



***PENGARUH PERCEIVED ENJOYMENT, PERCEIVED RISK, DAN
SCARCITY MESSAGE TERHADAP IMPULSIVE BUYING DI LIVE
SHOPPING E-COMMERCE DI JABODETABEK***

TESIS

LITA AMANAH SIREGAR

117.22.1076

**PROGRAM STUDI MAGISTER MANAJEMEN
PROGRAM PASCASARJANA
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