



**DRIVING FACTORS OF IMPULSIVE BUYING DECISIONS:  
THE CASE OF BUY NOW PAY LATER SERVICE**

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**Abstract**

This paper investigates the driving factors behind impulsive buying decisions in the context of Buy Now Pay Later (BNPL) services. Impulse buying is a common behavior characterized by spontaneous purchases without prior planning. With the rise of BNPL services offering convenient payment options, understanding the determinants of impulsive buying within this framework is crucial. Drawing on consumer behavior theories and empirical research, this study examines key factors influencing impulsive buying decisions in the case of BNPL. Factors such as installment payment, conspicuous consumption, critical mass, and price discount are explored. To test our research model and hypotheses, we conducted a questionnaire survey and used structural equation modeling based on data collected from 120 respondents in Indonesia. Results from the empirical investigation show that consumer lifestyle affects consumer adoption of new ICT products, partially through the value preferences they form towards new ICT products along various product attributes, including functional, symbolic, and cost attributes.

**Keywords:** BNPL, Installment Payment, Conspicuous Consumption, Critical Mass, Price Discount, Impulsive Buying Decision

**INTRODUCTION**

E-Commerce growth has significant economic potential in Indonesia; the Ministry of Communications and Informatics stated that in 2019, Indonesia was listed as one of the top 10 countries and reached number one with the highest E-Commerce value growth of 78 percent. (Zuraya, 2020). The increased awareness and application of E-Commerce has led to changes in payment systems, from manual to electronic transactions. E-commerce also offers new alternatives for payment services, such as the Buy-Now-Pay-Later (BNPL) service. This method encourages consumers to make payments without using credit cards, making it easier to make purchases and pay bills. Impulse buying, characterized by spontaneous and unplanned purchases, is prevalent in consumer behavior. With the emergence and popularity of Buy Now Pay Later (BNPL) services offering deferred

payment options, understanding the driving factors behind impulsive buying decisions within this context has become increasingly important.

According to the Fintech Report 2019 data released by Daily Social, pay later (56.7%) is one of the popular favorite services that ranks third after digital wallets (82.7%) and investment applications (62.4%) ([www.DailySocial.id](http://www.DailySocial.id)). The emergence of e-wallets and e-money has become an important factor, and today's society has to shift its payment methods. Not only are the payment methods changing, but these things are also followed by how easy it is for today's people to find and buy everything online via smartphones. It also led to the development of consumer behavior patterns in society. Consumers use various e-commerce platforms to meet their needs, with Shopee becoming the



most popular by 2020. Shopee offers a variety of benefits to consumers, including convenience, flexibility, and free shipping options. Additionally, Shopee offers free shipping and delivery on orders above IDR 50,000.

Consumptive behavior is the tendency of someone to behave excessively when buying something or buying unplannedly (Setiaji, 1995). As a result, consumers will spend their money unwise and irrationally to get praise or validation from their surroundings. People generally make a plan in advance before they want to buy something or a service they want, starting with the quantity of goods they wish to buy, the price, the place of purchase, the quality of the goods, and so on. However, the Pay Later feature provided by Shopee makes the public buy something that arises just when seeing the goods or services without thinking or considering the need or use in advance.

This is what is called an unplanned purchase decision. (impulsive buying decision). Impulsive buying is a purchase of an unplanned nature followed by no prior intention, as well as having the aim of immediately purchasing a product specifically to meet a specific need. (Betty dan Ferrel, 1998). The evolution of an increasingly digital age makes it easy for consumers to access information about a product through the Internet and social media. Research carried out by Rashid et al. (2020) explains that at present, consumers will try to gather information on the products they are going to buy from shared sources, and one of the sources that is highly considered is the opinion of counterparts either in the real world or on social media.

According to a survey by Nielsen (2013), consumers in Indonesia who buy unplanned products experienced an increase of 15% in 2005 and, finally, in 2013, to 41%. Many Shopee customers use the pay later feature with wrong purchasing actions based on these impulsive purchases and sometimes need to think about the consequences when making

such a purchase transaction. Thorstein Veblen (1899) said that some consumer behavior was driven more by social than rational economic factors. In his book *The Theory of the Leisure Class (Conspicuous Consumption)*, Veblen argues that an individual's purchase of goods and services relates to people's habit of showing that one has as much money as others, and conspicuous consumption represents one's perception. A person can be categorized as having conspicuous consumption when he prefers to choose a product to improve his status in society rather than meet his personal or basic needs to gain recognition.

One of the consumer factors for making planned impulsive purchases is critical mass. Critical mass is defined as involvement in a large group capable of influencing others. (Fan et al., 2021). Critical mass is one aspect of the Pull Theory, where the Pull Effect is an aspect that can attract consumers' attention to make purchases. (Xu et al., 2021). Furthermore, critical mass is defined as an interest influenced by an information system of technology capable of influencing consumer decisions and behavior to make or not make a purchase. (Yu et al., 2022).

The other variable expected to affect impulsive consumer purchases is price discounts. A discount is a form of deduction from a recorded price submitted to a buyer to perform a marketing function. (Canon & McCarthy, 2009). A price discount is defined as a form of savings offered by a company to consumers from the normal price of a product. (Ketler & Kotler, 2016). A price reduction or discount can also be understood as a price reduction given by the seller as a form of effort to please the consumer. (Tjiptono, 2011). Based on research carried out by Kusnanto et al. (2020), price reductions have a positive and significant influence on consumers' impulsive purchases. The price reduction offered to consumers can attract their interest in using the offer and making impulsive purchases. This is also in line with a study conducted by Sherlin et



al. (2022), in which their research results also showed that price cuts positively and significantly influence impulsive purchases. This result can be understood as the availability of a price reduction offer to a product that can increase impulsive purchases by the consumer. According to the two results of this study, it can be concluded that the existence of a price reduction or price discount offered to consumers can lead to impulsive purchases.

**LITERATURE REVIEW**

**Digital Payment System**

According to Guitian (1998), a payment system is an instrument and means accepted in any payment in general; institutions and organizations that regulate such payments include (Prudential Regulation) operating procedures and communication networks used to initiate and send payment information from the payer to the payee and complete the payment. According to Tarantang et al. (2020), digital payments are payments using technology, so the digital payment system, commonly called the Digital Payment System, is a technology-based transfer of money from the payer to the recipient.

In digital payments, the money used to process the transaction uses electronic payment tools. Previously, transaction activities only used cash, and digital payments use software, payment cards such as debit or credit, and electronic money. The digital payment system facilitates the purchase of goods in a simpler way, such as shopping and payment transactions through the Internet and online.

**Buy Now Pay Later (BNPL) Service**

Pay Later is a payment method that does not require a credit card. Users of this payment method can purchase items directly online but can pay later. The Pay Later feature is presented to facilitate its use in transaction activities, besides the other facilities that make this Pay Later popular, which is the efficiency offered. The registration process, the requirements

given, and the activation process are quite efficient and easy. Pay Later is an alternative payment method that adopts an online payment system without the need for a credit card, and some platforms are now beginning to adopt a lot of credit card-free payment technology. (Quiserto, 2019).

**Installment Payment**

Inflation is closely related to the modern market economy, with price increases starting from food and non-food commodities rising rapidly. This is the beginning of why banks, financial institutions, and various other institutions are trying to launch a payment system to attract buyers' interest. According to Firas (2016), a contract is used to finance asset acquisition. Under the terms of such an agreement, the buyer pays the seller in full according to the purchase price by the payment method/method part of the time.

The structures and payment systems in the country are generally divided into two categories: cash payments and non-cash payments. (Hancock & Humprey, 1998). The seller provides purchases of goods by the method of cheating or delaying to facilitate the purchase transaction to be carried out by the buyer who cannot buy the goods with the purchase in front of the person. (Griebsch et al., 2007). The requirements given to buyers also vary in each country and institution. Simplified transactions also enable the involvement of banks or other financial institutions to facilitate the transaction.

In Indonesia's e-commerce, this payment trend is also in great demand by buyers, increasing the rate of goods sold. This can happen because buyers can take advantage of payment facilities gradually or gradually to get the desired goods, ranging from everyday goods to expensive goods, without having to pay in full at the time of purchase.

Equated monthly installment (EMI) is the amount that the borrower must pay to the lender on each date given at the beginning of the loan contract agreement. Many companies use EMI



facilities to buy and sell goods. Customers do not have to pay in full right away and can pay off the bill later.

Many established companies and retail companies offer these sales facilities. It is an effective marketing strategy to reach potential customers for their products and services.

### ***Conspicuous Consumption***

Conspicuous consumption is often associated with purchasing goods that do not pay attention to the functional value of a product, which is boros and luxurious. According to The Theory of the Leisure Class, there are more behaviors caused by social factors than rational economic factors, one of which is conspicuous consumption. Consumption itself is described as a process of socialization, and goods serve as a marker of a person's social class. Thus, it can be concluded that conspicuous consumption is the behavior of individuals buying goods and services that are very striking in advertising their wealth to obtain a higher social status. (Veblen, 1899).

Furthermore, conspicuous consumption is defined as consuming goods and services motivated by secondary or striking utilities, that is, utilities derived from social evidence or confirmation based on a person's ability to pay (Basmann et al., 1988). (Memushi, 2013). Based on some of these explanations, conspicuous consumption is the behavior of consumerism by individuals on goods and services that are striking to gain public attention and social status.

Conspicuous consumption is also called the Veblen effect because Thorstein Veble proposed this theory. In the evolution of the times, societies in the 21st century have a striking pattern of consumption for all social classes, giving a real line in differences and similarities with other consumers (Storey, 2017).

### ***Critical Mass***

Critical mass is defined as a small part of a group that has a large influence on collective actions that can significantly affect

the views and beliefs of individuals (Fan et al., 2021). Furthermore, critical mass can also be interpreted as an interest influenced by a technological information system that can influence consumer decisions and behavior to make or not make a purchase (Yu et al., 2022). The critical mass is currently used to determine the influence of media adoption, such as email and social media (FAN et al., 2021). Based on this definition, it can be concluded that critical mass is the view of a small portion of the group that can have a large and significant influence through information from an information and technology system.

Critical mass is an aspect of the Pull Theory by Keaveney (1995) that explains individual attractive factors in making purchases caused by external influences such as the influence of a colleague or peer. Moreover, the influence of a colleague or peer plays a role in creating an individual's desire to try something new, so it can influence an individual to make an impulsive purchase to experience a new experience of the product or service used. (Taylor & Tod, 1995).

### ***Price Discount***

A price reduction, commonly referred to as a discount, is a decrease in the price of a product from the normal price over a certain period. (Sutisna, 2002: 302). McCarthy and Perreault (2009: 362) also define a discount as a deduction from a recorded price proposed by a seller to a buyer who does not perform a particular marketing function or perform the function itself. A given price reduction must also be clear as it directly affects the pricing policy and the method of pricing used.

According to Sutisna (2010:124), several key indicators characterize the provision of discount prices to consumers. Firstly, the discount amount is crucial; it refers to the size of the price reduction offered during a discount. This factor directly influences consumer interest and perceived value. Secondly, the time range of the discount is another vital indicator. It specifies the duration for which the discount



is available, affecting the urgency and attractiveness of the offer. Lastly, the types of products that receive discounts are also significant. A wide selection of discounted products can attract a broader audience and increase sales across different categories. Each of these indicators plays an essential role in the effectiveness and impact of discount pricing strategies in retail.

According to Tjiptono (2008), offering discounts to buyers is rooted in several strategic objectives. A key goal is profit maximization, a concept from classical economic theory that suggests that companies continually adjust prices to maximize profits, often varying them based on consumer interest to capitalize on increased buying activities. In addition to profit-oriented goals, companies also pursue volume-oriented pricing strategies. Here, the primary focus is increasing sales volume rather than the price per unit, aiming to boost overall revenue through larger quantities sold.

Another significant motive behind providing discounts is to enhance the company's image. A strong company image can justify higher prices and strengthen market positioning. Price stabilization is another objective, especially in competitive markets where similar products are used for consumer attention, leading to price sensitivity. A company can influence market pricing trends and dynamics by strategically lowering prices.

Other objectives include pricing strategies to deter new competitors, foster customer loyalty, encourage repeat purchases, and minimize the risk of government regulation. Each goal highlights the multifaceted role that discounting can play in a company's broader marketing and pricing strategy.

McCarthy and Perreault (2009) classify discounts into several types, each designed to address the specific strategic goals of sellers. Quantity discounts are offered to encourage bulk purchases, enhancing sellers' profitability and reducing their shipping and sales costs.

These are further divided into cumulative and noncumulative quantity discounts. Cumulative quantity discounts accrue over time, encouraging repeated purchases by increasing the discount rate as the buyer's cumulative purchases rise over a set period, such as annually. In contrast, noncumulative quantity discounts are applied to single, individual orders to incentivize larger order sizes but do not encourage repeat buying.

Seasonal discounts aim to induce buyers to purchase inventory earlier by offering price reductions, which helps in smoothing sales distribution and operational functions throughout the year. Cash discounts accelerate payment by offering reductions if invoices are settled promptly, typically under terms such as 2/10 and Net 30, where a two percent discount is applied if payment is made within ten days. Otherwise, the full amount is due within 30 days.

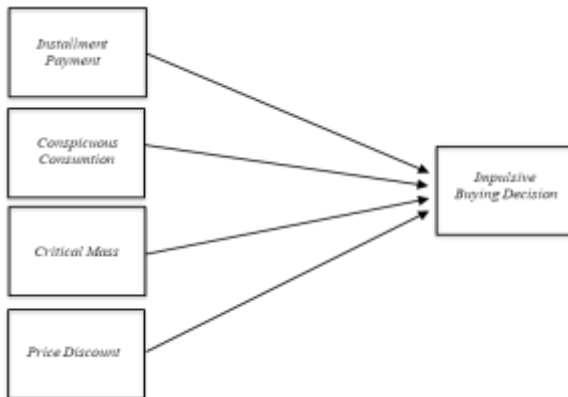
Trade discounts, also known as functional discounts, are provided to distribution channel members as compensation for their role in the distribution process. Lastly, sale prices are temporary reductions from the listed or official price aimed at quickly moving stock by enticing customers to make immediate purchases. Each type of discount serves specific strategic functions, aiding in inventory management, financial flows, or marketing goals.

### **RESEARCH MODEL**

This research was conducted to test the influence of the Installment Payment, Conspicuous Consumption, Critical Mass, and Price Discount variables on Impulsive Buying Decisions. A survey was conducted on students using Shopee Pay-Later at Brawijaya University. Therefore, a conceptual model was prepared as a basis for forming a hypothesis model, such as in Figure 1:



**Figure 1. Research Model**



### Hypothesis Development

#### ***The Influence of Installment Payment on Impulsive Buying Decisions***

Mediha and Shejuti (2020) stated that Installment Payment has a significant positive influence on impulse purchases. Khan & Haque (2020) also found that the research results showed that Installment Payment had a significant effect on Impulsive Buying. The argument supports this because of the convenience offered by the installment payment system (Installment Payment), where buyers can buy the desired goods without having to pay a down payment, which can be repaid later. Based on these arguments, the researcher formulated the following hypothesis:

*H1: The Installment Payment variable significantly affects the Impulsive Buying Decision.*

#### ***The Influence of Conspicuous Consumption on Impulsive Buying Decisions***

Sarathy & Gopal (2011) researched one of society's consumption behaviors called Conspicuous Consumption; in this study, the researchers found that conspicuous consumption significantly influences Impulsive Buying Decisions. The argument that supports this is the tendency of consumers to impulsively buy luxury and flashy goods or services to provide a clear symbol of social status. Based

on these arguments, the researcher formulated the following hypothesis:

*H2: The Conspicuous Consumption variable significantly affects Impulsive Buying Decision.*

#### ***The Influence of Critical Mass on Impulsive Buying Decisions***

Research conducted by Rashid et al. (2020) explains that information obtained by consumers from colleagues or peers directly or from social media can influence an individual's decision to purchase a product or service. This follows the opinion of Taylor & Tod (1995), who explained that information from colleagues or peers regarding an experience can influence individual behavior, such as making impulsive purchases to experience the new experience they get when purchasing a product. And services. Based on these arguments, the researcher formulated the following hypothesis:

*H3: The Critical Mass variable significantly affects Impulsive Buying Decisions.*

#### ***The Effect of Price Discounts on Impulsive Buying Decisions***

Danang et al. (2020) researched one of the marketing strategies, namely price discounts on Impulsive Buying Decisions, where the research results stated that price discounts significantly influenced impulsive buying decisions. The results of this research are also supported by research conducted by Sherlin et al. (2020), which state that Price Discounts significantly influence Impulsive Buying Decisions. The argument that supports this is that positive emotions or happy feelings that arise when consumers get a price discount cause consumers to tend to make impulsive buying. Based on these arguments, the researcher formulated the following hypothesis:

*H4: The Price Discount variable significantly affects Impulsive Buying Decisions.*



**RESEARCH METHOD**

This research uses explanatory research, which tests and explains the relationship between variables by testing hypotheses. The approach used in this research is quantitative. The study used independent variables (X) such as Installment Payment (X1), Conspicuous Consumption (X2), and Critical Mass (X3). The dependent variable (Y) used in the study was the Impulsive Buying Decision. (Y). According to Sugiyono (2010), purposive sampling is a technique of data collection that determines the samples that have been considered. These considerations are as follows: 1) Shopee application users who have used the Pay Later feature as a payment method in transactions. 2) Shopee app users who used the Pay Later function as a payment method when dealing with male or female sex. 3) Shopee users who have used the payment feature as the payment method during transactions are at least 17 years old. The study took 150 respondents who were users of the Pay-Later feature on Shopee's E-Commerce in Poor City.

The data capture technique will use an E-questioner distributed online using the Google Form media. The measurement used to measure variables in this study uses a 5-point Likert scale ranging from 1 (very disagreeable) to 5. (very agree). The data collected will then be analyzed using statistical techniques such as descriptive analysis, inferential analysis, and Structural Equation Model. (SEM). The operational definition is a guide used to assist researchers in measuring a variable in research. Using operational definitions in a study can make it easier for researchers to determine the appropriate method for measuring variables with more concrete variables so that it is easy to carry out empirical measurements and tests (Nanang Martono, 2015). Based on this explanation, the operational definitions for the variables in this study are as follows:

**Table 1. Definition Operational**

Variable	Definition Operational	Indicator	Source
Installment Payment (X1)	The payment method is in installments to make it easier for buyers to pay for their products.	The payment system process is easy.	Hilmi & Pratika (2021)
		The payment system process is fast.	
		The payment system offers low interest rates.	
Conspicuous Consumption (X2)	Individuals on conspicuous goods and services carry out consumption behavior to gain attention in the eyes of the public and social status.	To get other people's attention.	O'cass & McEwen (2004)
		To show presence to others.	
		To gain respect.	
		To show popularity.	
		To show your identity.	
Critical Mass (X3)	The view is that a small part of a group can have a large and significant influence through information from an information system and technology.	Most of my colleagues or peers use certain products or services.	Fan et al. (2021)
		I am used to using this product or service.	
Price Discount (X4)	Reducing product prices from normal prices is a marketing strategy from sellers to buyers.	The discount amount is the size of the discount price given when a product is discounted.	Sherline et al. (2022)
		The discount amount and time range are given when the discount occurs.	
		Types of products that get discounts, various choices of discounted products.	
Impulsive Buying Decision (Y)	Spontaneous individual decisions to make purchases of goods or services that were not previously	Urge to purchase, shop spontaneously.	Rook & Fisher (1995)
		Positive affect: Shopping provides positive emotional effects.	
		In-store browsing, the	



	planned or desired.	or	desire to walk around the store.
			Shopping enjoyment, happy shopping.
			Time available, intensity of time for shopping.
			Money is available, and people are willing to spend sudden funds for shopping.
			Impulse buying tendency, indifference to the causes and effects of shopping.

convergence validity test and discriminatory validity trial. Convergence validity, the ideal value for the loading factor, is  $\geq 0.7$ .

The reliability test in this study is conducted in two stages, through Cronbach's alpha and composite reliability. As for the reliability output using Cronbach's alfa measurement, each variable has met the standard of  $\geq 0.6$ , and the composite reliability for every variable already meets the standard  $\geq 0,7$ . This shows that the entire variable in the study for reliability testing using composite reliability is acceptable.

**RESULT OF ANALYSIS**

**Descriptive Analysis**

The characteristics of respondents in this study show that the respondents' ages range from 18 to 25. Respondents 18 years were 1.7%, 19 years were 6.7%, 20 years were 10.8%, 21 years were 24.2%, 22 years were 48.3%, 23 years were 5.8%, 24 years were 1.7% and 25 years were 0.8%.

Table 2. Demographic information

Demographic	Category	#	%
Gender	Female	71	59.2
	Male	49	40.8
Age	18 years	2	1.7%
	19 years	8	6.7%
	20 years	13	10.8%
	21 years	29	24.2%
	22 years	58	48.3%
	23 years	7	5.8%
	24 years	2	1.7%
Experience	1 – 2 times	68	56.7%
	3 – 4 times	30	25.0%
	Upper 4 times	22	18.3%

**Inferential analysis**

As for testing for outer models on SEM-PLS performed with validity tests and reliability tests, the Validity Test is validity testing on studies performed in two stages:

Table 3. Reliability dan Validity

Construct	Loading	Cronbach's Alpha	AVE	Composite Reliability
Installment Payment	0,570	0.899	0.767	0,817
	0,675			
	0,849			
Conspicuous Consumption	0,805	0,847	0.826	0,888
	0,761			
	0,817			
	0,768			
Critical Mass	0,786	0,695	0.745	0.817
	0,723			
	0,796			
Price Discount	0,818	0.901	0.834	0,849
	0,805			
	0,848			
	0,784			
Impulsive Buying	0,630	0.743	0.789	0.825
	0,582			
	0,693			
	0,775			
	0,642			
	0,516			





**Structural Model**

The researchers used Partial Least Squares (PLS) through R Square to evaluate the structural model. This study found that the value of R Square was 0.219 and R Square Adjusted was 0.192, so impulsive buying could be explained by installment payment, conspicuous consumption, critical mass, and price discount of 18.2%. In comparison, factors outside this study influenced the remaining 81.8%.

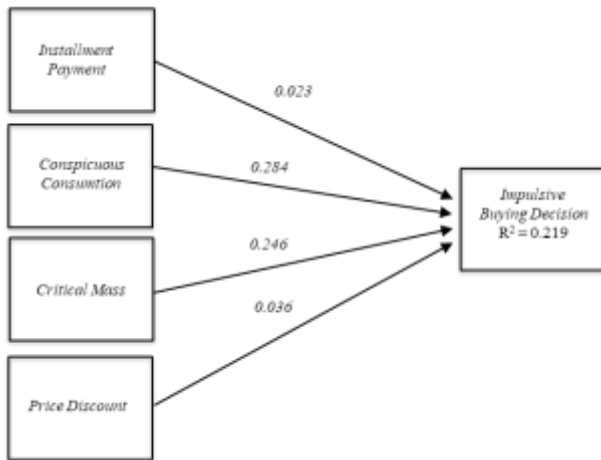


Figure 2. Structural Model

**Hypothesis Testing**

To overcome the hypothesis, the researchers used the Path Coefficient to see the value of significance when performing the hypothetical testing process. Path coefficients are also referred to as t-values or t-statistics. The Path Coefficient measured by a parameter at a t-statistic value for one-way testing is  $\geq 1.64$ . The probability value used in path coefficient testing must be  $\geq 0.05$  or 5% to determine that the hypothesis is acceptable. (G. David Garson, 2016). The result of this study is that the IP ( $\beta = 0.801$ ,  $p > 0.05$ ) and PD ( $\beta = 0.682$ ,  $p > 0,05$ ) hypotheses are rejected because they do not influence impulsive buying. The test output path coefficient can be seen in the following table:

Table 4. Path Coefficient

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
IP -> IB	0,023	-0,001	0,093	0,252	0,801
CC -> IB	0,284	0,296	0,096	2,953	0,003
CM -> IB	0,246	0,259	0,105	2,355	0,019
PD -> IB	0,036	0,067	0,088	0,410	0,682

Notes:

- IP = Installment Payment
- CC = Conspicuous Consumption
- CM = Critical Mass
- PD = Price Discount
- IB = Impulsive Buying

**DISCUSSION**

A price discount is attractive, so the actual price is lower than the general price. A discount price strategy is a strategy of giving a fixed price discount to increase the sale of a product or service. Impulse buying is unplanned purchasing behavior in consumers characterized by relatively fast decision-making and subjective influence on fulfilling needs. It's common for low-involvement products that only sometimes require simple considerations to buy. The strategy applied by shopee companies can already trigger unplanned purchases and generate the pleasure consumers perceive in shopping, but not fully the consumer experiences it. Although shopee believes that the price cuts imposed will increase the buying impulse and increase sales, in reality, it could be more satisfying. It increases the pleasures perceived by consumers while shopping.

**Theoretical And Practical Implications**

For theoretical implication, understanding the driving factors of impulsive buying decisions within BNPL services contributes to consumer behavior theories in several ways. First, it contributes to theoretical frameworks in consumer psychology by identifying specific



factors influencing impulsive buying decisions in digital and online retail environments. Second, It provides insights into the psychological triggers and situational influences that lead to impulsive purchases in the context of BNPL service. For practical implication the findings of this study have practical implications for various stakeholders in the retail and financial sectors. First, retailers and marketers can leverage insights into impulsive buying factors to develop targeted marketing strategies that maximize sales and customer engagement on BNPL platforms. Second, policymakers can utilize these insights to promote responsible use of BNPL services.

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