

## Analysis of Shopping Lifestyle, Discount and Online Customer Review of Impulse Buying in Shopee Live Consumers in Semarang City

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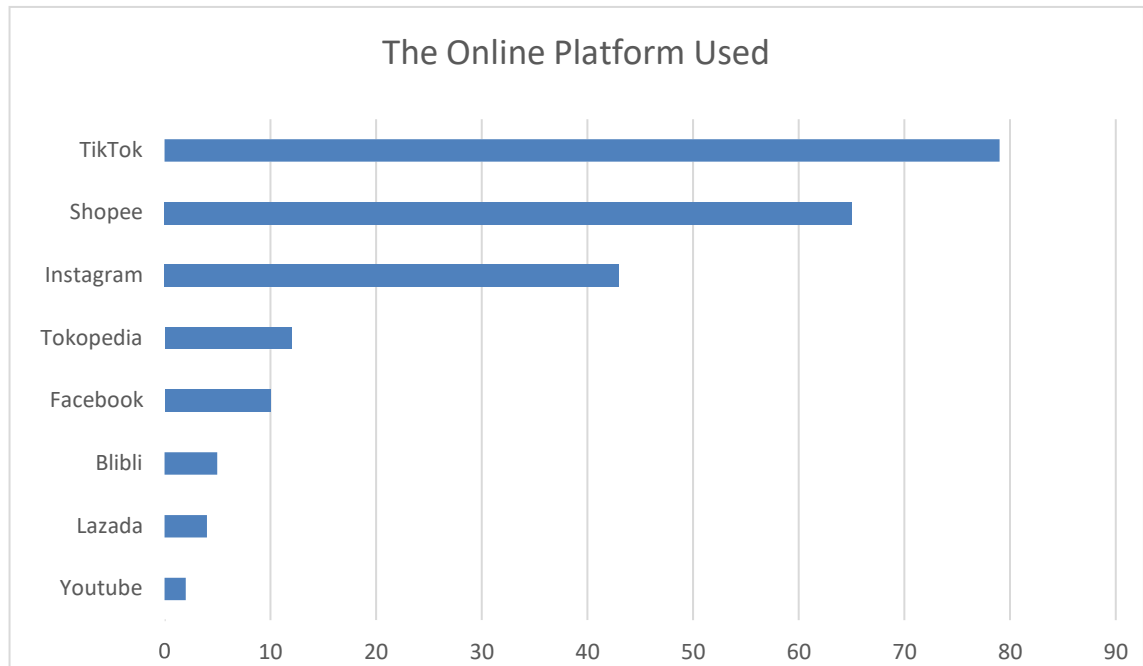
### ABSTRACT

The purpose of this study is to determine whether or not there is a positive or negative influence on shopping lifestyle, discounts and online customer reviews on impulse buying in Shopee Live Semarang City consumers both partially and simultaneously. The method used in this study is a quantitative method involving 96 respondents who are Shopee Live consumers in Semarang City. The research was carried out by sampling through a nonprobability sampling technique with a type of purposive sampling. The analysis technique used in this study is SPSS version 25. The results of the analysis show that Shopping Lifestyle (X-1) has a positive and significant effect on Impulse Buying (Y), Discount (X-2) has a positive and significant effect on Impulse Buying (Y), Online Customer Review (X-3) has a positive and significant effect on Impulse Buying (Y), and simultaneously Shopping Lifestyle (X1), Discount (X2), and Online Customer Review (X-3) have a positive and significant effect on Impulse Buying (Y) on Shopee Live consumers in Semarang City.

**Keywords:** Shopping Lifestyle, Discount, Online Customer Review, and Impulse Buying

## INTRODUCTION

The rapid development of technology systems is fast creating a significant impact on the business field. Online shopping is an implementation of advances in the use of digital technology. Live shopping is one example of the advancement of digital technology through online shopping. Several e-commerce platforms have adapted the live shopping trend, one of which is Shopee. The Shopee platform is one of the e-commerce platforms with the most visits in 2023, cumulatively reaching around 2.3 billion visits in Indonesia (Ahdiat, 2024).



**Figure 1**  
**Frequently Used Live Shopping Platforms**  
**Sumber : (Global Loyalty Indonesia, 2023)**

Based on Figure 1, Shopee Live adapted by Shopee is in second place with an achievement of 65% after TikTok Live adapted by Tiktok with a gain of 79%, this phenomenon creates a change in the shopping behavior of e-commerce consumers after social media has experienced a shift in users who are now not only for interactive media but also for new media in media marketing. This is in line with the statement (Maghfiroh, Natania, & Efendi, 2023) that in Indonesia social media has become a new culture in online commerce. Shopee Live makes it easy for consumers to capture information about a product, which allows consumer psychology to be affected so that there is the potential to create spontaneous purchases (Impulse buying) without careful consideration. According to (Ningrum & Pudjoprastyono, 2023). The factor for impulse buying is due to a shopping lifestyle and discounts.

Shopping lifestyle reflects how consumers allocate their money and time when it comes to shopping. Livestream.com research launched survey data that 80% of people prefer live streaming to read descriptions on product brands. Impulse buying can occur when consumers allocate more time on a platform. Jakpat (2023) stated that TikTok Shop is the favorite live shopping platform that is often used by Gen Z with a percentage of 75% and Gen X is more inclined to Shopee Live with a presentation of 66% (Aji, Wijoyo, & Rachmadi, 2020). Based on research (Ningrum & Pudjoprastyono, 2023) Lifestyle has a positive and significant effect on Impulse Buying.

The Shopee Live feature makes attractive offers given to sellers and buyers through one of them discounts every day at 10%, 20%, up to 50% at certain times and goods in one purchase each is the advantage of this feature. According to research (Kinasih & Wuryandari, 2023) Based on research (Anwar, 2022), 86.7% said yes they wanted to make a purchase after knowing there was a discount and 13.3% did not want to make a purchase after knowing that there was a discount. The problem that occurs is that Shopee Live business actors reduce the price of their products to obtain discount vouchers, even though there are often difficulties for consumers in using these discount vouchers. Based on research (Kinasih & Wuryandari, 2023) Discount has a positive and significant influence on Impulse Buying.

Online customer reviews are a tool to provide information in the form of text or images that provide consumers with an understanding of product quality based on previous consumer experiences and forms of evaluation. The problem that occurs is that the reviews that have a rating of five contain negative reviews on products sold through Shopee Live, which can be detrimental when impulse buying occurs. According to (Ulfaida, Savitri, & Faddila, 2023) manipulation in online customer reviews is not only detrimental to consumers, but also a problem for business people who still lack control over online customer reviews because the system is included in eWOM. Based on research (Putri & Fikriyah, 2023) Online Customer Reviews have a positive and significant influence on Impulse Buying

The large number of population makes the city of Semarang feel the positive impact of the existence of various physical shopping centers that make it easier for its citizens to adjust their desired lifestyle. Based on research (Widiastuti, Universari, & Setiawan, 2023) with 50 samples, gen z in Semarang City made online purchases unplanned in advance and the fact that advertising and discounts of 67.2% were the reason why gen z made online purchases.

## **THEORETICAL FRAMEWORK**

### **Impulse Buying**

According to (Ratnawati, 2023) impulse buying is the spontaneous buying activity of consumers without prior consideration and knowing the subsequent consequence. Spontaneous purchases occur due to product demonstrations or promotions (Padmasari & Widyastuti, 2022) According to research (Wati, Basalamah, & Rahmawati, 2021) there are 4 indicators in Impulse Buying:

- 1). Spontaneity
- 2). Power, Compulsion, and Instensity
- 3). Excitement and stimulation
- 4). Disregard for consequence

### **Shopping Lifestyle**

According to (Ningrum & Pudjoprastyono, 2023) lifestyle is defined as a way of life. An increase in consumptive lifestyle can cause consumers to make spontaneous purchases. According to (Ningrum & Pudjoprastyono, 2023) in order to find the relationship between shopping lifestyle and impulse buying, there are six indicators written in the study:

- 1) Respond to each ad.
- 2) Buying the most famous brands
- 3) Trust that the brand you buy is of the best quality
- 4) Buying different brands.
- 5) Be confident that quality doesn't belong to one brand alone

### Discount

According to (Hasim & Lestari, 2022) defines discount as a discount on certain goods and over a certain period of time. According to (Ittaqullah , Madjid, & Sulemana, 2020), Discount is a form of seller step in acquiring customers, where consumers will be given products that resemble other places at prices that are easier for consumers to accept.

According to (Hasim & Lestari, 2022) there are three indicators of the discount variable:

- 1) High discounts,
- 2) Discount period,
- 3) Various kinds of products that get discounts

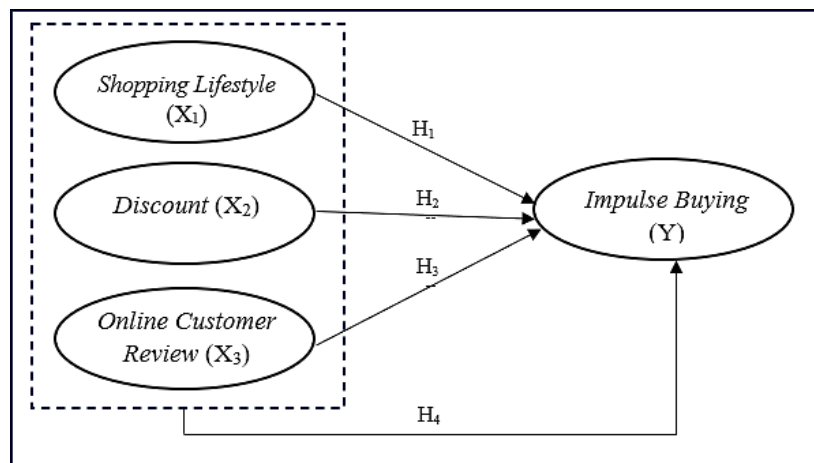
### Online Customer Review

According to research (Wahyudi, 2023), Online customer review is the evaluation of products related to various aspects through review information provided by consumers, with the information explained can determine the quality of the product based on reviews and experiences that customers have expressed after they make a purchase. According to (Pratama, 2023) online review indicators (online customer reviews) consist of:

- 1) Perceived usefulness
- 2) Source credibility
- 3) Argument quality
- 4) Valency
- 5) Volume of reviews

### Theoretical Model

This research model consists of 4 variables, the proposed research framework diagram follows:



**Figure 2**  
**Theoretical Thinking Framework**

H1 : Shopping lifestyle has a positive and significant effect on impulse buying

H2 : Discount has a positive and significant effect on impulse buying

H3 : Online customer reviews have a positive and significant effect on impulse Buying

H4 : Shopping lifestyle, discounts, and online customer reviews simultaneously has a positive and significant effect on impulse buying

### The Influence of Shopping Lifestyle on Impulse Buying

Consumerism is created when consumers allocate their time, resulting in them easily allocating their money. Research by (Padmasari & Widyastuti, 2022) also gave the same results that shopping lifestyle has a positive and significant influence on impulse buying.

Those who often watch Shopee Live tend to be more susceptible to being tempted to buy items impulsively. However, it is different from the research of (Satrio, Sabana, & Feranita, 2020) who stated that shopping lifestyle has a negative and insignificant effect on impulse buying. the following hypothesis can be formulated:

H1 : Shopping Lifestyle has a positive and significant effect on Impulse Buying

#### **The Effect of Discount on Impulse Buying**

The existence of discounts provided by streamers when providing product detail information can increase sales of certain products, because it stimulates consumers to make purchase transactions. Research by (Hasim & Lestari, 2022) states that discounts have a positive and significant effect. Attractive offers such as discounts on online shopping platforms can affect the consumer's view when deciding to buy a product. In contrast to the results of research by (Ittaqullah, Madjid, & Sulemana, 2020) who said that discounts do not have a significant effect on impulse buying, the following hypothesis can be formulated:

H2 : Discount has a positive and significant effect on Impulse Buying

#### **The Effect of Online Customer Reviews on Impulse Buying**

The data shared by consumers allows other consumers to evaluate products based on the experiences that have been shared by experienced consumers, thus creating a positive eWOM. According to research by (Wati, Basalamah, & Rahmawati, 2021) that online customer reviews have a positive and significant effect on impulse buying, because Shopee consumers consider a lot through existing reviews such as the number of reviews, the quality of arguments, and benefits. Meanwhile, according to research by (Pratama, 2023), Online Customer Reviews have no effect on Impulse Purchases, due to the lack of a place to deliver information. the following hypothesis can be formulated:

H3 : Online customer reviews have a positive and significant effect on Impulse Buying

#### **The Influence of Shopping Lifestyle, Discounts, Online Customer Reviews on Impulse Buying**

A lifestyle driven by discounts can have a significant impact on impulsive purchasing decisions. In this study, the relationship between Shopping Lifestyle, Discount, and Online Customer Review on Impulse Buying will be measured simultaneously (together). Based on research (Ningrum & Pudjoprastyono, 2023), that simultaneously shoppinglifestyle and discounts simultaneously have a psychological and significant effect. the following hypothesis can be formulated:

H4 : Shopping Lifestyle, Discounts, and Online Customer Reviews have a Simultaneous Positive Effect on Impulse Buying

### **RESEARCH METHODOLOGY**

Quantitative is the choice of writing. According to research (Sugiyono, 2019), quantitative research is described as research that uses numerical data as material to create information about the results we want to get. The acquisition and collection of the results of the distribution of questionnaires filled out by Shopee Live consumers in Semarang City became the primary data in this study. The author uses a non-probability sampling method with a purposive sampling technique to determine the sample taken. Based on the results of the calculation using the lameshow formula, the number of samples of 96.04 or 96 samples of Shopee Live consumers in this study was obtained. The data that will be processed using a statistics software program in the form of SPSS 25.

## RESULTS

**Table 1.** Characteristics of Gender Groups

| No | Gender       | Frequency | Percentage (%) |
|----|--------------|-----------|----------------|
| 1. | Male         | 21        | 21,9%          |
| 2. | Female       | 75        | 78,1%          |
|    | Total amount | 96        | 100%           |

Source : Processed by SPSS, 2024

**Table 2.** Characteristics of Age Group

| No | Age             | Frequency | Percentage (%) |
|----|-----------------|-----------|----------------|
| 1. | 19-24 years old | 83        | 86,5%          |
| 2. | 25-30 years old | 11        | 11,5%          |
| 3. | 31-36 years old | 1         | 1%             |
| 4. | 32-42 years old | 1         | 1%             |
|    | Total amount    | 96        | 100%           |

Source: Processed by SPSS, 2024

**Table 3.** Characteristics of Respondent Status Groups

| No | Status            | Frequency | Percentage (%) |
|----|-------------------|-----------|----------------|
| 1. | Student           | 73        | 76%            |
| 2. | Private Employees | 21        | 21,9%          |
| 3. | Housewives        | 2         | 2,1%           |
|    | Total amount      | 96        | 100%           |

Source: Processed by SPSS, 2024

**Table 4**  
**Characteristics of Groups Making Purchases on Shopee Live**

| No | Have made a purchase | Frequency | Percentage (%) |
|----|----------------------|-----------|----------------|
| 1. | Yes                  | 96        | 100%           |
| 2. | No                   | -         | -              |
|    | Total amount         | 96        | 100%           |

Source: Processed by SPSS, 2024

**Table 5. Descriptive Statistics**

|                                   | N  | Minimum | Maximum | Mean  | Std.<br>Deviation |
|-----------------------------------|----|---------|---------|-------|-------------------|
| <i>Shopping Lifestyle</i>         | 96 | 14      | 25      | 20.15 | 2.679             |
| <i>Discount</i>                   | 96 | 9       | 15      | 12.82 | 1.711             |
| <i>Online Customer<br/>Review</i> | 96 | 15      | 25      | 21.40 | 2.417             |
| <i>Impulse Buying</i>             | 96 | 12      | 20      | 16.48 | 1.829             |
| Valid N (listwise)                | 96 |         |         |       |                   |

Source : Processed by SPSS, 2024

Indicates that all variables have a standard deviation less than their mean. Based on this finding, it can be concluded that the data exhibits limited variability across all variables in the study.

**Table 6. Validity Test**

| Variabel  | Steatment | r<br>Calculate | r Table | Description |
|---|-----------|----------------|---------|-------------|
| <i>Shopping Lifestyle<br/>(X<sub>1</sub>)</i>     | 1         | 0,811          | 0,2006  | Valid       |
|   | 2         | 0,774          | 0,2006  | Valid       |
|   | 3         | 0,629          | 0,2006  | Valid       |
|   | 4         | 0,750          | 0,2006  | Valid       |
|   | 5         | 0,727          | 0,2006  | Valid       |
| <i>Discount (X<sub>2</sub>)</i>                   | 1         | 0,718          | 0,2006  | Valid       |
|   | 2         | 0,837          | 0,2006  | Valid       |
|   | 3         | 0,798          | 0,2006  | Valid       |
| <i>Online Customer<br/>Review (X<sub>3</sub>)</i> | 1         | 0,648          | 0,2006  | Valid       |
|   | 2         | 0,714          | 0,2006  | Valid       |
|   | 3         | 0,675          | 0,2006  | Valid       |
|   | 4         | 0,738          | 0,2006  | Valid       |
|   | 5         | 0,739          | 0,2006  | Valid       |
| <i>Impulse Buying (Y)</i>                         | 1         | 0,678          | 0,2006  | Valid       |
|   | 2         | 0,655          | 0,2006  | Valid       |
|   | 3         | 0,740          | 0,2006  | Valid       |
|   | 4         | 0,642          | 0,2006  | Valid       |

Source : Processed by SPSS, 2024

Valid can be declared valid if the validity test provisions such as the value of r calculation > r table, and vice versa. It is stated that the results are valid because each item on the r count > r table.

**Table 7. Reliability Test**

| Variabel                                      | Cronbach's<br>alpha | > < | Standar<br>Reliabilitas | Description |
|---|---------------------|-----|-------------------------|-------------|
| <i>Shopping Lifestyle (X<sub>1</sub>)</i>     | 0,789               | >   | 0,6                     | Reliabel    |
| <i>Discount (X<sub>2</sub>)</i>               | 0,685               | >   | 0,6                     | Reliabel    |
| <i>Online Customer Review (X<sub>3</sub>)</i> | 0,740               | >   | 0,6                     | Reliabel    |
| <i>Impulse Buying (Y)</i>                     | 0,602               | >   | 0,6                     | Reliabel    |

Source: Processed by SPSS, 2024

It is stated to be reliable on the grounds that Cronbach's Alpha value > 0.6.

**Table 8 Normality Test  
One-Sample Kolmogorov-Smirnov Test**

|  |                | Unstandardized Residual |
|--|----------------|-------------------------|
| N  |                | 96                      |
| Normal Parameters <sup>a,b</sup>                   | Mean           | .0000000                |
|  | Std. Deviation | .89868504               |
|  |                |                         |
| Most Extreme Differences                           | Absolute       | .074                    |
|  | Positive       | .074                    |
|  | Negative       | -.073                   |
| Test Statistic                                     |                | .074                    |
| Asymp. Sig. (2-tailed)                             |                | .200 <sup>c,d</sup>     |
| a. Test distribution is Normal.                    |                |                         |
| b. Calculated from data.                           |                |                         |
| c. Lilliefors Significance Correction.             |                |                         |
| d. This is a lower bound of the true significance. |                |                         |

Source : Processed by SPSS, 2024

The value of asymp.sig (2-tailed) is 0.200 > 0.05, it is stated that the value is normally distributed.

**Table 9. Multicollinearity Test**

| Variabel                      | Tolerance | VIF   | Description                 |
|-------------------------------|-----------|-------|-----------------------------|
| <i>Shopping Lifestyle</i>     | 0,667     | 1,499 | No multicollinearity occurs |
| <i>Discount</i>               | 0,521     | 1,918 | No multicollinearity occurs |
| <i>Online Customer Review</i> | 0,573     | 1,746 | No multicollinearity occurs |

Source : Data processed by SPSS, 2024

It can be concluded that there is no multicollinearity in this model because all VIF values < 10 and tolerance values > 0.1.

**Table 10. Heteroscedasticity Test**

| Variabel                      | Sig.  | Description                  |
|-------------------------------|-------|------------------------------|
| <i>Shopping Lifestyle</i>     | 0,592 | No heteroscedasticity occurs |
| <i>Discount</i>               | 0,466 | No heteroscedasticity occurs |
| <i>Online Customer Review</i> | 0,730 | No heteroscedasticity occurs |

Source: Processed by SPSS, 2024



Thus, it can be stated that there is no heteroscedasticity in the regression model of shopping lifestyle, discount, and online customer review analysis on impulse buying which is evidenced by the calculated significance greater than 0.05.

**Table 11.** Multiple Linear Regression Test

| Variabel               | B     | Std. Error | Beta | t     | Sig. |
|------------------------|-------|------------|------|-------|------|
| (Constant)             | 1.820 | .911       |      | 1.999 | .049 |
| Shopping Lifestyle     | .243  | .043       | .357 | 5.686 | .000 |
| Discount               | .484  | .076       | .453 | 6.386 | .000 |
| Online Customer Review | .166  | .051       | .219 | 3.232 | .002 |

Source : Pocessed by SPSS, 2024

$$Y = a + b_1.x_1 + b_2.x_2 + b_3.x_3$$

$$= 1,820 + 0,570.x_1 + 0,253.x_2 - 0,113.x_3$$

From the multiple linear regression equation, it can be concluded that The following:

1. The value of a 1.820 means a constant or state when the other variable, namely the x variable, does not have the influence of the y variable. If variable x is not included then variable y does not undergo turnover.
2. B1.x1 with a calculation of B 0.243 states that the shopping lifestyle variable has a positive influence on impulse buying which means that every increase after the shopping lifestyle variable will affect the increase in impulse buying worth 0.243. With the statement of other variables not focused in this study.
3. B2.x2 with the calculation B 0.484 states that the discount variable has a positive influence on impulse buying which means that every time there is an increase after the discount variable will affect an increase in impulse buying worth 0.484. With the statement of other variables are not focused in this study.
4. B3.x3 with the calculation B 0.166 states that the online customer review variable has a positive influence on impulse buying which means that every time there is an increase after the online customer review variable will affect an increase in impulse buying by 0.166. With the statement of other variables need to be focused in this study.

In table 11, it can be concluded that the results of the hypothesis test or t-test are as follows:

#### **First Hypothesis Submission (H1)**

The influence of X1 on Y results in a value of sig. 0.000 < 0.05 with a t-value of 5.686 > 2.028. It is stated that Shopping Lifestyle (X1) has a positive and significant influence on Impulse Buying (Y). So that the statement on H<sub>1</sub> can be accepted.

#### **Second Hypothesis Submission (H2)**

The persalical effect of X2 on Y results in a value of sig. 0.000 < 0.05 with a t-value of 6.383 > 2.028. It is stated that Discount (X2) has a positive and significant influence on Impulse Buying (Y). So that the statement on H2 can be accepted.

#### **Third Hypothesis Submission (H3)**

The persalical effect of X3 on Y results in a value of sig. 0.002 < 0.05 with a t-value of 3.232 > t table 2.028. It is stated that Online Customer Reviews (X3) have a positive and significant influence on Impulse Buying (Y). So that the statement on H3 can be accepted

**Table 12. Test F Research**

|   | Model      | Sum of Squares | df | Mean Square | F      | Sig.              |
|---|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 241.233        | 3  | 80.411      | 96.419 | .000 <sup>b</sup> |
|   | Residual   | 76.725         | 92 | 834         |        |                   |
|   | Total      | 317.958        | 95 |             |        |                   |

Source : Processed by SPSS, 2024

In the ANOVA F Test, the result of f calculation = 96.419 > f table 2.47 and the significant level of calculation was 0.000 < 0.05, then H0 was rejected and H4 was accepted.

**Table 13. Coefficient of Determination**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .871 <sup>a</sup> | .759     | .751              | .913                       |

Source : Processed by SPSS, 2024

The value on the Adjust R Square is 0.751 where simultaneously (together) it can be stated that the variables X1, X2, and X3 for Y have a value of 75.1%, which means that there is an influence of variables outside the focus of the study on the rest of the results.

## **DISCUSSION**

### **The Effect of Shopping Lifestyle on Impulse Buying on Shopee Live**

Based on the frequency indicator on the statement "I am responding to an advertisement for a product I like is being advertised by a Shopee Live streamer" has an average of 3.99 of answers with high categories. In line with the statement (Padmasari & Widyastuti, 2022) that involvement means a person's strong encouragement for the existence of goods or services as a person's interest to arouse an interest. This statement is also strengthened by research by (Ningrum & Pudjoprastyono, 2023), namely that shopping lifestyle has a positive and significant influence on impulse buying

### **The Effect of Discount on Impulse Buying on Shopee Live**

Based on the results of this research data, with an average of 4.41 answers from respondents with a very high category on the statement "The discount value provided by Shopee Live is able to attract my attention" illustrates that respondents have an interest in the discount value provided by Shopee Live. In line with research (Kinasih & Wuryandari, 2023) The discounts held by Shopee Live provide a strong boost to consumers regarding products and discounts offered for a limited time. This statement is appropriate and supported by research (Hasim & Lestari, 2022) which states that discounts have a positive and significant influence on impulse buying.

### **The Effect of Online Customer Reviews on Impulse Buying on Shopee Live**

It is proven by an average of 4.39 respondents' answers with a very high category on the statement "Positive reviews make me have a good perception of the product I will buy", meaning that consumers will visit the product review area advertised by the streamer to get information. This statement is in line with and strengthened by research (Putri & Fikriyah, 2023) which states that online customer reviews have a positive and significant effect on impulse buying.

### **The Effect of Shopping Lifestyle, Discounts, and Online Customer Reviews on Impulse Buying on Shopee Live**

In the ANOVA F Test, the result of f calculation = 96.419 > f table 2.47 and the significant level of calculation was 0.000 < 0.05, then H0 was rejected and H4 was accepted. This

means that simultaneously shopping lifestyle, discounts, and online customer reviews have a positive and significant effect on impulse buying.

### **CONCLUSION**

Based on the results of the analysis, it was found that: (1) Shopping lifestyle has a positive and significant influence on impulse buying. (2) Discount has a positive and significant influence on impulse buying. (3) Online Customer Reviews have a positive and significant influence on impulse buying. (4) Shopping lifestyle, discounts, and online customer reviews simultaneously have a positive and significant influence on impulse buying.

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