

DAFTAR PUSTAKA

- Aggarwal, P., Jun, S. Y., & Huh, J. H. (2011). SCARCITY MESSAGES: A Consumer Competition Perspective. *Journal of Advertising*, 40(3), 19-30. doi:http://www.jstor.org/stable/23048691
- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment. *Sustainability*, 10 (2). doi:https://doi.org/10.3390/su10020352
- Budiastuti, D., & Bandur, A. (2018). *VALIDITAS DAN RELIABILITAS PENELITIAN Dengan Analisis dengan NVIVO, SPSS, dan AMOS*. Jakarta: Mitra Wacana Media.
- Cengiz, H., & Senel, M. (2023). The effect of perceived scarcity on impulse-buying tendencies in a fast fashion context: A mediating and multigroup analysis. *Journal of Fashion Marketing and Management: An International Journal*, 28 (3), 405-425. doi:https://doi.org/10.1108/JFMM-03-2023-0082
- Chunxiao, L., Wang, Y., Lu, X., & Li, H. (2021). To buy or not to buy? The effect of time scarcity and travel experience on tourists impulse buying. *Annals of Tourism Research*. doi:https://doi.org/10.1016/j.annals.2020.103083
- Cialdini, R. B. (2009). *Influence: Science and Practice*. Boston: Pearson Education.
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approach*. London: SAGE Publications.
- Dahmiri, Bhayangkari, K. W., & Patricia, S. (2023). Scarcity cues, fear of missing out, and impulse buying in fashion product: The role of Islamic religiosity. *SERAMBI: Jurnal Ekonomi Manajemen dan Bisnis Islam*, 5 (2), 67-80. doi:https://doi.org/10.36407/serambi.v5i2.863
- Doan, T. N., & Lee, H. T. (2023). Relationships between FoMO, Flow, and Impulse Purchase Focusing in TikTok Social-commerce Platform. *Journal of Distribution Science*, 21-11, 91-101. doi:http://dx.doi.org/10.15722/jds.21.11.202311.91
- Effendy, O. U. (2009). *ilmu Komunikasi, Teori, dan Praktek*. Bandung: PT REMAJA ROSDAKARYA.

- Ghozali, I. (2021). *APLIKASI ANALISIS MULTIVARIATE: Dengan Program IBM SPSS 26*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gong, X., & Jiang, X. (2023). Understanding consumer impulse buying in livestreaming commerce: the product involvement perspective. *Frontiers in psychology*, 14. doi:<https://doi.org/10.3389/fpsyg.2023.1104349>
- Gupta, M., & Sharma, A. (2021). Fear of missing out: A brief overview of origin, theoretical underpinnings and relationship with mental health. *World J Clin Cases*, 4881-4889. doi:<https://doi.org/10.12998/wjcc.v9.i19.4881>
- Hajar, S., & Musadik, S. (2021). a Review: Scarcity and Impulse Buying Behavior Amid COvid-19 Pandemic. *International Journal of Business and Economy*, 108-189. doi:<https://myjms.mohe.gov.my/index.php/ijbec/article/view/16549>
- Henkel, L., Jahn, S., & Toporowski, W. (n.d.). Short and sweet: effects of pop-up stores' ephemerality on store sales . *Journal of Retailing and Consumer Services*, 65. doi:<https://doi.org/10.1016/j.jretconser.2021.102850>
- Indriastuti, H., Hidayati, T., Asnawati, Martiyanti, D., Ayu, A., & Putit, L. (2024). How Real-Time Interactivity Influences Impulse Buying Behavior in Generation Z's During Live Streaming Shopping: the Mediatung Role of Perceived Enjoyment. *ECONOMICS: Innovative and Economics Research journal*, 12 (3). doi:<https://doi.org/10.2478/eoik-2024-0047>
- Kamalia, D., Djajadinata, M., Gunawan, F., & Gunadi. (2022). The Role of Hedonic Motivation and FOMO on the Impulsivity of e-Commerce Users during COVID-19 Pandemics in Indonesia. *12th Annual International Conference on Industrial Engineering and Operations Management*. doi:<https://doi.org/10.46254/AN12.20220851>.
- Khetarpal, M., & Singh, S. (2023). "Limited Time Offer": Impact of Time Scarcity Messages on Consumer's Impulse Purchase. *Journal of Promotion Management*, 30(2), 282-301. doi:<https://doi.org/10.1080/10496491.2023.2253228>
- Kim, E. L., & Tanford, S. (2020). Turning Discounts Into Profits: Factors Influencing Online Purchasing Decisions for Hotel Add-on items. *Kim, E. L., & Tanford, S. (2020). Turning Discounts Into Profits: Factors Influencing Online Purchasing Dec**Cornell Hospitality Quarterly*, 62(4), 438-454. doi:<https://doi.org/10.1177/1938965520935397>

- Pang, H., Ruan, Y., & Wang, L. (2024). How Can Mobile Social Media Sustain Consumers? Assesing the Dynamic Influences of Differentiated Perceived Interactivity on Attitudes, Belongingness, and Stickiness. *Journal of Theoretical and Applied Electronic Commerce Research*, 19, 2783-2798. doi:<https://doi.org/10.3390/jtaer19040134>
- Parveen, H., Ajina, A., Habbas, N., Al-Faryan, M., & Khaled, A. (2022). Buy now or regret later: Social media-induced panic buying of medical supplies during COVID-19. *Innovative Marketing*. doi:[http://dx.doi.org/10.21511/im.18\(3\).2022.17](http://dx.doi.org/10.21511/im.18(3).2022.17)
- Przybylski, A. K., Murayakama, K., DeHaan, C., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841-1848. doi:<https://doi.org/10.1016/j.chb.2013.02.014>
- Pusenius, A. (2023). *Effects of FOMO Marketing Appeals on the Likelihood of Impulse Buying*. Thesis. Aalto University School of Business. Espoo, Finlandia.
- Rachman, A., Evawati, Y., & Anmoel, J. (2024). Rachman, A., Efawati, Y., & Anmoel, J. T. (2024). Understanding The Role Of FoMO (Fear of missing out) In Impulse Purchase For SMEs. *Riset: Jurnal Aplikasi Ekonomi Akuntansi Dan Bisnis*, 6 (2), 117-134. doi:<https://doi.org/10.37641/riset.v6i2.2109>
- Rosiqin, K., & Pambudi, B. S. (2025). The Influence of Scarcity Marketing, Urgency Marketing, and Interactivity in Live Streaming on Impulsive Buying through Fear of Missing Out (FOMO) as Mediating variable in tikTok Live Shopping Consumers. *YUME: Journal of Management*, 8 (1), 594-608.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA.
- Sujarweni, V. W. (2018). *Metodologi Penelitian, lengkap, Praktis, dan Mudah Dipahami*. Pustaka Baru.
- Sutrisno, G. T., Santoso, L., & Tandjung, C. (2022). Bagaimana Pengaruh Scarcity Promotion Terhadap Online Impulse Purchasing. *Jurnal Ilmiah Psikologi MIND SET*, 13 (1), 1-11. doi:<https://doi.org/10.35814/mindset.v13i01.2732>
- Utami, K. W. (2006). *Manajemen Ritel: Strategi dan Implementasi Ritel Modern*. Jakarta: Salemba Empat.

- Wang, Y., Pan, J., Luo, J., & Wu, Y. (2022). The Determinants of Impulsive Buying Behavior in Electronic Commerce. *Sustainability*, 14 (12), 7500. doi:<https://doi.org/10.3390/su14127500>
- Zhang, J., Jiang, N., Turner, J., & Pahlevan, S. (2021). The Impact of Scarcity of Medical Protective Products on Chinese Consumers' Impulsive Purchasing during the COVID-19 Epidemic in China. *Sustainability*, 13 (17), 9749. doi:<https://doi.org/10.3390/su131797>
- Zhang, J., Jiang, N., Turner, J., & Pahlevan-Sharif, S. (2022). The Impact of Scarcity on Consumers Impulse Buying Based on the S-O-R Theory. *frontiers*, 13:792419. doi:<https://doi.org/10.3389/fpsyg.2022.792419>

