

## DAFTAR PUSTAKA

- Aenaya, A. S., Gunawan, F. W. P., Anggraini, N., Nurhasanah, S., & Suryaningsih, Y. (2024). The Effect of Electronic Word of Mouth (EWOM) and Fear of Missing Out (FOMO) on Impulse Buying in Shopee Moderated Self-Control. *Journal of Economics, Finance and Management Studies*, 7(07), 4022–4027. <https://doi.org/10.47191/jefms/v7-i7-19>
- Akbar, R. S., Aulya, A., Apsari, A., & Sofia, L. (2018). Ketakutan Akan Kehilangan Momen (FoMO) Pada Remaja Kota Samarinda. *Psikostudia: Jurnal Psikologi*, 7(2), 38–47.
- Amanda, S. Y., Alimbel, F., & Surur, M. (2024). Pengaruh Social Media, Shopping Lifestyle, Dan Customer Experience Terhadap Perilaku Impulse Buying Gen Z Melalui E-Commerce. *Jurnal Rumpun Manajemen Dan Ekonomi*, 1(2), 171–180. <https://doi.org/10.61722/jrme.v1i2.1262>
- Anwar, S. (2021, November 27). Gaya Hidup dan Perilaku Konsumtif Kaum Urban di Jakarta. *Kumparan*.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/https://doi.org/10.1016/S0022-4359(03)00007-1)
- Astuti, M., Dewi, F. I. R., & Mardiatmi, A. B. D. (2023). *E-Marketing Konsep dan Transformasi Digital* (D. Ruhjatini, Ed.). Deepublish.
- Azizah, U. N. (2024, September 12). Apa Itu Labubu? Gantungan Boneka Viral yang Lagi Tren di Medsos. *detikJateng*. <https://www.detik.com/jateng/berita/d-7537098/apa-itu-labubu-gantungan-boneka-viral-yang-lagi-tren-di-medsos>
- Berman, B., Evans, J. R., & Chatterjee, P. (2018). *Retail Management* (13th ed.). Pearson Education Limited.
- Çelik, I. K., Eru, O., & Cop, R. (2019). The Effects of Consumers' FoMo Tendencies On Impulse Buying and The Effects of Impulse Buying on Post-Purchase Regret: An Investigation on Retail Stores\*. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 10(3), 124–138. <https://lumenpublishing.com/journals/index.php/brain/article/view/2189>
- Chaffey, D., & Chadwick, F. E. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.). Pearson Education Limited.
- Chen, X. (2021). Research on Blind Boxes Consumers: Taking Pop Mart as an Example. *Advances in Economics, Business and Management Research*, 182, 21–26.
- Coelho, F., Aniceto, I., Bairrada, C. M., & Silva, P. (2023). Personal values and impulse buying: The mediating role of hedonic shopping motivations. *Journal*

of *Retailing and Consumer Services*, 72.  
<https://doi.org/10.1016/j.jretconser.2022.103236>

- Dian, A. D. K. (2024, June 4). Ledakan Blind Box: Mengapa Pop Mart dan Sonny Angels Populer di Kalangan Remaja. *Kompasiana*. <https://shorturl.asia/ZeMrd>
- Digital Strategy. (2024, June 11). Ramadan Berakhir, Penjualan Ritel dan Indeks Keyakinan Konsumen di Indonesia Menurun. *Samuel Sekuritas Indonesia*. <https://samuel.co.id/news-events-ssi/ramadan-berakhir-penjualan-ritel-dan-indeks-keyakinan-konsumen-di-indonesia-menurun/>
- Erdem, A., & Yilmaz, E. S. (2021). Investigation of Hedonic Shopping Motivation Effective in Impulse Buying Behavior of Female Consumers on Instagram. *Journal of Yaşar University*, 16(64), 1605–1623. <https://doi.org/10.19168/jyasar.892799>
- Faisal, M., Nabilah, K., Sadik, M. Z., Hassian, U. K., Abidin, M. I., & Ibrahim, K. (2020). Malaysian Gen Y and Impulsive Shopping Behavior? Roles of Hedonic Shopping Motivation. *International Journal of Academic Research in Business and Social Sciences*, 10(3). <https://doi.org/10.6007/ijarbss/v10-i3/7051>
- Febriani, N., & Dewi, W. W. A. (2019). *Perilaku Konsumen di Era Digital: Beserta Studi Kasus*. Universitas Brawijaya Press.
- Feng, B., Liu, W., & Mao, Z. (2018). Use of opaque sales channels in addition to traditional channels by service providers. *International Journal of Production Research*, 56(10), 3369–3383. <https://doi.org/10.1080/00207543.2018.1449973>
- Ferdinand, A. (2020). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro.
- Fu, L., & Zhao, Z. (2022). Chinese Blind Box Market Needs Regulating. *Advances in Economics, Business and Management Research*, 478–484.
- Gardi, B., & Darmawan, D. (2022). Study of Shopping Lifestyle, Sales Promotion and Impulsive Buying Behavior. *Journal of Marketing and Business Research*, 2(2), 2807–9175. <https://doi.org/10.56348/mark.v2i2.55>
- Guinaudeau, P. (2024, August 11). Inside Pop Mart: How Blind Box Toys Are Becoming A Global Phenomenon. *BrandTrends*.
- Handayani, R. (2020). *Metodologi Penelitian Sosial* (1st ed.). Trussmedia Grafika.
- Haryanto, R. (2023). *Perilaku Konsumen dan Strategi Pemasaran Bank Syariah*. PERNADA.

- Irena, H. (2023, March 24). *Toys Can Change Your Life– and Also a Nation*. Wonderwhy. [https://www.wonderwhysea.com/detail/toys-can-change-your-lifeand-also-a-nation?utm\\_campaign=later-linkinbio-wonderwhysea&utm\\_content=later-34474582&utm\\_medium=social&utm\\_source=linkin.bio](https://www.wonderwhysea.com/detail/toys-can-change-your-lifeand-also-a-nation?utm_campaign=later-linkinbio-wonderwhysea&utm_content=later-34474582&utm_medium=social&utm_source=linkin.bio)
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (S. Jackson, Ed.; 18th ed.). Pearson Education Limited.
- Kovacheva, A., Nikolova, H., & Lamberton, C. (2022). Will he buy a surprise? Gender differences in the purchase of surprise offerings. *Journal of Retailing*, 98(4), 667–684. <https://doi.org/10.1016/J.JRETAI.2022.04.002>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *MKTG Principles of Marketing* (13th ed.). Cengage Learning.
- Larasati, A., & Indrarini, R. (2020). Kekuatan Jenis Kelamin terhadap Pola Perilaku Konsumsi Islam Mahasiswa Ekonomi Islam Universitas Negeri Surabaya. *Jurnal Ekonomi Islam*, 3(1), 167–174. <http://jurnalmahasiswa.unesa.ac.id/index.php/jei/>
- Lee, K. A. (2024, June 6). Big Business in Little Blind Boxes (H. S. Lim, Trans.). *ThinkChina*. <https://www.thinkchina.sg/economy/big-read-big-business-little-blind-boxes>
- Liang, C. C., Yu, A. P. I., & Le, T. H. (2021). Customers focus and impulse buying at night markets. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2020.102434>
- Liu, V. (2023). Willingness to Pay for Uncertainty among Consumers. *SHS Web of Conferences*, 169, 1–4. <https://doi.org/10.1051/shsconf/202316901065>
- Manalu, A. B., & Changreani, E. (2024). The Influence of Sales Promotion and Shopping Lifestyle on Impulsive Buying Behavior of Mr DIY in Palembang City. *Journal of Business Economics and Agribusiness*, 1(2), 1–11.
- McGinnis, P. J. (2020). *Fear of Missing Out: Tepat Mengambil Keputusan di Dunia yang Menyajikan Terlalu Banyak Pilihan* (A. C. Putri, Trans.). PT Gramedia Pustaka Utama.
- Muharam, G. M., Sulistiya, D., Sari, N., Fahmy, Z., & Zikrinawati, K. (2023). Pengaruh Fear of Missing Out (FoMO) dan Konformitas Teman Sebaya Terhadap Impulsive Buying Pada Mahasiswa Kota Semarang (Studi Pada Konsumen TikTok Shop). *Jurnal Sunan Doe (JSD)*, 1(8), 2985–3877. <https://doi.org/10.58330/ese.v1i8.277>
- Mvondo, G. F. N., Jing, F., & Hussain, K. (2023). What’s in the box? Investigating the benefits and risks of the blind box selling strategy. *Journal of Retailing and Consumer Services*, 71. <https://doi.org/https://doi.org/10.1016/j.jretconser.2022.103189>

- Novyantari, N. P. W., Imbayani, I. G. A., & Prayoga, I. M. S. (2024). Pengaruh Hedonic Shopping Motivation, Shopping Lifestyle Dan Self Control Terhadap Impulse Buying Pada Pengguna E-Commerce Tokopedia Di Denpasar. *Jurnal MANEKSI*, 13(1), 83–88.
- Nurdin, I., & Hartiti, S. (2019). *Metodologi Penelitian Sosial* (Lutfiah, Ed.). Media Sahabat Cendekia.
- Palmer, G. (2024, June 27). *Navigating the Digital Landscape: Integrating Traditional and Digital Marketing Strategies for Business Growth in Business Wisdom Embracing the Digital Revolution Embracing the Digital Revolution*. Valiant CEO. <https://valiantceo.com/integrating-traditional-and-digital-marketing-strategies-for-business-growth/>
- Pohan, M., Azhar, M. E., Purnama, N. I., & Jasin, H. (2022). Model Perilaku Konsumtif Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Swasta Di Kota Medan. *Owner: Riset & Jurnal Akuntansi*, 6(2), 1498–1508. <https://doi.org/10.33395/owner.v6i2.777>
- Prihantoro, K. (2023, November 28). *Bisnis Ritel Modern, Kenali Potensi dan Tantangannya!* Delegasi. <https://www.delegasi.co/blog/bisnis-ritel-modern-kenali-potensi-dan-tantangannya>
- PRNewswire. (2023, December 27). MINISO's Global Blind Box Carnival Spreads Joyful Surprises as its Blind Box Sales Top 20 Million Pieces for the Year. *PR Newswire*. <https://www.prnewswire.com/news-releases/minisos-global-blind-box-carnival-spreads-joyful-surprises-as-its-blind-box-sales-top-20-million-pieces-for-the-year-302022785.html>
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/https://doi.org/10.1016/j.chb.2013.02.014>
- Pui, F. (2024, October 31). Pop Mart Scores Big Overseas Hit with Craze for Cute Toys. *Bamboo Works*.
- Purnamasari, L. S., Somantri, B., & Agustiani, V. (2021). Pengaruh Shopping Lifestyle dan Hedonic Shopping Motivation Terhadap Impulse Buying Pada Shopee.co.id (Studi Kasus di Lingkungan Mahasiswa Kota Sukabumi). *CAKRAWALA*, 4(1), 36–48.
- Purwanza, S. W., Wardhana, C. A., Renggo, Y. R., Hudang, A. K., Setiawan, J., Darwin, Badi'ah, A., Sayekti, S. P., Fadlilah, M., Nugrohowardhani, R. L. K. R., Amruddin, Saloom, G., Hardiyani, T., Tondok, S. B., Priskusanti, R. D., & Rasinus. (2022). *Metodologi Penelitian Kuantitatif, Kualitatif dan Kombinasi* (A. Munandar, Ed.). Media Sains Indonesia.

- Putri, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M. H., Lestari, W. J., Khatimah, H., & Beribe, M. F. (2021). *Teori Perilaku Konsumen* (A. Jibril, Ed.; Vol. 1). PT. Nasya Expanding Management (Penerbit NEM - Anggota IKAPI).
- Putri, L. S., Purnama, D. H., & Idi, A. (2019). Gaya Hidup Mahasiswa Pengidap Fear of Missing Out di Kota Palembang. *Jurnal Masyarakat & Budaya*, *21*(2), 129–148.
- Putri, N. L. D. M. E., Sulhaini, & Saufi, A. (2024). The Effect of Fear of Missing Out on Impulse Buying in the Context of S-Commerce. *International Journal of Multicultural and Multireligious Understanding*, *11*(7), 401–407. <https://doi.org/10.18415/ijmmu.v11i7.5942>
- Rabbani, R. M., Wijayanti, G., & Novrianti, D. P. (2023). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Melalui Positive Emotion. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, *02*(3), 562–572. <https://doi.org/10.21776/jmppk.2022.02.3.01>
- Rachmad, Y. E., Sudiarti, S., Turi, L. O., Kisworo, Y., Suryawan, R. F., Tanadi, H., Kusnadi, Susilawati, E., Yusran, R. R., Juminawati, S., Sukrisno, A., & Kuyoto, S. (2022). *Manajemen Pemasaran* (S. S. Atmodjo, Ed.). Eureka Media Aksara.
- Rahadi, D. R. (2023). *Pengantar Partial Least Squares Structural Equation Model (PLS-SEM)* (Wijonarko, Ed.; 1st ed.). Lentera Ilmu Madani.
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif: Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen*. Deepublish.
- Rizal, H. (2024, May 8). Proyeksi Kuartal II/2024: Bisnis Ritel Masuk Era Margin Tipis. *Bisnis Indonesia*. <https://v1.labirin.id/news/41575/proyeksi-kuartal-ii2024-bisnis-ritel-masuk-era-margin-tipis>
- Roliyanah, T., Widjanarko, W., Sumantyo, F. D. S., & Siahaan, M. (2024). Pengaruh Gaya Hidup Berbelanja, Fear Of Missing Out, Dan Potongan Harga Terhadap Pembelian Impulsif Produk Miniso Di Shopee (Studi Kasus Pada Mahasiswa Prodi Manajemen Angkatan 2020 Universitas Bhayangkara Jakarta Raya). *Jurnal Ilmiah Ekonomi Dan Manajemen*, *2*(8), 223–234. <https://doi.org/10.61722/jiem.v2i8.2242>
- Rongyen, N., Aungpanitchakol, T., Daokaew, P., Thongbo, A., & Tangpattankit, J. (2023). The Behavior of Fear of Missing Out Affecting The Purchase of Fashion Products. *Srinakharinwirot Business Journal*, *14*(2), 116–131.
- Rotofugi. (2024). *What does Blind Box/Blind Packaged/Random Assortment mean?* Rotofugi. <https://rotofugi.com/pages/what-is-a-blind-box#:~:text=Blind%20Box%20or%20Blind%20Packaged,you%20get%20a%20cool%20toy>

- Ruqayyah. (2024, June 11). *Mahasiswa Bersuara: Menyoal Gaya Hidup Konsumtif di Kalangan Generasi Z*. Bandung Bergerak.
- Sajidah, N., & Samboro, J. (2024). Pengaruh Hedonic Motivation dan Gaya Hidup Terhadap Keputusan Pembelian pada E-Commerce Shopee (Studi pada Mahasiswa Tahun Akademik 2022-2023 Program Studi D-IV Manajemen Pemasaran Jurusan Administrasi Niaga Politeknik Negeri Malang). *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(6), 426–436. <https://doi.org/https://doi.org/10.61722/jiem.v2i6.1486>
- Sativa, I. O. (2024, November 7). Riding the FOMO Wave: How Marketers Are Tapping Into the “Fear of Missing Out” in Indonesia. *FAB Indonesia*.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (S. Wall, Ed.; 12th ed.). Pearson Education Limited.
- Sendi, M., & Zaini, M. (2024). Pengaruh Hedonic Shopping Motivation, Shopping Lifestyle dan Sales Promotion Terhadap Impulse Buying Pada Konsumen Miniso di Samarinda. *JAMAN: Jurnal Akuntansi Dan Manajemen Bisnis*, 4(2), 1–09.
- Sifwah, M. A., Nikhal, Z. Z., Dewi, A. P., Nurcahyani, N., & Latifah, R. N. (2024). Penerapan Digital Marketing Sebagai Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM. *MANTAP: Journal of Management Accounting, Tax and Production*, 2(1).
- Sihotang, H. (2023). *Metode Penelitian Kuantitatif* (E. Murniarti, Ed.; 1st ed.). UKI Press.
- Solanki, A., & Larson, N. (2024, April 29). Retail Outperforms, But for How Long? 2024 Forecast. *Colliers*. <https://www.colliers.com/en/research/nrep-spring-retail-report-2024>
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (S. Wall, Ed.; 13th ed.). Pearson Education Limited.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (27th ed.). Alfabeta.
- Tanhan, F., Özok, H. İ., & Tayiz, V. (2022). Fear of Missing Out (FoMO): A Current Review. *Psikiyatride Güncel Yaklaşımlar-Current Approaches in Psychiatry*, 14(1), 74–85. <https://doi.org/10.18863/pgy.942431>
- Thuy, P. T., Huong, N. T. G., & Lan, D. T. K. (2023). The Impact of the Fear of Missing Out on Purchasing Trendy Fashion Products among Young Consumers on Social Media Platforms. *International Journal of Advanced Multidisciplinary Research and Studies*, 3(5), 1240–1249.

- Today Founder. (2024). *The Power of Marketing: Why it's Essential for Business Growth*. Today Founder. <https://todayfounder.com/why-marketing-is-important/>
- Toys for a Pound. (2024, June 10). *What is the blind box phenomenon? Low Prices on big brands*. <https://toysforapound.com/blogs/news/what-is-a-blind-box-and-why-are-they-so-popular#:~:text=choice%20for%20ages.-,When%20did%20blind%20boxes%20become%20popular%3F,boost%20in%20the%20late%202010s>.
- Utami, S. N., & Dewi, B. K. (2024, September 17). Pengalaman Warganet Antre Beli Labubu, Ada yang hingga 17 Jam. *Kompas.Com*.
- Van, T. (2024, October 31). *The Labubu Effect: How Pop Mart is Leading the Blind Box Economy*. Inside Retail Asia.
- Wachyuni, S. S., Namira, S., Respati, R. D., & Teviningrum, S. (2024). Fenomena Fear of Missing Out (FOMO) Terhadap Keputusan Pembelian Restoran Viral Karen's Diner Jakarta. *Jurnal Bisnis Hospitaliti*, 13(1), 89–101. <https://doi.org/10.52352/jbh.v13i1.1382>
- Wang, S. (2024). *Buying Possibilities: The Double Edge of Blind Box Culture*. SVA. <https://productsofdesign.sva.edu/blog/buying-possibilities>
- Wang, Z. (2021, January 18). Blind boxes crack success code. *China Daily*. <https://www.chinadaily.com.cn/a/202101/18/WS6004e340a31024ad0baa332e.html>
- Whyke, T. W., Chen, Z. T., Lopez-Mugica, J., & Wang, A. (2023). Unboxing the Chinese Blind Boxes among China's grown-up missing children: Probabilistic and elastic prosumption through mediated collection, exchange and resale of figurines. *Global Media and China*, 8(1), 93–111. <https://doi.org/10.1177/20594364221140812>
- Widagdo, B., & Roz, K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business*, 8(1), 395–405. <https://doi.org/10.13106/jafeb.2021.vol8.no1.395>
- WiseGuy Reports. (2024). *Global Blind Box Toys Market Research Report: By Type (Miniature)*. <https://www.wiseguyreports.com/reports/blind-box-toys-market>
- Wulandari, M., & Yuliati, A. L. (2019). Pengaruh Shopping Lifestyle, Discount dan Fashion Involvement Terhadap Impulse Buying Pengunjung Transmart Carrefour Buah Batu Bandung. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 3(3), 1–14. <https://doi.org/10.31955/mea.vol4.iss1.pp1-14>
- Yulinda, A. T., Rahmawati, R., & Sahputra, H. (2022a). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying (Studi Kasus Pada Konsumen Toko Mantan Karyawan Kota Bengkulu). *EKOMBIS*

*REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(2).  
<https://doi.org/https://doi.org/10.37676/ekombis.v10i2>

- Yulinda, A. T., Rahmawati, R., & Sahputra, H. (2022b). Pengaruh Shopping Lifestyle dan Fashion Involvement terhadap Impulse Buying (Studi Kasus Pada Konsumen Toko Mantan Karyawan Kota Bengkulu). *Jurnal Ekombis Review*, 10(2), 1315–1326.
- Yusnia, & Jubaedah. (2017). Pengaruh Pendapatan, Lokus Pengendalian dan Pengetahuan Keuangan Terhadap Perilaku Keuangan Pelaku UMKM Kecamatan Cinere. *Ekonomi Dan Bisnis*, 4(2), 173–196.  
<https://doi.org/https://doi.org/10.35590/jeb.v4i2.743>
- Zhang, Y., & Zhang, T. (2022). The effect of blind box product uncertainty on consumers' purchase intention: The mediating role of perceived value and the moderating role of purchase intention. *Frontiers in Psychology*, 13.  
<https://doi.org/10.3389/fpsyg.2022.946527>
- Zhang, Y., Zhou, H., & Qin, J. (2022). Research on the effect of uncertain rewards on impulsive purchase intention of blind box products. *Frontiers in Behavioral Neuroscience*, 16. <https://doi.org/10.3389/fnbeh.2022.946337>