B., & Roz, K. (2021). Hedonic shopping motivation and impulse buying: The effect of website quality on customer satisfaction. *The Journal of Asian Finance, Economics, and Business*, 8(1), 395-405.
- Wulandari, D. A., & Edastama, P. (2022). PENGARUH GRATIS ONGKIR, FLASH SALE, DAN CASHBACK ATAS PEMBELIAN IMPULSIF YANG DIMEDIASI EMOSI POSITIF. *Jurnal Mahasiswa Manajemen dan Akuntansi*, 1(2), 29-36.
- Zhang, L., Shao, Z., Li, X., & Feng, Y. (2021). Gamification and online impulse buying: The moderating effect of gender and age. *International Journal of Information Management*, 61, 102267.