

DAFTAR PUSTAKA

- Abdillah, Willy, & Jogiyanto. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis Ed 1*. Yogyakarta: ANDI.
- Adelaar, T., Chang, S., Lancendorfer, K. M., Lee, B., and Morimoto, M. (2003). *Effects of media formats on emotions and impulse buying intent*. J. Inf. Technol. 18, 247–266. doi: 10.1080/0268396032000150799.
- Anandarajan, M., Zaman, M., Dai, Q., and Arinze, B. (2010). *Generation Y adoption of instant messaging: an examination of the impact of social usefulness and media richness on use richness*. IEEE Trans. Prof. Commun. 53, 132–143. doi:10.1109/TPC.2010.2046082.
- Belch & Belch. (2017). *Advertising and Promotion an Integrated Marketing Communications Perspective*. McGraw. Hill Education.
- Chaffey, D & Ellis Chadwick, F. (2016). *Digital Marketing: Strategy, Implementation and Practice (6th ed)*. England. Pearson Education Limited.
- Chan, T., Cheung, C., & Lee, Z. (2017). *The State of Online Impuls Buying Research: a literature analysis*. Inf. Manag. 54, 204 – 217. Doi: 10.1016/j.im.2016.06.001.
- Chandrruangphen, E., Assarut, N., and Sinthupinyo, S. (2022). *The Effect of Live Streaming Attributes on Consumer Trust and Shopping Intentions for Fashion Clothing*. Cogent Business and Management, 9(1). DOI: <https://doi.org/10.1080/23311975.2022.2034238>.
- Chen, C, -C., and Lin, Y,-C. (2018). *What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement*. Telematics Inform. 35, 293-303. Doi: 10.1016/j.tele.2017.12.003.
- Chew, K.W. (2010). *Modified Technology Acceptance Models as a Predictor of Online Purchase Behaviour: a Malaysia Perspective*.
- Cindy. (2022). *Produk paling banyak dibeli pada live streaming 2022*. <https://www.ipsos.com/en-id/livestream-selling-indonesia-market-growing> . (12 Maret 2023).
- Cooper & Schindler. (2014). *Business Research Method*. New York: McGraw-Hill.
- Daneshvary, R., & Schwer, R.K. (2000). *The association endorsement and consumers' intention to purchase*. Journal of Consumer Marketing, 17(3), 203-213.
- Databoks. (2022). *Fitur Belanja Online Lewat Siaran Langsung*. <https://databoks.katadata.co.id/datapublish/2022/07/06/> . (12 Maret 2023).
- Databoks. (2023). *Sarana Live Shopping yang digunakan Responden Asia Tenggara*. <https://databoks.katadata.co.id/datapublish/2023/01/18/lampau-i>

- tiktok-shopee-jadi-sarana-live-shopping-favorit-di-asean . (12 Maret 2023).
- Dong, X., and Wang, T. (2018). *Social tie formation in Chinese online social commerce: the role of IT affordances*. *Int. J. Inf. Manag.* 42, 49–64. doi: 10.1016/j.ijinfomgt.2018.06.002.
- Dougherty and Pfaltzgraff. 1990. *Contending Theories of International Relations*. A Comprehensive Survey 5th Edition.
- Elsevier. *Asia Pacific Management Review*. 31 Juli 2022. DOI: 10.1016/j.apmr.2022.07.007. England. Pearson Education Limited. *Fifth Edition*. John Wiley & Son Inc: Singapore.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26 Edisi 10*. Yogyakarta: Banda Penerbit Universitas Diponegoro.
- Hassanein, K., & Head, M. (2007). *Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping*. *International Journal of Human Computer Studies*, 65(8), 689-708.
- Hikmawati, Fenti. (2017). *Metodologi Penelitian*. Depok: Gaja Grafindo.
- Indrawati., P.C. Putri Yones., & S, Muthaiyah. (2022). *eWOM via TikTok*
<https://databoks.katadata.co.id/datapublish/2023/02/27/indonesia-sabet-posisi-kedua-sebagai-negara-pengguna-tiktok-terbanyak-di-dunia-pada-awal-2023>. (12 Maret 2023).
- <https://www.fullstopindonesia.com/blog/item/370/Seberapa-Besar-Sih-Peran-TikTok-Live-untuk-Branding-dan-Marketing> . (12 Maret 2023).
- Hu, M., & Chaudhry, S.S. (2020). *Enhancing consumer engagement in e-commerce live streaming via relational bonds*. *Internet Research*, vol. 30, no. 3, pp. 1019-1041.
- Huang, Z., Zhu, Y., Hao, A., & Deng, J. (2022). *How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions*. *Journal of Research in Interactive Marketing*.
- Indrawati, Widarmanti, T., Ramantoko, G., Pillai, S. K. B., & Rachmawati, I. (2024). *Towards a Unified Model of Planned Obsolescence and Innovation Adoption in Consumer Behavior: A Literature Review and Conceptual Proposition using the Stimulus-Organism-Response Framework*. *Management and Production Engineering Review*, 15(2), 25–41. <https://doi.org/10.24425/mper.2024.151128>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung. PT Refika Aditama.
- Ipsos. (2022). *Produk yang Paling Banyak dibeli Saat Live Streaming Shopping*

2022. [Online]. Tersedia: <https://www.ipsos.com/en-id/livestream-selling-indonesia-market-growing>. (12 Maret 2023).
- Kong, Y., Wang, Y., Haiji, S., and Featherman, M. (2019). *In sharing economy we trust: examining the effect of social and technical enablers on millennials' Trustin Sharing Commerce*. *Comput. Hum. Behav.* 17:105993
- Kotler & Amstrong. 2016. *Principles of Marketing Sixteenth Edition Global Edition*.
- Kotler, P & Keller, K.L. (2016). *Management Marketing*. England. Pearson Education Limited.
- Lim, J & Ayyagari, R. (2018). *Investigating The Determinants of Telepresence in The E-commerce Setting*. *Comput. Hum. Behv.* 85, 360 – 371. Doi: 10.1016/j.chb.2018.04.024.
- Liu, X., Wang, D., Gu, M., Systems, J.Y.E.I. (2022). *Research on the Influence Mechanism of Anchors' Professionalism on Consumers' Impulse Buying Intention in the Live Stream Shopping Scenario*. Taylor and Francis, pp. 1-21. DOI:10.1080/17517575.2022.2065457.
- Livia. (2022). *8 Tren E-Commerce di Tahun 2023 yang Tidak Boleh Dilewatkan Pengusaha Ritel dan Online Brand*. [Online]. Tersedia: <https://jetcommerce.co.id/update/tren-ecommerce-2023/>. (12 Maret 2023).
- Lu, B & Chen, Z. (2021). *Live Streaming Commerce and Consumers Purchase Intention: an Uncertainty Reduction Perspective*. *Inf. Manag.* 58:103509. Doi:10.1016/j.im.2021.103509.
- Lu, et al. (2018). *You Watch, You Give, You Engage: a Study of Live Streaming Practices inChina (Chairs) in R. Mandryk & M. Hancock (Eds)*.
- Lv, Z., Yue, J., and Jinghua, H. (2018). *How do sellers use live chat to influence consumer purchase decision in China*. *Electron. Commer. Res. Appl.* 28, 102–113.
- Margono, S. (2014). *Metodologi Penelitian Pedidikan*. Jakarta: PT Rineka Cipta.
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). *Credibility of a peer endorser and advertising effectiveness*. *Journal of Consumer Marketing*, 33(3), 182-192.
- M., Rachmawati, I., Gunawan, A. A., Indiyati, D., & Zahwa, P. (2023). **PENINGKATAN PENGETAHUAN DAN KEMAMPUAN DIGITAL. 6, 1–6.**
- Nuangjamnong, C. (2022). *Determinant Factors Influence the Purchase Decision through Handbags in the Luxury Product in China*. *International Research E- Journal on Business and Economics*, 7(1), 30-43.
- Pradiani, Theresia. (2017). *Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan*. *Jurnal JIBEKA Vol.11 No.2 Februari (2017): 52.*

- ReportLinker. (2022). *Compas Market Insight Indonesia FMCG Report*. [Online]. Tersedia: <https://www.reportlinker.com/market-report/Consumer-Goods/494374/FMCG> . (12 Maret 2023).
- Rosadiputri, Kadiva Dwilia. (2023). “Pengaruh Fitur *Live Streaming Shopping* TikTok terhadap *Purchase Intention* pada Merek Kecantikan Lokal Wardah melalui *Emotional Factors* pada Model S-O-R”. Bandung: Universitas Telkom
- Saputra, D.H., Sutiksno, D.U., Kusuma, A.H.P., Romindo, R., Whayuni, D., Purnomo, A., & Simarmata, J. (2020). *Digital Marketing: Komunikasi Bisnis Menjadi Lebih Mudah*. Yayasan Kita Menulis.
- Sekaran & Bougie. 2016. *Research Method for Business, a Skill Building Approach*.
- Shen, X.-L., Li, Y.-J., Sun, Y., Chen, Z., and Wang, F. (2019). *Understanding the role of technology attractionness in promoting social commerce engagement: moderating effect of personal interest*. *Inf. Manag.* 56, 294–305. doi: 10.1016/j.im.2018.09.006
- Sjoblom & Hamari. (2017). *Why do People Watch Others Play Video Games? An Empirical Study on The Motivations of Twitch User*. *Computer in Human Behaviour*. 75, 985 – 996.
- Song, C./ and Liu, Y. L. (2021). *The Effect of Live-Streaming Shopping on the Consumer’s Perceived Risk and Purchase Intention in China*.
- Srisadono, Wahyu. (2018). *Strategi Perusahaan E-Commerce Membangun Brand Community di Media Sosial dalam Meningkatkan Omset Penjualan*. *Jurnal Pustaka Komunikasi*. 1(1), 167 – 179.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Sun, Y., Shao, X., Li, X., Gue, Y, and Nie, K. (2019). *How live streaming influences purchase intentions in social commerce: an IT affordance perspective*. *Electron. Commer. Res. Appl.* 37:100886. Diu: 10.1016/j.elerao.2019.100886.
- Supriatna, E., Dulkiah, M., -, I., Sari, A. L., & -, I. (2020). Pattern of Ethnic Coalition in Regional Head Election: Evidence from Indonesia. *International Journal of Psychosocial Rehabilitation*, 24(03), 1769–1782. <https://doi.org/10.37200/ijpr/v24i3/pr200926>
- Trisliatanto, D, A. (2020). *Metodologi Penelitian Panduan Lengkap Penelitian dengan Mudah*. Yogyakarta: ANDI.
- Tseng, C. H., and Wei, L. F. (2020). *The efficiency of mobile media richness across different stages of online consumer behavior*. *Int. J. Inf. Manag.* 50, 353–364. doi:10.1016/j.ijinfomgt.2019.08.010
- Valarezo, et al. (2018). *Drivers and Barriers to Cross-Broder E-Commerce: Evidence from Spanish Individual Behaviour*. *Telecommunications Policy*.

42(6), 464 – 473.

- Venkatesh, V., & Davis, F. (2000). *A theoretical extension of the technology acceptance model: four longitudinal field studies*. *Management Science*, 46(2),186-204.
- Veranita, M., Yusuf, R., Sahidi, Y., Susilowati, R., Fatihah, D. C., & Warsiati, W. (2021). *Empowering UMKM dengan Pemanfaatan Digital Marketing di Era New Normal*. *Jurnal Pengabdian kepada Masyarakat UBJ*, 4 (2). Dalam, M., Industri, M., Rachmawati, I., Gunawan, A. A., Indiyati, D., & Zahwa, P. (2023). *PENINGKATAN PENGETAHUAN DAN KEMAMPUAN DIGITAL*. 6, 1–6.
- Supriatna, E., Dulkih, M., -, I., Sari, A. L., & -, I. (2020). Pattern of Ethnic Coalition in Regional Head Election: Evidence from Indonesia. *International Journal of Psychosocial Rehabilitation*, 24(03), 1769–1782. <https://doi.org/10.37200/ijpr/v24i3/pr200926>
- Wahyuningtyas, R., Disastra, G., & Rismayani, R. (2023). Toward cooperative competitiveness for community development in Economic Society 5.0. *Journal of Enterprising Communities*, 17(3), 594–620. <https://doi.org/10.1108/JEC-10-2021-0149>
- Wang, L., Wang, Z., Wang, X., & Zhao, Y. (2022). *Assessing word -of-mouth reputation of influencers on B2C live streaming platforms: the role of the characteristics of information source*. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1544-1569.
- Wang, Y., and Han, X. (2021). *Attraction community detection in academic social network*. *J. Comput. Sci.* 51 (prepublish:101331. doi: 10.1016/j.jocs.2021.101331.
- Wang, Y., and Yu, C. (2017). *Social interaction-based consumer decision-making model in social commerce: the role of word of mouth and observational learning*. *Int. J. Inf. Manag.* 37, 179–189. doi: 10.1016/j.ijinfomgt.2015.11.005.
- Wahyuningtyas, R., Disastra, G., & Rismayani, R. (2023). Toward cooperative competitiveness for community development in Economic Society 5.0. *Journal of Enterprising Communities*, 17(3), 594–620. <https://doi.org/10.1108/JEC-10-2021-0149>
- Wibisono, Yusuf. 2013. *Metode Statistik*. Yogyakarta: Gadjah Mada University Press.
- Widarjono, A. (2015). *Statistika Terapan Edisi Pertama*. Yogyakarta: UPP STIM YKPN.
- Wong, R.Y. M., Cheung, C. M. K., Xiao, B., & Thatcher, J. B. (2021). *Standing up or Standing by: Understanding bystanders' proactive reporting responses to social media harassment*. *Inf. Syst. Res.* 32, 561 – 581. Doi: 10.1287/isre.2020.0983.
- Xu, X, Wu, J.-H., and Li, Q. (2020). *What drives cunsomer shopping behaviour in live streaming commerce?*, *J Electron Commer. Res.* 21, 144-167.

- Xueyan Dong, Xu Liu, & Xuan Xiao. (2023). *Understanding The Influencing Mechanism of Users Participation in Live Streaming Shopping: a socio-technical perspective*. Doi: 10.3389/fpsyg.2022.1082981.
- Yim, M. Y. C., Chu, S. C., and Sauer, P. L. (2017). *Is augmented reality technology an effective tool for E-commerce? An interactivity and vividness perspective*. *J. Interact. Mark.* 39, 89–103. doi: 10.1016/j.intmar.2017.04.001
- Yones PC, Muthaiyah S. eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*. 2023 Jun 1;28(2):174-84.
- Zhang, H., Lu, Y., Gupta, S., and Zhao, L. (2014). *What Motivates Customers to Participate in Social Commerce? The impact of technological environments and virtual customer experience*. *Inf. Manag.*