

DAFTAR PUSTAKA

- Adyantari, A. (2023). GENERATION Y AND Z'S ATTITUDE TOWARD ONLINE VIDEO ADVERTISEMENT EFFECT ON IMPULSIVE BUYING TENDENCY: EVIDENCE FROM TIKTOK Api Adyantari. *Review of Management and Entrepreneurship*, 07, 2.
- Afif, M., & Purwanto. (2020). *Pengaruh Motivasi Belanja Hedonis, Gaya Hidup Berbelanja dan Promosi Penjualan terhadap Pembelian Impulsif pada Konsumen Shopee ID*. <http://jurnal.stiekma.ac.id/index.php/JAMIN>
- Aggarwal, P., Jun, S. Y., & Huh, J. H. (2011). Scarcity messages: A consumer competition perspective. *Article in Journal of Advertising*. <https://doi.org/10.2307/23048691>
- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: Evidence from Chinese social commerce environment. *Sustainability (Switzerland)*, 10(2). <https://doi.org/10.3390/su10020352>
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2024). *SURVEI PENETRASI INTERNET INDONESIA 2024*. <https://www.cloudcomputing.id/berita/apjii-survei-penetrasi-internet>
- Astuti, S. R. T., Khasanah, I., & Yoestini, Y. (2020). Study of impulse buying on Instagram users in Indonesia. *Diponegoro International Journal of Business*, 3(1), 47–54. <https://doi.org/10.14710/dijb.3.1.2020.47-54>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102585>
- berita usaha. (2024, April 12). *10 Barang Terlaris di TikTok Shop, Bisa Jadi Ide Jualan!* <https://beritausaha.com/inspirasi-bisnis/barang-terlaris-di-tiktok-shop/>
- Campbell, C., & Pearson, E. (2018). Strategies for creating successful soundless video advertisements: Speaking volumes through silence. *Journal of Advertising Research*, 59(1), 85–98. <https://doi.org/10.2501/JAR-2018-015>
- cantyka. (2024). *Contoh Video Advertisement Di TikTok*. <https://vt.tiktok.com/ZS2eXHBjg/>
- Cengiz, H., & Şenel, M. (2024). 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*, 28(3), 405–425. <https://doi.org/10.1108/JFMM-03-2023-0082>

- Chawla, A. (2020). Role of Facebook video advertisements in influencing the impulsive buying behavior of consumers. *Journal of Content, Community and Communication*, 10(6), 231–246. <https://doi.org/10.31620/JCCC.06.20/17>
- Chua, G., Yuen, K. F., Wang, X., & Wong, Y. D. (2021). The determinants of panic buying during COVID-19. *International Journal of Environmental Research and Public Health*, 18(6), 1–28. <https://doi.org/10.3390/ijerph18063247>
- 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>
- databoks. (2023, September 27). *Kelompok Anak Muda Jadi Pengguna Terbesar TikTok, Usia Berapa Mereka?* Databoks. <https://databoks.katadata.co.id/datapublish/2023/09/27/kelompok-anak-muda-jadi-pengguna-terbesar-tiktok-usia-berapa-mereka>
- D'souza, D. (2024, February 15). *TikTok: What It Is, How It Works, and Why It's Popular*. Investopedia. <https://www.investopedia.com/what-is-tiktok-4588933>
- Duong, P. L., & Khuong, M. N. (2019). The Effect of In-Store Marketing on Tourists' Positive Emotion and Impulse Buying Behavior – An Empirical Study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 10(5), 119–125. <https://doi.org/10.18178/ijtef.2019.10.5.648>
- erakini.id. (2023, July 5). *Jualan di TikTok? Ini Tiga Kategori Produk Terlaris di TikTok Shop*. <https://erakini.id/gaya-hidup/era-Hur9X/jualan-di-tiktok--ini-tiga-kategori-produk-terlaris-di-tiktok-shop>
- Essey, C. (2023). *41% of Gen Z and Millennials make an impulse purchase online every 2-3 weeks. On the other hand, only 10% of Baby Boomers can say the same*. Essey Marketing. <https://esseymarketing.com/blog/impulse-purchase-statistic/>
- Eun Joo, P. (2020). 모바일 패션제품 구매에서 희소성 메시지가 충동구매행동에 미치는 영향 Impacts of scarcity message on impulse buying of fashion products in mobile shopping malls. *Journal of the Korea Fashion & Costume Design Association*, 22(4), 25–38. <https://doi.org/10.30751/kfcda.2020.22.4.25>
- Exploding Topics. (2024, June 12). *TikTok User Age, Gender, & Demographics (2024)*. Exploding Topics. <https://explodingtopics.com/blog/tiktok-demographics>

- Goetha, S. (2020). Analisis Pengaruh Scarcity Message Terhadap Pembelian Impulsif dan Kaitannya dengan Kompetisi Konsumen Ritel di Kota Kupang Analysis the Effect of Scarcity Message on Impulsive Purchases and their Relationship to Retail Consumer Competition in the city of Kupang. In *Jurnal Inspirasi Ekonomi* (Vol. 2, Issue 2). Online.
- Guo, J., Xin, L., & Wu, Y. (2017). Arousal or not? The effects of scarcity messages on online impulsive purchase. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 10294 LNCS, 29–40. https://doi.org/10.1007/978-3-319-58484-3_3
- Gupta, S., & Gentry, J. W. (2019). ‘Should I Buy, Hoard, or Hide?’ - Consumers’ responses to perceived scarcity. *International Review of Retail, Distribution and Consumer Research*, 29(2), 178–197. <https://doi.org/10.1080/09593969.2018.1562955>
- Hull, C. L. (1943). *Principles of Behavior AN INTRODUCTION TO BEHAVIOR THEORY*.
- 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>
- Jayawardena, N. S., Ross, M., Quach, S., Behl, A., Gupta, M., & Lang, L. D. (2022). Effective Online Engagement Strategies Through Gamification: A Systematic Literature Review and a Future Research Agenda. *Journal of Global Information Management*, 30(5). <https://doi.org/10.4018/JGIM.290370>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. <http://www.pearsonmylabandmastering.com>
- Kujur, F., & Singh, S. (2018). Emotions as predictor for consumer engagement in YouTube advertisement. *Journal of Advances in Management Research*, 15(2), 184–197. <https://doi.org/10.1108/JAMR-05-2017-0065>
- Lavuri, R., Jindal, A., Akram, U., Naik, B. K. R., & Halibas, A. S. (2023). Exploring the antecedents of sustainable consumers’ purchase intentions: Evidence from emerging countries. *Sustainable Development*, 31(1), 280–291. <https://doi.org/10.1002/sd.2389>
- ngab.ltd. (2023). *Contoh Scarcity Message di TikTok*. <https://vt.tiktok.com/ZS2eXGxkw/>
- Primanto, A. B., & Rahmawati, R. (2021). The Antecedents of Impulse Buying Behavior During Covid-19 Pandemic: Revealing the Role of Panic Buying, Government Stimulus, Perceived Scarcity, and Fear Appeals. *Jurnal*

Manajemen Teori Dan Terapan| Journal of Theory and Applied Management, 14(3), 230. <https://doi.org/10.20473/jmtt.v14i3.29886>

Priyatno, D. (2023). *Olah Data Sendiri Analisis Regresi Linier Dengan SPSS Dan Analisis Regresi Data Panel Dengan Eviews*. 8–18.

Rahma, N. A., Dirgantara, I. M. B., & Almadana, A. V. (2022). ANALISIS PENGARUH PESAN KELANGKAAN DAN LIVE COMMERCE TERHADAP PERILAKU PEMBELIAN IMPULSIF. *DIPONEGORO JOURNAL OF MANAGEMENT*, 11.

Rosyadi, I. S., Suamrudi, & Erniwati. (2023). PENGGUNAAN SIARAN LANGSUNG (LIVE) FACEBOOK SEBAGAI MEDIA KOMUNIKASI PEMASARAN (Studi Kasus Pada Toko Online Qiqah Shop di Makassar). In *Jurnal Inovasi dan Pelayanan Publik Makassar* (Vol. 7, Issue 1). www.databoks.katadata.co.id

Slice. (2022). *Menggaet Perhatian Gen Z Melalui Influencer Marketing*. Slice. <https://www.blog.slice.id/blog/menggaet-perhatian-gen-z-melalui-influencer-marketing>

Slice. (2024, March 18). *[Edisi 2024] Tren Pengguna Media sosial dan Digital Marketing Indonesia*. <https://www.blog.slice.id/blog/tren-pengguna-media-sosial-dan-digital-marketing-indonesia-2024>

Solomon, M. R. (2019). *Engage, Assess, Apply and Develop Employability Skills with MyLab Marketing*. www.pearson.com/mylab/marketing

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*.

TikTok Newsroom. (2022, May 25). *#TikTokMadeMeBuyIt shows the power of TikTok*. <https://newsroom.tiktok.com/en-au/tiktokmademebuyit-shows-the-power-of-tiktok>

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. <https://doi.org/10.32639/jimmba.v2i2.457>

We Are Social. (2024, February 21). *DIGITAL 2024: 5 BILLION SOCIAL MEDIA USERS*. We Are Social. <https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>

Wikipedia. (2017). *Generasi Z*. https://id.wikipedia.org/wiki/Generasi_Z