

DAFTAR PUSTAKA

Buku

- Ajzen, I. (2005). *Attitudes, personality and behavior*. New York: Open University Press.
- Bettman, J. R. (1979). *An information processing theory of consumer choice*. Boston: Addison Wesley.
- Csikszentmihalyi, M. (1990). *Flow, the psychology of optimal experience*. New York: Harper & Row Publishers.
- Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. Berlin: Springer Science & Business Media.
- Ferdinand, A. (2016). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis, Disertasi Ilmiah Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fishbein, M. A., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*. MA: Addison-Wesley.
- Ghozali, I. (2017). *Model persamaan struktural konsep dan aplikasi. dengan program AMOS 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gilmore, J. H., & Pine., B. J. (2007). *Authenticity: What consumers really want*. boston, MA: Harvard Business Press Center.
- Jerald, J. (2015). *The VR book: human-centered design for virtual reality*. New York: Association for Computing Machinery and Morgan & Claypool.
- Jogiyanto. (2007). *Sistem informasi keperilakuan* (1st ed.). Yogyakarta: Andi Offset.
- Laur, D. (2013). *Authentic learning experiences a real-world approach to project-based learning*. New York: Routledge.
- Loureiro, S. M. C. (2020). *Managerial challenges and social impacts of virtual and augmented reality*. USA: IGI Global, Hershey.
- Mehrabian, A., & Russell., J. A. (1974). *An approach to environmental psychology*.

Cambridge, MA: MIT Press.

Peter, J. P., & Olson, J. C. (2013). *Perilaku konsumen dan strategi pemasaran* (9th ed.). Jakarta: Salemba Empat.

Pine, B. J., & Gilmore., J. H. (1999). *The experience economy*. Boston, MA: Harvard Business School Press.

Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.) London: Pearson Education Limited.

Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being*. Pearson Education.

Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2010). *Consumer behavior* (4th ed.). London: Pearson Education Limited.

Suliyanto. (2018). *Metode penelitian bisnis untuk skripsi, tesis, & disertasi*. Yogyakarta: Andi Offset.

Supriyadi, E. (2014). *SPSS +Amos*. Jakarta: In Media. Wohlwill, J. F. (1976). Environmental aesthetics: the environment as a source of affect. In *Human Behavior and Environment*. New York: Plenum Press.

Artikel Ilmiah

Akdoğan, Ç. (2021). A Study on The Effect of Price On Consumer Purchase Decision-Making. *BANESS Congress Series on Economics, Business and Management, September*, 285–293.

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>

Aprianto, J. D., & Hadibrata, B. (2023). The Effect of Benefits, Convenience, Risk, Income on Purchase Decisions Using Shopee Paylater. *Dinasti International Journal of Management Science*, 4(4), 793–802. <https://doi.org/10.31933/dijms.v4i4.1658>

Awaad, S. A., Kortam, W., & Ayad, N. (2024). Examining the impact of price sensitivity on customer lifetime value: empirical analysis. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2366441>

Bahari, K. A., Abdullah, D., Wahab, J., Kamal, S. B. M., Johari, N. R., & Zulkafli, M. S. (2024). The Factors Influencing A Customer's Purchase Intention on Online Shopping Website. *Proceedings of the 9th International Conference on*

Marketing and Retailing (INCOMaR 2023), March 1-2, 2023, Kota Kinabalu, Sabah, Malaysia, 133, Khairil Anuar-150.
<https://doi.org/10.15405/epsbs.2024.05.12>

- Cakici, A. C., & Tekeli, S. (2022). The mediating effect of consumers' price level perception and emotions towards supermarkets. *European Journal of Management and Business Economics*, 31(1), 57–76.
<https://doi.org/10.1108/EJMBE-12-2020-0344>
- Chaudhuri, S., Shankar, V., & Kalyanam, K. (2022). Consumer decision-making under time pressure: The case of online flash sales. *Journal of Consumer Research*, 49(3), 601-623.
- Chen, J., Su, X., & Zhao, X. (2021). Price fairness perceptions in online flash sales: The role of perceived deception. *Electronic Commerce Research and Applications*, 49, 100944.
- Devica, S. (2020). Persepsi Konsumen Terhadap Flash Sale Belanja Online Dan Pengaruhnya Pada Keputusan Pembelian. *Jurnal Bisnis Terapan*, 4(1), 47–56.
<https://doi.org/10.24123/jbt.v4i1.2276>
- Faizatul Wafiyah, & Any Urwatul Wusko. (2023). Pengaruh User Generated Content Dan E-Wom Terhadap Purchase Intention Dan Purchase Decision Pada Pembeli Produk Nyrtea Di Instagram. *Jurnal Ekonomi, Bisnis Dan Manajemen*, 2(3), 190–200. <https://doi.org/10.58192/ebismen.v2i3.1278>
- Fatmawati, N., & Soliha, E. (2017). Kualitas Produk, Citra Merek dan Persepsi Harga Terhadap Proses Keputusan Pembelian Konsumen Sepeda Motor Matic “Honda.” *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 10(1), 1. <https://doi.org/10.20473/jmtt.v10i1.5134>
- Firdaus, D. M. (2022). Pengaruh Perceived Risk dan Electronic Word of Mouth terhadap Online Shopping Behavior dengan Purchase Intention sebagai Variabel Intervening (Studi pada Konsumen Bukalapak di Jawa Tengah). *Undergraduate thesis, Universitas Islam Sultan Agung Semarang.*
- Firdausi, N. I. (2020). Peran Flash Sale Dalam Memediasi Hubungan Sales Promotion Terhadap Keputusan Belanja Online. *Kaos GL Dergisi*, 8(75), 147–154. <https://doi.org/10.1016/j.jnc.2020.125798> <https://doi.org/10.1016/j.smr.2020.02.002> <http://www.ncbi.nlm.nih.gov/pubmed/810049> <http://doi.wiley.com/10.1002/anie.197505391> <http://www.sciencedirect.com/science/article/pii/B9780857090409500205> <http://>
- Gardner, M. J. (2022). Deal or No Deal: Sales Promotion Influence on Consumer Evaluation of Deal Value and Brand Attitude. *Small Business Institute Journal*, 18(2), 18–27. <https://doi.org/10.53703/001c.68379>
- Gerpott, T. J., & Berends, J. (2022). Competitive pricing on online markets: a literature review. *Journal of Revenue and Pricing Management*, 21(6), 596–

622. <https://doi.org/10.1057/s41272-022-00390-x>

- Graciola, A. P., De Toni, D., de Lima, V. Z., & Milan, G. S. (2018). Does price sensitivity and price level influence store price image and repurchase intention in retail markets? *Journal of Retailing and Consumer Services*, 44(June), 201–213. <https://doi.org/10.1016/j.jretconser.2018.06.014>
- Huang, J., & Oppewal, H. (2020). Time pressure and consumer decision-making in e-commerce flash sales. *Journal of Retailing and Consumer Services*, 55, 102097.
- Kim, J., & Lennon, S. J. (2020). Consumer trust in online retailers: The role of product quality and e-commerce policies. *Journal of Business Research*, 112, 117-128.
- 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>
- Liang, L. J., Choi, H. C., & Joppe, M. (2020). Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel & Tourism Marketing*, 37(1), 73-89. <https://doi.org/10.1080/10548408.2020.1711845>
- Li, J., Guo, F., Xu, J., & Yu, Z. (2022). What Influences Consumers' Intention to Purchase Innovative Products: Evidence From China. *Frontiers in Psychology*, 13(March). <https://doi.org/10.3389/fpsyg.2022.838244>
- Liu, F., Wang, Y., Dong, X., & Zhao, H. (2022). Marketing by live streaming: How to interact with consumers to increase their purchase intentions. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.933633>
- Liu, P., Li, M., & Chen, X. (2020). Impulse buying in online flash sales: The role of time pressure and consumer traits. *Computers in Human Behavior*, 112, 106467.
- Marjerison, R. K., Hu, J., & Wang, H. (2022). The Effect of Time-Limited Promotion on E-Consumers' Public Self-Consciousness and Purchase Behavior. *Sustainability (Switzerland)*, 14(23). <https://doi.org/10.3390/su142316087>
- 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), 49–59. [https://doi.org/10.21511/im.18\(2\).2022.05](https://doi.org/10.21511/im.18(2).2022.05)
- Nguyen-van, H., Le-Duy-Duc, T., Nguyen-Duy, A., Pham-Thi-Tra, M., Ho-Ngoc, D., & Le-Hai, A. (2024). Impact of Flash Sale on Impulse Buying on E-Commerce Platforms of Gen Z Consumers in Vietnam. *International Journal*

- of Social Science Humanity & Management Research*, 3(06), 578–586.
<https://doi.org/10.58806/ijsshmr.2024.v3i6n02>
- Nurtalitha, I. (2020). *The Effect of Perceived Risk, Perceived Price, Perceived Product Quality, and Marketplace Reputation Towards Customer Purchase Decision at Marketplace in Indonesia with E-Trust as Mediating Variable* (Tesis, Universitas Jenderal Soedirman).
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing and Management*, 27(7), 755–774.
<https://doi.org/10.1080/19368623.2018.1445055>
- Park, C., Jun, J. K., & Lee, H. (2019). The dark side of online flash sales: Consumer regret and negative word-of-mouth. *Journal of Retailing*, 95(2), 210–223.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Phuong Duy, N. B., & Thanh Khoa, B. (2022). Consumer behavior in Online Flash Sale: Partial least squares structural equation modeling (PLS-SEM) analysis. *2022 International Conference on Decision Aid Sciences and Applications, DASA 2022, March 2022*, 88–93.
<https://doi.org/10.1109/DASA54658.2022.9765127>
- Prasetyo, E. B., Sopiah, & Zen, F. (2020). *The Effect of Discount Price on Purchasing Intentions Through Consumer's Perceived Risk in the Flash Sale Program at Shopee*. 124, 633–643.
<https://doi.org/10.2991/aebmr.k.200305.129>
- Puspitasari, D., & Dirgantara, I. M. B. (2023). Pengaruh Perceived Risk terhadap Online Trust dan Dampaknya terhadap Online Purchase Intention (Studi pada konsumen marketplace di Indonesia). *Jurnal Akuntansi dan Pajak*.
- Putri, A., & Kusuma, B. (2024). The Influence of Price Sensitivity on Consumer Purchase Decisions. *Journal of Marketing Research*, 12(1), 45–60.
- Rahman, T., & Suparno, L. (2023). The Role of Price Sensitivity in Reducing Perceived Risk. *International Journal of Business and Economics*, 15(2), 78–92.
- Sahira, D. A., & Fauziyah, E. (2021). Hubungan Persepsi Risiko Dengan Keputusan Pembelian Online Makanan Instan Pada Masa Pandemi Covid 19. *Agriscience*, 2(1), 32–47. <https://doi.org/10.21107/agriscience.v2i1.11244>
- Santoso, H., & Hidayat, R. (2022). Consumer Perceptions of Price Fairness and Its Impact on Purchasing Behavior. *Journal of Consumer Studies*, 10(3), 112–130.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication

- on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Sheikh, S., Mirzaei, M., & Ahmadinejad, M. (2023). Factors Influencing Green Purchase Behavior: Price Sensitivity, Perceived Risk, and Attitude towards Green Products. *Consumer Marketing Research Journal*, 15(2), 87-102.
- Steenhuis, I. H. M., Waterlander, W. E., & De Mul, A. (2011). Consumer food choices: The role of price and pricing strategies. *Public Health Nutrition*, 14(12), 2220–2226. <https://doi.org/10.1017/S1368980011001637>
- Suryaningsih, I. B., Hadiwidjojo, D., Rohman, F., & Sumiati, S. (2014). A Theoretical Framework: The Role of Trust and Perceived Risks in Purchased Decision. *Research in Business and Management*, 1(2), 103. <https://doi.org/10.5296/rbm.v1i2.5270>
- Tazkiyatunnisa Anggraeni, N., Kresnamurti Rivai P, A., & Aditya, S. (2023). Pengaruh Perceived Risk Dan Online Customer Review Terhadap Keputusan Pembelian Melalui Kepercayaan Pada Pengguna Marketplace Di Kota Bekasi. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(5), 1311–1322. <https://doi.org/10.54443/sinomika.v1i5.627>
- Telaumbanua, R., & Firmialy, A. (2024). Analisis Pengaruh Price Perception Terhadap Impulse Buying Dengan Perceived Risk Sebagai Moderator pada Generasi Z (Studi Kasus Pada Shopee Live Streaming) di Jawa Barat. *Ekuihnomi: Jurnal Ekonomi dan Manajemen*, 5(1), 45-60.
- Vannisa, D., Fansuri, A., & Ambon, I. M. (2020). The effect of flash sale program on shopping enjoyment and impulse buying on flash sale on C2C E-commerce. *International Journal of Scientific and Technology Research*, 9(4), 2534–2539.
- Wang, Y., Pan, J., Xu, Y., Luo, J., & Wu, Y. (2022). The Determinants of Impulsive Buying Behavior in Electronic Commerce. *Sustainability (Switzerland)*, 14(12). <https://doi.org/10.3390/su14127500>
- Wang, H., & Chang, H. (2023). The role of scarcity and urgency in online flash sales: An empirical analysis. *Electronic Markets*, 33(1), 15-32.
- Widhiaswara, I. A., & Soesanto, H. (2020). Analisis Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan dan Persepsi Risiko Terhadap Keputusan Pembelian dengan Kepercayaan Sebagai Variabel Intervening (Studi Pada Konsumen GoFood di Kota Semarang). *Jurnal Sains Pemasaran Indonesia*, 19(2), 114-125.
- Wijaya, D., & Sari, P. (2021). Brand Perception and Price Sensitivity: A Study on Consumer Decision-Making Process. *Journal of Retailing and Consumer Services*, 8(4), 200-215.

- Yang, Q., Pang, C., Liu, L., Yen, D. C., & Michael Tarn, J. (2015). Exploring consumer perceived risk and trust for online payments: An empirical study in China's younger generation. *Computers in Human Behavior*, *50*, 9–24. <https://doi.org/10.1016/j.chb.2015.03.058>
- Yi, Q., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, *75*(August). <https://doi.org/10.1016/j.jretconser.2023.103534>
- Yoon, S., Han, S. H., & Kim, H. (2022). How trust mediates perceived risk and purchase intention in flash sales. *Journal of Business Research*, *145*, 283-295.
- Yu, Y., Liu, B. Q., Hao, J. X., & Wang, C. (2020). Complicating or simplifying? Investigating the mixed impacts of online product information on consumers' purchase decisions. *Internet Research*, *30*(1), 263–287. <https://doi.org/10.1108/INTR-05-2018-0247>
- Zakiyyah, A. M. (2018). Pengaruh Flash Sale Terhadap Pembelian Impulsif Online Pada Toko Online “Pulchragallery.” *Jurnal Manajemen Dan Bisnis Indonesia*, *4*(1). <https://doi.org/10.32528/jmbi.v4i1.1716>
- Zhang, M., Hassan, H., & Migin, M. W. (2023). Exploring the Consumers' Purchase Intention on Online Community Group Buying Platform during Pandemic. *Sustainability (Switzerland)*, *15*(3), 1–13. <https://doi.org/10.3390/su15032433>
- Zhao, X., & Balague, C. (2019). The psychology of online limited-time offers: Scarcity effects on purchase intentions. *Journal of Consumer Psychology*, *29*(3), 460-473.
- Zhang, M., Zhang, J., Cheng, T. C. E., & Hua, G. (2018). Why and how do branders sell new products on flash sale platforms? *European Journal of Operational Research*, *270*(1), 337–351. <https://doi.org/10.1016/j.ejor.2018.02.051>
- Zhang, X., & Yu, X. (2020). The Impact of Perceived Risk on Consumers' Cross-Platform Buying Behavior. *Frontiers in Psychology*, *11*(October), 1–13. <https://doi.org/10.3389/fpsyg.2020.592246>

Website

<https://www.kena.id/keuangan/6659494388/tiktok-vs-shopee-mana-yang-lebih-cocok-untuk-para-seller-ini-perbandingan-kedua-platform-dari-berbagai-hal>

<https://www.unitedcreative.co.id/blog/keunggulan-tiktok-shop-dibandingkan-ecommerce-lainnya>