

DAFTAR REFERENSI

- Adhi Prasetyo, & Aliffia Muchnita. (2022). The Role Website Quality, Credit Card, Sales Promotion On Online Impulse Buying Behavior. *Jurnal Manajemen*, 26(3), 424–448. <https://doi.org/10.24912/jm.v26i3.922>
- Andriyana, A. S., Suparno, S., & Wibowo, A. (2024). The Effect of Flash Sale on Purchasing Decisions: A Theoretical Approach. *International Student Conference on Business, Education, Economics, Accounting, and Management (ISC-BEAM)*, 1(1), 651–658. <https://doi.org/10.21009/isc-beam.011.46>
- Aprilia, A., & Mahfudzi, M. (2020). Pengaruh Motivasi dan Dorongan Internal terhadap Pembelian Impulsif pada Konsumen Muda di Surabaya. *Jurnal Manajemen Pemasaran*, 10(2), 45–56.
- B, M., Ferine, K., Astuti, D., & Sentosa, I. (2023). Website Quality, Social Media and Satisfaction on Choosing Decisions Private Universities. *Trikonomika*, 22(2), 93–99. <https://doi.org/10.23969/trikononika.v22i2.10349>
- Berndt, A. E. (2020). Sampling Methods. *Journal of Human Lactation*, 36(2), 224–226. <https://doi.org/10.1177/0890334420906850>
- Dewi, V., & Rukismono, M. (2021). Hubungan Strategi Promosi Flashsale Dengan Product Browsing Dan Impulsive Buying Konsumen Shopee Indonesia. *Seminar Nasional Ilmu Terapan (SNITER)*, 5(1), 1–4. <https://ojs.widyakartika.ac.id/index.php/sniter/article/view/358%0Ahttps://ojs.widyakartika.ac.id/index.php/sniter/article/download/358/327>
- Dsilva, H., & N, E. (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. <https://doi.org/10.12725/ujbm.57.3>
- Estamarinda, E., Akila, & Sinarti, T. (2021). Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan Pada Hompizz Pizza Palembang. *Jurnal Manivestsi*, 3(1), 69–82.
- Harita, H. T. S., & Siregar, O. M. (2022). PENGARUH DIRECT MARKETING DAN PRODUCT QUALITY TERHADAP MINAT BELI ULANG PADA LIVE STREAMING MARKETING TIKTOK (Studi pada pengguna aplikasi Tiktok di Kota Medan). *Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital, Volume 1(2)*, 171–184. <https://transpublika.co.id/ojs/index.php/JEKOMBITAL>
- Ihsan, B. W., Abidin, Z., & Kuleh, J. (2022). The Effect of Electronic Word of Mouth Communication and Website Quality on Purchase Decisions through Trust as a Mediation Variable at Ruparupa.Com in Samarinda. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(2), 12776–12785. <https://bircu-journal.com/index.php/birci/article/view/5119>

- INDONESIA, S. (2017). Stie Indonesia. *Bab III Metoda Penelitian*, 1–9.
- Islamiah, F., Rusmiati, R., & Wijaya, R. (2022). Penilaian Kepuasan Pengguna Website Sistem Informasi Akademik Menggunakan Metode Website Quality. *Metik Jurnal*, 6(2), 133–139. <https://doi.org/10.47002/metik.v6i2.381>
- Ittaqullah, N., Madjid, R., & Suleman, N. R. (2020). The effects of mobile marketing, discount, and lifestyle on consumers' impulse buying behavior in online marketplace. *International Journal of Scientific and Technology Research*, 9(3), 1569–1577.
- Keller, K. dan, & (2016). (2016). *Sufandy, Analisis dan Penerapan Bauran Promosi Pada Toko Adore Batam, 2019*.
- Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2068402>
- Maharani, S. D., Istiatin, & Istiqomah. (2022). Kepuasan Pelanggan Ditinjau dari Customer Experience, Customer Value, dan Brand Image. *Online) KINERJA: Jurnal Ekonomi Dan Manajemen*, 19(3), 598.
- Nighel, S., & Sharif, O. O. (2022). Pengaruh Flash Sale terhadap Pembelian Impulsif E-Commerce Shopee di Jawa Barat. *E-Proceeding of Management*, 9(3), 1335–1344.
- Octaviana, A. R., Komariah, K., & Mulia, F. (2022). Analysis Shopping Lifestyle, Hedonic Shopping Motivation And Flash Sale On Online Impulse Buying Analisis Shopping Lifestyle, Hedonic Shopping Motivation Dan Flash Sale Terhadap Online Impulse Buying. *Management Studies and Entrepreneurship Journal*, 3(4), 1961–1970. <http://journal.yrpiiku.com/index.php/msej>
- Octaviyanto, F. (2021). 13. *UNIKOM_Faishal Octaviyanto_Bab II. 2016*, 13–27. <http://repository.stiedewantara.ac.id/1960/5/12>. BAB 3.pdf
- Prayogo, A. D., & Sutisna, M. (2018). Pengaruh Kualitas Website (Webqual 4.0) Terhadap Penggunaan Kembali. *Jurnal Riset Bisnis Dan Investasi*, 3(2), 39. <https://doi.org/10.35697/jrbi.v3i2.932>
- Purwandani, I., & Syamsiah, N. O. (2021). Analisis Kualitas Website Menggunakan Metode Webqual 4.0 Studi Kasus: MyBest E-learning System UBSI. *Jurnal Sistem Dan Teknologi Informasi (Justin)*, 9(3), 300. <https://doi.org/10.26418/justin.v9i3.47129>
- Putri, R. A., & Artanti, Y. (2021). Pengaruh Kualitas Website, Impulsive Personality Trait, dan Kelompok Referensi Terhadap Pembelian Impulsif di Tokopedia. *Business Innovation and Entrepreneurship Journal*, 3(4), 242–251. <https://doi.org/10.35899/biej.v3i4.325>
- Ravenska, N., & Zulvia, P. (2022). Perilaku Impulsive Buying Masyarakat Bandung Raya Pada Masa Pandemi Covid-19 Berdasarkan Perbedaan Gender. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 16(1), 15–26. <https://doi.org/10.32815/jibeka.v16i1.133>

- Salma Egita Fitri Subagyo, & Jojok Dwiridotjahjono. (2021). Pengaruh Iklan, Konformitas Dan Gaya Hidup Hedonis Terhadap Perilaku Konsumtif Pengguna E-Commerce Shopee Di Kota Mojokerto. *E-Bisnis : Jurnal Ilmiah Ekonomi Dan Bisnis*, 14(1), 26–39. <https://doi.org/10.51903/e-bisnis.v14i1.342>
- Sarah, E. M., & Sitanggang, K. M. (2022). Pengaruh Flash Sale Promotion Dan Discount Terhadap Online Impulsive Buying Di Universitas Sari Mutiara Indonesia. *Journal Business Economics and Entrepreneurship*, 4(1), 63–72.
- Shibab, M. R., & Siregar, S. (2023). Pengaruh Brand Image dan Flash Sale (Penjualan Kilat) Terhadap Keputusan Pembeli Pada Aplikasi Tokopedia (Survey Pada Followers Tiktok Tokopedia 2022). *Jurnal Ilmiah Wahana Pendidikan*, 9(April), 745–754. [file:///C:/Users/kadek/Downloads/4243-Article Text-11082-1-10-20230506.pdf](file:///C:/Users/kadek/Downloads/4243-Article%20Text-11082-1-10-20230506.pdf)
- Sibarani, R. (2023). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Mahasiswa Dengan Kepuasan Sebagai Variabel Intervening. *Prosiding*, 3(4), 10–17. <https://doi.org/10.59134/prosidng.v3i.288>
- Utari, F., & Wijayanti, C. A. (2021). Pengaruh Kualitas Situs Web dan Karakteristik Konsumen terhadap Perilaku Pembelian Impulsif Konsumen pada Situs Web Tokopedia dengan Niat Pembelian sebagai Variabel Mediasi. *Journal of Management and Business Review*, 18(2), 420–437. <https://doi.org/10.34149/jmbr.v18i2.287>
- Vanessa, Y. C., & Astuti, M. (2023). Pengaruh Website Quality, EWOM, dan Brand Image terhadap Purchase Intention Penggunaan Website Sociolla. *Jiip - Jurnal Ilmiah Ilmu Pendidikan*, 6(12), 10957–10963. <https://doi.org/10.54371/jiip.v6i12.2932>
- Viany Juwita, T., Hartono, H., Subagja, G., Administrasi Bisnis, I., & Lampung, U. (2022). Pengaruh Promosi Flash Sale dan Website Quality terhadap Impulse Buying pada Marketplace Shopee : Studi pada Mahasiswa Pengguna Shopee di Bandar Lampung (The Effect of Flash Sale Promotion and Website Quality on Impulse Buying at Shopee Marketplace : Stud. *Jurnal Bisnis Dan Pemasaran Digital*, 2(1), 1–12. <https://doi.org/10.35912/JBPD.v2i1.1960>
- Wijoyo F, T. S. (2022). Pengaruh website quality, electronic word of mouth, dan hedonic shopping motivation terhadap impluse buying pada e-commerce tokopedia. *Agora*, 10(1), 1–6.
- Wiranata, A. T., & Hananto, A. (2020). Do Website Quality, Fashion Consciousness, and Sales Promotion Increase Impulse Buying Behavior of E-Commerce Buyers? *Indonesian Journal of Business and Entrepreneurship*, 6(1), 74–85. <https://doi.org/10.17358/ijbe.6.1.74>
- Yahmini, E. (2020). Kecenderungan Impulse Buying Pada Mahasiswa Ditinjau Dari Latar Belakang Keluarga. *Exero:Journal of Research in Business and Economics*, 2(1), 41–56. <https://doi.org/10.24071/exero.v2i1.2110>