

## DAFTAR PUSTAKA

- Amalia, R. Y., & Fauziah, S. (2018). Perilaku Konsumen Milenial Muslim Pada Resto Bersertifikat Halal Di Indonesia: Implementasi Teori Perilaku Terencana Ajzen. *Jeba (Journal Of Economics And Business Aseanomics)*, 3(2), 200–218. <https://doi.org/10.33476/Jeba.V3i2.960>
- Angelina Darma, L., & Japarianto, E. (2014). Analisa Pengaruh Hedonic Shopping Value Terhadap Impulse Buying Dengan Shopping *Lifestyle* Dan Positive Emotion Sebagai Variabel Intervening Pada Mall Ciputra World Surabaya. *Jurnal Manajemen Pemasaran*, 8(2), 1–10. <https://doi.org/10.9744/Pemasaran.8.2.80-89>
- Ariyanto, A., Rejeki, B., Indillah, M. R., Trenggana, A. F., Sholihah, D. R., Ariyanti, M., Widiati, E., Irawan, P., Ratih, S. D., Ismail, R. S., Putra, D. S., Utama, A. M., Syahputra, & Bancin, J. B. (2023). *Manajemen Pemasaran* (U. Saripudin (Ed.); Pertama). Widina Bhakti Persada Bandung (Grup Cv. Widina Media Utama).
- Fauzi, Y. (2015). Manajemen Pemasaran Perspektif Maqasid Syariah. *Jurnal Ilmiah Ekonomi Islam*, 1(03), 143–160. <https://doi.org/10.29040/Jiei.V1i03.51>
- Handayani, K. (2024). Implementasi Manajemen Modern Pada Organisasi. *Jurnal Ekonomi, Manajemen, Bisnis, Dan Akuntansi*, 3(2), 119–126.
- Hassan, S., Nadzim, S. Z. A., & Shiratuddin, N. (2015). Strategic Use Of Social Media For Small Business Based On The Aida Model. *Procedia - Social And Behavioral Sciences*, 172, 262–269. <https://doi.org/10.1016/J.Sbspro.2015.01.363>
- Irwansyah, Et Al. (2021). Perilaku Konsumen. In *Paper Knowledge . Toward A Media History Of Documents*. Penerbit Widina Bhakti Persada Bandung.
- Li, J., & Yu, H. (2013). An Innovative Marketing Model Based On Aida: - A Case From E-Bank Campus-Marketing By China Construction Bank. *Ibusiness*, 05(03), 47–51. <https://doi.org/10.4236/Ib.2013.53b010>
- Mahyarni. (2013). Theory Of Reasoned Action Dan Theory Of Planned Behavior (Sebuah Kajian Historis Tentang Perilaku). *Jurnal El-Riyasah*, 4(1), 13. <https://doi.org/10.24014/Jel.V4i1.17>
- Najjuko, T. (2023). *The Role Of Social Media Fashion Influencers On Gen Z Consumers Last Minute Holiday Shopping : A Qualitative Study On Gen Z Consumers Purchase Behavior On Fast-Fashion Retailer* . 81.
- Nasucha, M. R., Rapsjani, M. F., & Puspitasari, D. M. (2021). Urgensi Penerapan Prinsip Manajemen Modern Pada Lembaga Pendidikan. *Manageria: Jurnal Manajemen Pendidikan Islam*, 3(3), 303–317. <https://doi.org/10.14421/Manageria.2016.12-10>
- Panjaitan, R. (2018). Manajemen Pemasaran. In Sukarno (Ed.), *Management Pemasaran*. Sukarno Pressindo.
- Puriati, N. M., & Darma, G. S. (2021). Menguji Kesiapan Pengelolaan Desa Wisata Berbasis Manajemen Modern Sebagai Penggerak Ekonomi Rakyat.

- Jurnal Manajemen*, 7(2), 319–330.
- Qurthuby, M., Alhifni, A., & Muhlisin, S. (2019). Pengaruh Strategi Pemasaran Dengan Konsep Aida (Attention, Interest, Desire, Action) Terhadap Respon Nasabah Mengambang Pada Bank Syariah (Studi Pada Bank Syariah Di Wilayah Cibadak-Sukabumi). *Equilibrium: Jurnal Ekonomi Syariah*, 7(1), 17–39. <https://doi.org/10.21043/Equilibrium.V7i1.4682>
- Rahmawati, N. T. (2018). Pengaruh Hedonic Shopping Value Dan Shopping Lifestyle Terhadap Impulse Buying Dengan Emosi Positif Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Indonesia*, 3(1), 1–12.
- Razak, M. (2016). Perilaku Konsumen. In *Экономика Региона*. Alauddin University Press.
- Saputra, H. (2019). Analisa Kepatuhan Pajak Dengan Pendekatan Teori Perilaku Terencana (Theory Of Planned Behavior) (Terhadap Wajib Pajak Orang Pribadi Di Provinsi Dki Jakarta). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 47–58. <https://doi.org/10.24912/Jmieb.V3i1.2320>
- Setiyanto, A. I., & Selvi, N. H. (2017). Pengaruh Kepuasan Kerja Dan Komitmen Organisasi Terhadap Turnover Intention (Pada Perusahaan Manufaktur Di Kawasan Industri Anbil Kota Batam). *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis*, 5(1), 105–110.
- Suhendra, Y. F., & Arifin, A. Z. (2019). Faktor Yang Memprediksi Perilaku Menabung Pekerja Di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 1(3), 600. <https://doi.org/10.24912/Jmk.V1i3.5372>
- Sunyoto, D., & Saksono, Y. (2022). Perilaku Konsumen. In M. A. Kalijaga (Ed.), *Eureka Media Aksara*.
- Amiri, F., Jalal, J., Mohsen, S., And Tohid, A. 2012. Evaluation Of Effective Fashionism Involvement Factors On Impulse Buying Of Costumers AndCondition Of Interrelation Between These Factor. *Journal Of Basic AndApplied Scientific Research*. 2(9), Pp. 9413 9419.
- Arnold, M, J., Reynolds, K. E. And Jones, M. A. (2006), “Hedonic And Utilitarian Shopping Value: Investigating Differential Effects On Retail Outcomes”, *Journal Of Business Research*, 59:974-981.
- Badgaiyan, A. J., Verma, A., & Dixit, S. (2016). Pembelian Impulsif Tendency: Measuring Important Relationships With A New Perspective And AnIndigenous Scale. *Iimb Management Review*, 28(4), 186-199.
- Bahri, Andi. Etika Konsumsi Dalam Perspektif Ekonomi Islam. *Jurnal StudiIslamika*, Vol. 11, No.2, Desember 2014.
- Beatty, S., Ferrel, E., (2016). Impulse Buying: Modeling Its Precursors. *J. Retail*. 72(0022–4359).
- Departemen Agama, Ri. 2005. Al-Quran Dan Terjemahnya. Bandung: JumanatulAli-Artdunitz.
- Dewi, N. R. (2015). Pengaruh Fashion Involvement Dan Kecenderngan Hedonic Consumption Dengan Mediator Emosi Positif Terhadap Pembelian Impulsif Berorientasi Fashion (Survei Pada Pembeli Pakaian Di MalOlympic Garden Kota Malang). *Jurnal Administrasibisnis*, 26(2).
- Dhurup, M. (2014). Impulsif Fashion Apparel Consumption: The Role Of

- Hedonism, *Fashioninvolvement* And Emotional Gratification In *Fashion Apparel ImpulseBuying* Behavior In A Developing Country. *Mediterranean Journal Of SocialSciences*, 5(8), 168.
- Dian Firdausi Pradana, D., Wahyuni, S., Si, S. M., & Sutrisno Djaja, S. M. (2013).
- Pengaruh Display Produk Dan Program Promosi Terhadap Keputusan Konsumen Melakukan Pembelian Impulsif.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Dengan Program Amos 24 Edisi 7*. Semarang: Badan Penerbit Universitas Diponegoro.
- Haryono, S. (2017). *Metode Sem Untuk Penelitian Manajemen Amos, Lisler, Dan Pls*. Yogyakarta:Pt. Luxima Metro Media.
- Hawkins, D. I., David, L., And Mothers B. (2014). *Consumer Behavior: Building Marketing Strategy, Twelfth Edition*. Mcgraw-Hill Education, 2 Penn Plaza, New Yorkhirschman,E.C., And Holbrook,M.B., 1982, The Experiential Aspect Of Consumption: Consumer Fantasies, Feelings, And Fun, *Journal OfConsumer Research* Vol.9, P.132-140.
- Hourigan, Sally Rebecca & Ursula Sigrid Bougoure. 2012. Toward A Better Understanding Of *Fashion* Clothing Involvement. *Australian Marketing Journal*. Vol. 20. No. 2, P. 127-135
- Hoyer, Wayne D, Deborah J. Macinnis & Rik Pieters. 2013. *Consumer Behavior*. United States Of America.
- Japariato, E., & Sugiharto, S. (2011). Pengaruh Shopping Life Style Dan Keterlibatan *Fashion* Terhadap Impulse Buying Behavior Masyarakat HighIncome Surabaya. *Jurnal Manajemen Pemasaran*, 6(1), 32-41.
- Japariato, E. (2019). Analisis Pengaruh Keterlibatan *Fashion* Terhadap Impulse Buying Melalui Hedonic Value Di H&M Store Pakuwon Mall Surabaya. *Jurnal Manajemen Pemasaran*, 13(1), 40-46.
- Kaczmarek,Lukasz D. 2017.*Hedonic Motivation*. Poland: Springer InternationalPublishing.
- Katawetawaraks, Chayapa And Cheng Lu Wang. 2011. Online Shopper Behavior: Influences Of Online Shopping Decision. *Asian Journal Of Business Research*. Vol. 1, No. 2, Pp.66-74
- Kosyu, D. A., Hidayat, K., Dan Abdillah Y. (2014). Pengaruh *Hedonic Shopping Motives* Terhadap *Shopping Lifestyle* Dan *Impulse Buying* (Survei Pada Pelanggan *Outlet Stradivarius* Di Galaxy Mall Surabaya). *JurnalAdministrasi Bisnis (Jab)*, Volume 14, Nomor 2, (1-7).
- Lestari I. P, Dan Oetomo, H. W. (2014). Pengaruh Hedonic Shopping Value Terhadap Impulse Buying Melalui Positive Emotion Customer Flashyshop. *Jurnal Ilmu Dan Riset Manajemen*, Vol. 3, No. 7: 1-17.
- Liang, Y. P. (2012). The Relationship Between Consumer Product Involvement, Product Knowledge And *Impulse Buying* Behavior. *Procedia-Social And Behavioral Sciences*, 57, 325-330.
- Marianty, R. (2014). Pengaruh Keterlibatan *Fashion* Emosi Positif Dan Kecenderungan Konsumsi Hedonik Terhadap Pembelian Impulsif. *Jurnal*

*Magister Manajemen*, 115.

- Metilda, R. M., & Karthika, M. (2015). Commerce Management The Impact Of Store Environment And Emotional Factor On Impulse Buying. Professor, Sri Ramakrishna Eng. College, Cbe. Keywords: Store Environment, Emotional Factor And Impulse Buying., (10), 2009–2011.
- Muruganantham And Ravi Shankar Bhakat. 2013. A Review Of Impulse Buying Behavior. *International Journal Of Marketing Studies*. Vol. 5, No. 3, Pp. 149-160.
- Mohan, G., B. Sivakumaran., And P. Sharma. 2013. Impact Of Store Environment On Impulse Buying Behavior. *European Journal Of Marketing*. Volume 47, Nomor 10.
- Nugroho J. Setiadi, Se., Mm. 2008. *Perilaku Konsumen: Konsep Dan Implikasi Untuk Strategi Dan Penelitian Pemasaran*. Jakarta: Kencana.
- Ozen, Hilal And Nil Engizek. 2014. Shopping Online Without Thinking: Being Emotional Or Rasional?. *Asia Pasific Journal Of Marketing And Logistics*. Vol. 26, No. 1, Pp. 78-93.
- Pangestu, I. K. B. A., & Santika, I. W. (2019). Peran Emosi Positif Memediasi Pengaruh *Fashion* Involvement Dan Hedonic Consumption Tendency Terhadap Impulse Buying. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 287-314.
- Park, Eun Joo, 2006, A Structural Model Of *Fashion*-Oriented Impulse Buying Behavior, *Journal Of Fashion Marketing And Management* Vol. 10 No. 4, 2006.
- Pattipeilohy, Victor Ringhard., Rofiaty, And M. S. Idrus. 2013. The Influence Of The Availability Of Money And Time, Keterlibatan *Fashion*, Hedonic Consumption Tendency And Positive Emotions Towards *Impulse Buying* Behavior In Ambon City. *International Journal Of Business And Behavioral Sciences*, 3(8), Pp: 36-49.
- Pentecost, R & L. Andrews. 2010. *Fashion* Retailing Ad Bottom Line: The Effects Of Generational Chorot, Gender, *Fashion* Fanship, Attitudes And Impulse Buyung On *Fashion* Expenditure. *Journal Retailing And Consumer Service*. Vol. 17. No. 3, Pp. 43 52
- Permatasari, I. M., Arifin, Z., & Sunarti, S. (2017). Pengaruh Hedonic Concumption Dan Mediator Emosi Positif Terhadap Pembelian Impulsif (Survei Pada Pembeli Produk *Fashion* Di Malang Town Square Kota Malang). *Jurnal Administrasi Bisnis*, 43(2), 1-9.
- Peter, J. Paul & Jerry C. Olson. 2013. *Prilaku Konsumen Dan Strategi Pemasaran*. Jilid 1. Ed 9. Alih Bahasa: Diah Tantri Dwiandani. Jakarta: Salemba Empat.
- Roberts, J. A., Pullig, C., & Manolis, C. (2015). I Need My Smartphone: A Hierarchical Model Of Personality And Cell-Phone Addiction. *Personality And Individual Differences*, 79, 1319.
- Rohman, F. (2009). Peran Nilai Hedonik Konsumsi Dan Reaksi Impulsif Sebagai Mediasi Pengaruh Faktor Situasional Terhadap Keputusan Pembelian Impulsif Di Butik Kota Malang. *Jurnal Aplikasi Manajemen*, 7(2),

251-261.

- Saleem, M. Y. (2012). *An Introduction To The Theoretical Foundations Of Islamic Transactions*. Ilmiah Publishers Sdn. Bhd.
- Scarpi, D. 2006. *Fashion Stores Between Fun And Usefulness*, *Journal Of Fashion Marketing And Management*, 10(1).
- Šeinauskienė, B., Maščinskienė, J., & Jucaitytė, I. (2015). The Relationship Of Happiness, Impulse Buying And Brand Loyalty. *Procedia-Social And Behavioral Sciences*, 213, 687-693.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis Edisi 6 Buku 2*. Jakarta: Salemba Empat.
- Semuel, H. (2009). Pengaruh Stimulus Media Iklan, Uang Saku, Usia, Dan Gender Terhadap Kecenderungan Perilaku Pembelian Impulsif (Studi Kasus Produk Pariwisata). *Jurnal Manajemen Pemasaran*, 2(1).
- Setiadi, I. M. W., & Warmika, I. (2015). Pengaruh Keterlibatan *Fashion* Terhadap Impulse Buying Konsumen *Fashion* Yang Dimediasi Positive Emotion Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 4(6), 1684-1700.
- Solomon, Michael R. 2013. *Customer Behavior: Buying, Having And Being*. 10th Edition. Pearson Education Limited.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta, Cv.
- Tirmizi, Muhammad Ali, Kashif-Ur-Rehman, Dan M. Iqbalsaif, 2009, An Empirical Study Of Consumer Impulse Buying Behavior In Local Markets, *European Journal Of Scientific Research* Issn 1450-216x Vol.28 No.4 (2009), Pp.522-53.
- Vazifehdust, H., & Farokhian, S. (2013). Factors Influencing Customer Satisfaction With The Success Factors Identified In The Insurance Industry. *African Journal Of Business Management*, 2026-2032.
- Verplanken, B., And Sato A. (2011) The Psychology Of Impulse Buying: An Integrative Self-Regulation Approach. *Journal Of Consumer Policy*, Volume 32, Nomor 4, (197-210).
- Zeb, H., Rashid. K., & Javeed, B. M. 2011. Influence Of Brands On Female Consumer's Buying Behavior In Pakistan. *International Journal Of Trade And Finance*, Vol. 2, No.3.