

ONLINE IMPULSIVE BUYING IN THE DIGITAL ERA: INSIGHTS FROM PRICE, E-WOM, AND PURCHASE INTENTION UNDER ISLAMIC ECONOMICS PERSPECTIVE

Choirun Nisa, Ahmad Syarif, Nur Rahmatullah

Faculty of Economics and Islamic Business, Universitas Islam Negeri

Sultan Aji Muhammad Idris Samarinda

Jl. H.A.M. Rifaddin, Loa Janan Ilir, Samarinda, East Kalimantan, 75131, Indonesia

nchairun640@gmail.com

ABSTRACT

This research is motivated by the rapid development of the internet, which has significantly impacted daily life particularly in shifting consumer behavior toward online shopping. While online shopping offers convenience and attractive promotions, it also contributes to a rise in impulsive buying. From the perspective of Islamic economics, impulsive buying is viewed as a negative behavior, reflecting excessive consumption that contradicts the principles of wise and ethical wealth management. This study aims to examine the influence of price and electronic word of mouth (e-WOM) on impulsive buying, with purchase intention as an intervening variable, within the context of Islamic economic values. The research adopts a quantitative approach, collecting data from 100 undergraduate students at Sultan Aji Muhammad Idris State Islamic University Samarinda through questionnaires using simple random sampling. The findings reveal that both price and e-WOM have a significant effect on purchase intention in online shopping. Furthermore, price, e-WOM, and purchase intention each significantly influence impulsive buying. Additionally, purchase intention is found to mediate the relationship between price and impulsive buying, as well as between e-WOM and impulsive buying.

Keywords: Impulsive Buying, Price, Electronic Word of Mouth, Purchase Intention, Islamic Economics

INTRODUCTION

In the current era of technological advancement, individuals are increasingly driven toward a practical and modern lifestyle in all aspects of life. One of the most significant developments is the internet, which now plays a crucial role in various domains, including economics, politics, society, and culture. Beyond merely facilitating access to information, the internet has become a key tool for communication without spatial or temporal limitations. According to the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached approximately 215.63 million in 2022–2023, reflecting a continuous increase compared to previous years. This indicates a growing reliance on the internet, particularly in the business sector.

The evolution of internet technology has brought about a major transformation in the business world. It serves not only as an information medium but also as a strategic tool in marketing, sales, and customer service. E-commerce defined as the modern form of trade enables transactions between buyers and sellers online, offering several advantages such as accessibility, efficiency, and convenience (Dewi Aqliyyah, 2020). However, this convenience has also led to a negative side effect: the increasing tendency of consumers to engage in impulsive online buying, often without prior planning. (Mowen and Minor, 2012) define impulsive buying as a purchase made without a prior need or intention before entering a store.

Impulsive buying is considered a form of excessive behavior that may reflect a lack of control or planning, often driven by emotional or situational stimuli. This type of consumption behavior is seen as problematic, especially in the context of Islamic economics, where excessive consumption and wastefulness are strongly discouraged. Several factors are believed to influence impulsive buying. These include electronic word of mouth (e-WOM) where exposure to positive online reviews or recommendations can increase spontaneous purchasing tendencies and price, where affordable pricing can

trigger impulse purchases as consumers perceive immediate value or opportunity (Gerald et al., 2022). Another factor is purchase intention the stronger the intention to buy, the higher the likelihood of making unplanned purchases (Obing & Aprih, 2022). However, previous studies have produced mixed and inconsistent findings. For instance, (Maulana, 2020) found that price significantly and positively affects impulsive buying, mediated by repurchase intention. In contrast, research by (Barona et al., 2023) concluded that price has a negative and insignificant impact on impulsive buying through positive emotion. Similarly, while (Rahmawati, 2022) found that e-WOM significantly influences impulsive buying through digital marketing, (Ernawati, 2021) found no significant relationship between e-WOM and impulsive buying through hedonic shopping motives. These conflicting results indicate a research gap that warrants further investigation.

Therefore, this study aims to examine the influence of price and electronic word of mouth on impulsive buying, with purchase intention serving as an intervening variable, within the context of Islamic economics. The study focuses on undergraduate students at Sultan Aji Muhammad Idris State Islamic University Samarinda, who are not only potential online consumers but also expected to have an understanding of Islamic ethical values in consumption.

LITERATURE REVIEW

Price

Price is one of the most critical factors influencing consumer decisions when purchasing products or services. This is particularly relevant in e-commerce, where competitive pricing is often a key advantage. Lower operational costs of online stores compared to physical stores allow for more affordable pricing strategies. Additionally, online shopping offers convenience and efficiency, enabling consumers to shop anytime and anywhere. E-commerce platforms also provide a wider range of products, increasing the likelihood of finding the best deals. Frequent promotions and discounts further enhance the appeal of online shopping (Nova & Suryono, 2019).

Electronic Word of Mouth (e-WOM)

Electronic word of mouth (e-WOM) refers to statements made by consumers about products they have used, which are accessible to others globally via the internet. e-WOM includes actions such as writing reviews, recommending products, or sharing experiences. Today, e-WOM is recognized as a powerful promotional tool. Consumers tend to trust peer-generated reviews more than official advertisements, making e-WOM a persuasive factor in purchase decisions. According to Erkan and Evans, product reviews shared through e-WOM can significantly influence impulsive buying behavior (Rofiah, 2020).

Impulsive Buying

Impulsive buying is defined as a purchase made without prior need or intention (Mowen & Minor, 2012). It occurs when individuals spontaneously, reflexively, and automatically decide to buy something, often without planning. This behavior can take place anywhere, even when a salesperson offers a product unexpectedly. Frequently, the purchased item is something the consumer had not previously considered. Such unplanned purchases are categorized as impulsive products (Aqliyyah, 2020).

Purchase Intention

Purchase intention refers to the consumer's mental state that reflects a desire to buy a particular product or service (Kotler & Keller, 2009). A strong attraction to a product often triggers the urge to own it, thus initiating purchase intention. This intention significantly influences a consumer's final buying decision. When the desire becomes strong enough, it can lead to unplanned purchases, driven by emotional or psychological impulses (Septifani et al., 2020).

METHODS

This research was conducted on undergraduate students of the Sultan Aji Muhammad Idris State Islamic University Samarinda. The type of research used is quantitative research. The population in this study consists of undergraduate students at the university, totaling 7,701 active students, based on data obtained from PDDikti Kemdikbud. The sampling technique used in this study is simple random sampling. To collect the data, a questionnaire (survey) was used as the primary instrument. In this research, the data analysis techniques included: Data collection, Instrument testing, Classical assumption tests, Hypothesis testing, Coefficient of determination, Path analysis, and Sobel test.

RESULTS

Validity and Reliability Test

Table 1 shows that the r-count values for the variables Price, Electronic Word of Mouth, Impulsive Buying, and Purchase Intention exceed the r-table threshold. Thus, it can be concluded that all items in the questionnaire are statistically valid. Table 2 shows that all variables have Cronbach's Alpha values exceeding the acceptable alpha level, indicating that the items used in the questionnaire are reliable and produce consistent data.

Normality Test

Table 3 shows that the Asymp. Sig (2-tailed) value is 0.125, which is greater than 0.10. Therefore, it can be concluded that the data used in this study is normally distributed. Then, Table 4 shows that the Asymp. Sig (2-tailed) value is 0.200, which is greater than 0.10. Therefore, it can be concluded that the data tested in this study is normally distributed.

Table1. Validity Test Results

Variable	Questionnaire Item	r table	r count	Description
Price (X1)	Question 1	0,165	0,665	Valid
	Question 2	0,165	0,575	Valid
	Question 3	0,165	0,679	Valid
	Question 4	0,165	0,664	Valid
	Question 5	0,165	0,564	Valid
Electronic Word of Mouth (X2)	Question 1	0,165	0,587	Valid
	Question 2	0,165	0,582	Valid
	Question 3	0,165	0,510	Valid
	Question 4	0,165	0,504	Valid
	Question 5	0,165	0,575	Valid
	Question 6	0,165	0,649	Valid
Impulsive Buying (Y)	Question 1	0,165	0,612	Valid
	Question 2	0,165	0,654	Valid
	Question 3	0,165	0,762	Valid
	Question 4	0,165	0,620	Valid
	Question 5	0,165	0,586	Valid
Purchase Intention (Z)	Question 1	0,165	0,665	Valid
	Question 2	0,165	0,549	Valid
	Question 3	0,165	0,652	Valid
	Question 4	0,165	0,613	Valid
	Question 5	0,165	0,693	Valid

Source: Processed Data (2024)

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Alpha Value (α)	Description
Price (X1)	0,620	0,60	Reliable
Electronic Word of Mouth (X2)	0,575	0,60	Reliable
Impulsive Buying (Y)	0,654	0,60	Reliable
Purchase Intention (Z)	0,629	0,60	Reliable

Source: Processed Data (2025)

Table 3. Normality Test Results – Equation 1 (X1 and X2 on Z)

Unstandardized Residual	
N	100
Normal Parameters	
Mean	0.000000
Std. Deviation	1.01331491
Most Extreme Differences	
Absolute	0.079
Positive	0.079
Negative	-0.065
Test Statistic	0.079
Asymp. Sig. (2-tailed)	0.125 (c)

Source: Processed Data (2025)

Table 4. Normality Test Results – Equation 2 (X1, X2, and Z on Y)

Unstandardized Residual	
N	100
Normal Parameters	
Mean	-0.0269789
Std. Deviation	1.11298606
Most Extreme Differences	
Absolute	0.067
Positive	0.067
Negative	-0.057
Test Statistic	0.067
Asymp. Sig. (2-tailed)	0.200 (c, d)

Source: Processed Data (2025)

Heteroscedasticity Test

Table 5 shows that the significance value for the Price variable is 0.395, and for the Electronic Word of Mouth variable is 0.918, both of which are greater than 0.10. This indicates that the data does not exhibit heteroscedasticity. Table 6 shows that the significant values for the Price, Electronic Word of Mouth, and Purchase Intention variables are 0.340, 0.233, and 0.249, respectively, all of which are greater than 0.10. This indicates that the data do not exhibit heteroscedasticity.

Multicollinearity Test

Table 7 shows that the tolerance values for the Price and Electronic Word of Mouth variables are 0.491, which are greater than 0.10. Additionally, the VIF values for both variables are 2.036, which are less than 10. These results indicate that no multicollinearity is present in the model. Table 8 shows that the tolerance values for the Price, Electronic Word of Mouth, and Purchase Intention variables are 0.461, 0.339, and 0.393, respectively all greater than 0.10. In addition, the VIF values for Price (2.170), Electronic Word of Mouth (2.949), and Purchase Intention (2.543) are all less than 10. Based on these results, it can be concluded that there is no multicollinearity in the model.

Table 5. Heteroscedasticity Test Results – Equation 1 (X1 and X2 on Z)

		Unstandardized Residual	HARGA	E-WOM
Unstandardized Residual	Correlation Coefficient	1.000	0.086	0.010
	Sig. (2-tailed)	.	0.395	0.918
	N	100	100	100
Price	Correlation Coefficient	0.086	1.000	0.674**
	Sig. (2-tailed)	0.395	.	0.000
	N	100	100	100
E-WOM	Correlation Coefficient	0.010	0.674**	1.000
	Sig. (2-tailed)	0.918	0.000	.
	N	100	100	100

Source: Processed Data, (2025)

Table 6. Heteroscedasticity Test Results – Equation 2 (X1, X2 and Z on Y)

		Unstandardized Residual	HARGA	E-WOM	MINAT BELI
Unstandardized Residual	Correlation Coefficient	1.000	-0.096	-0.120	-0.116
	Sig. (2-tailed)	.	0.340	0.233	0.249
	N	100	100	100	100
Price	Correlation Coefficient	-0.096	1.000	0.674**	0.609**
	Sig. (2-tailed)	0.340	.	0.000	0.000
	N	100	100	100	100
E-WOM	Correlation Coefficient	-0.120	0.674**	1.000	0.654**
	Sig. (2-tailed)	0.233	0.000	.	0.000
	N	100	100	100	100
Impulsive Buying	Correlation Coefficient	-0.116	0.609**	0.654**	1.000
	Sig. (2-tailed)	0.249	0.000	0.000	.
	N	100	100	100	100

Source: Processed Data (2025)

Table 7. Multicollinearity Test Results – Equation 1 (X1 and X2 on Z)

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.	Collinearity Statistics (Tolerance)	VIF
(Constan)	2.930	–	2.456	0.016	–	–
Price	0.223	0.229	2.519	0.013	0.491	2.036
E-WOM	0.523	0.599	6.592	0.000	0.491	2.036

Source: Processed Data (2025)

Table 8. Multicollinearity Test Results – Equation 2 (X1, X2, and Z on Y)

Model	Unstandar- dized Coefficients (B)	Standar- dized Coefficients (Beta)	t	Sig.	Coll Statistics	VIF
(Const)	-2.512	–	-1.591	0.115	–	–
Price	0.319	0.257	2.722	0.008	0.461	2.170
E-WOM	0.384	0.346	3.135	0.002	0.339	2.949
Impulsive Buying	0.330	0.259	2.532	0.013	0.393	2.543

Source: Processed Data (2025)**t-Test (Partial Test)**

Table 9 shows the following results: The Effect of Price on Purchase Intention. The significant value of the Price variable (X1) is 0.013, which is less than 0.10, and the calculated t-value is 2.519, which is greater than the t-table value of 1.660. Based on these results, it can be concluded that Price has a significant effect on Purchase Intention in online shopping among students of UINSI Samarinda. The Effect of Electronic Word of Mouth (eWOM) on Purchase Intention. The significance value of the eWOM variable (X2) is 0.000, which is less than 0.10, and the calculated t-value is 6.592, which is greater than 1.660. These findings indicate that Electronic Word of Mouth has a significant effect on Purchase Intention in online shopping among students of UINSI Samarinda.

Table 10 shows the following results: The Effect of Price on Impulsive Buying. The significant value of the Price variable (X1) is 0.008, which is less than 0.10, and the t-value is 2.722, which is greater than the T-table value of 1.660. Based on these results, it can be concluded that Price has a significant effect on Impulsive Buying in online shopping among UINSI Samarinda students. The Effect of Electronic Word of Mouth (eWOM) on Impulsive Buying. The significant value of the eWOM variable (X2) is 0.002, which is less than 0.10, and the t-value is 3.135, which exceeds 1.660. Therefore, eWOM significantly influences Impulsive Buying in online shopping among UINSI Samarinda students. The Effect of Purchase Intention on Impulsive Buying. The significance value of the Purchase Intention variable (Z) is 0.013, which is lower than 0.10, and the t-value is 2.532, which is greater than 1.660. These results indicate that Purchase Intention has a significant effect on Impulsive Buying in online shopping among UINSI Samarinda students.

F-Test (Simultaneous Test)

Table 11 shows that the calculated F-value is 48.853, which is greater than the F-table value of 2.14, and the significance value is 0.000, which is less than 0.10. Therefore, it can be concluded that the variables Price, Electronic Word of Mouth (eWOM), and Purchase Intention have a simultaneous effect on Impulsive Buying in online shopping among UINSI Samarinda students.

Table 9. t-Test (Partial Test) Results – Equation 1 (X1 and X2 on Z)

Model	Unstandar- dized Coefficients (B)	Std. Error	Standar- dized Coefficients (Beta)	t	Sig.	Collinearity Statistics	VIF
(Const)	-2.512	1.579	–	- 1.591	0.115	–	–
Price	0.319	0.117	0.257	2.722	0.008	0.461	2.170
E-WOM	0.384	0.123	0.346	3.135	0.002	0.339	2.949
Impulsive Buying	0.330	0.130	0.259	2.532	0.013	0.393	2.543

Source: Processed Data (2025)

Table 10. t-Test (Partial Test) Results – Equation 2 (X1, X2, and Z on Y)

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Collinearity Statistics (Tolerance)	VIF
(Const)	-2.512	1.579	–	-1.591	0.115	–	–
Price	0.319	0.117	0.257	2.722	0.008	0.461	2.170
E-WOM	0.384	0.123	0.346	3.135	0.002	0.339	2.949
Impulsive	0.330	0.130	0.259	2.532	0.013	0.393	2.543

Source: Processed Data (2025)

Table 11. F-Test (Simultaneous Test) Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	253.144	3	84.381	48.853	0.000 ^b
Residual	165.816	96	1.727	–	–
Total	418.960	99	–	–	–

Source: Processed Data (2025)

Coefficient of Determination (R²)

Table 12 shows that the R Square value is 0.607, or 60.7%. This indicates that 60.7% of the variance in purchase intention is explained by the variables price and electronic word of mouth (eWOM), while the remaining 39.3% is explained by other variables not included in this study. Table 13 shows an R Square value of 0.604, or 60.4%. This indicates that 60.4% of the variation in impulsive buying can be explained by the variables price, eWOM, and purchase intention, while the remaining 39.6% is contributed by other variables not included in this study.

Table 12. Coefficient of Determination (R²) Results – Equation 1 (X1 and X2 on Z)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.779 ^a	0.607	0.599	1.02371

Source: Processed Data (2025)

Table 13. Coefficient of Determination (R²) Results – Equation 2 (X1, X2, and Z on Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.779 ^a	0.607	0.599	1.02371

Source: Processed Data (2025)

Path Analysis

Regression Model 1

From regression Table 14, it can be concluded that: The constant value of 2.930 indicates that if the values of the price variable (X1) and electronic word of mouth (eWOM) variable (X2) are zero, then the value of the purchase intention variable (Z) will be 2.930. The regression coefficient of the price variable (X1) of 0.223 indicates that if the price increases by 1% while other independent variables remain constant, the purchase intention (Z) will increase by 0.223 times. The regression coefficient of the eWOM variable (X2) of 0.523 indicates that if eWOM increases by 1% while other independent variables remain constant, the purchase intention (Z) will increase by 0.523 times.

Regression Model 2

From the regression Table 15, it can be concluded that: The constant value of -2.512 indicates that if the values of the Price variable (X1) and eWOM (X2) are zero, then the value of the Impulsive Buying variable (Y) will be -2.512. The regression coefficient for the Price variable (X1) is 0.319, indicating that if the price increases by 1% while other independent variables remain constant, impulsive buying (Y) will increase by 0.319 times.

The regression coefficient for the eWOM variable (X2) is 0.384, indicating that if eWOM increases by 1% while other independent variables remain constant, impulsive buying (Y) will increase by 0.384 times. The regression coefficient for the Purchase Intention variable (Z) is 0.330, indicating that if purchase intention increases by 1% while other variables remain constant, impulsive buying (Y) will increase by 0.330 times. Based on the two tables, the following Path Analysis model is derived in Figure 1.

Table 14. Path Analysis Coefficient for the First Model (X1 and X2 on Z)

Model		Unstandardized Coefficients	Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.93	1.193		2.456	0.016
	Price	0.223	0.088	0.229	2.519	0.013
	E-WOM	0.523	0.079	0.599	6.592	0

Source: Processed Data (2025)

Table 15. Path Analysis Coefficients for the Second Model (X1, X2, and Z on Y)

Model		Unstandardized Coefficients	Standardized Coefficients		Collinearity Statistics	
1	(Constant)	-2.512	1.579	-1.591		0.115
	Price	0.319	0.117	2.722		0.008
	E-WOM	0.384	0.123	3.135		0.002
	Impulsive Buying	0.33	0.13	2.532		0.013

Source: Processed Data (2025)

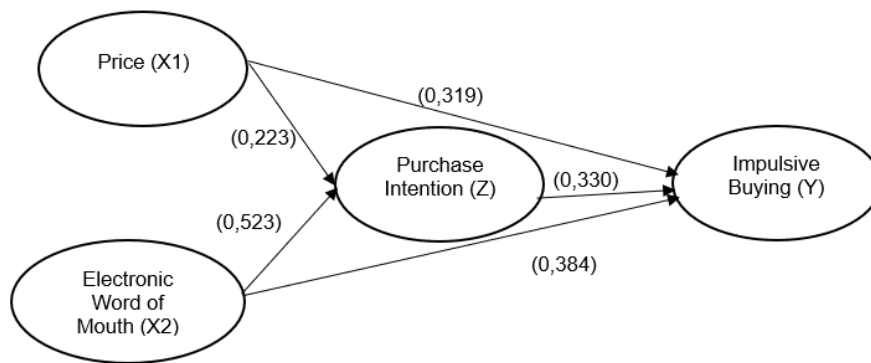


Figure 1. Path Analysis
Source: Processed Data (2025)

Test

Table 16 shows, that calculated t-value is greater than the t-table ($1.793 > 1.64$) and the p-value is less than 10% ($0.0729 < 0.1$). Therefore, it can be concluded that Purchase Intention (Z) mediates the effect of Price (X1) on Impulsive Buying (Y). Furthermore, the role of Purchase Intention as a mediating variable is classified as partial mediation because the direct effect of Price on Impulsive Buying is also significant ($0.008 < 0.1$). This indicates that there is not only a significant mediated relationship between Price (X1) and Impulsive Buying (Y) through Purchase Intention (Z), but also a significant direct effect of Price (X1) on Impulsive Buying (Y).

Table 17 shows that calculated t-value is greater than the t-table ($2.370 > 1.64$) and the p-value is less than 10% ($0.01778 < 0.1$). Therefore, it can be concluded that Purchase

Intention (Z) partially mediates the effect of Electronic Word of Mouth (X2) on Impulsive Buying (Y). Additionally, since the direct effect of eWOM on Impulsive Buying is significant ($0.002 < 0.1$), this indicates that there is not only a significant mediated relationship but also a significant direct effect between eWOM (X2) and Impulsive Buying (Y).

Table 16. Sobel Test Results – Equation 1 (X1 on Y mediated Z)

Variable	Nilai	Uji (Test)	Test statistic	Std. Error	p-value
a	0.223	Sobel test	1.79341612	0.04103342	0.07290641
b	0.33	Aroian test	1.72753366	0.0425983	0.08407187
s _a	0.088	Goodman test	1.8674609	0.03940645	0.06183725
s _e	0.13				

Source: Processed Data (2025)

Table 17. Sobel Test Results – Equation 2 (X2 on Y mediated Z)

Variable	Nilai	Uji (Test)	Test statistic	Std. Error	p-value
a	0.523	Sobel test	2.37019509	0.07281679	0.01777787
b	0.33	Aroian test	2.34696714	0.07353746	0.01892692
s _a	0.079	Goodman test	2.39412665	0.07208892	0.01665999
s _e	0.13				

Source: Processed Data (2025)

CONCLUSION

Based on the statistical analysis and discussion, it can be concluded that price and electronic word of mouth significantly affect purchase intention and impulsive buying in online shopping among UINSI Samarinda students, with purchase intention acting as a mediator in these relationships. This study is limited to a student sample and the variables examined, thus future research is recommended to include additional variables such as promotions and product quality and to involve a more diverse sample to enhance generalizability. Furthermore, applying a stricter significance level can improve research validity. Online shoppers are advised to be more prudent and control impulsive behaviors while shopping.

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