

REFERENCE

- Amin, D. E. R., & Fikriyah, K. (2023). Pengaruh Live Streaming Dan Online Customer Review Terhadap Keputusan Pembelian Produk Fashion Muslim. *Jurnal Ilmiah Edunomika*. <http://dx.doi.org/10.29040/jie.v7i1.8056>
- Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86–97. <https://doi.org/10.1016/j.jretconser.2013.11.004>
- Aprianti, R., & Rachmawati, I. (2020). The effect of E-Servicescape Dimensions on Repurchase Intention with Trust as an Intervening Variable. *Jurnal Manajemen Dan Bisnis*, 4(3). <https://doi.org/10.36555/almana.v4i3.1339>
- Bhakat, R. S., & Muruganatham, G. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, 5(3). <https://doi.org/10.5539/ijms.v5n3p149>
- Bougie, R., & Sekaran, U. (2019). *Research Methods for Business* (8th ed.).
- Campaignbriefasia. (2022). Indonesian beauty brand Somethinc casts South Korean star Han So Hee as brand ambassador. <https://campaignbriefasia.com/2022/03/16/indonesian-beauty-brand-somethinc-casts-south-korean-star-han-so-hee-as-brand-ambassador/>
- , D., & Chadwick, F. E. (2019). *Digital Marketing* (7th edition). Pearson.
- Chandraa, M., Sukmaningsih, D. W., & Sriwardiningsih, E. (2024). The Impact of Live Streaming On Purchase Intention In Social Commerce In Indonesia. *Procedia Computer Science*, 234, 987–995. <https://doi.org/10.1016/j.procs.2024.03.088>
- Chang, C. C., Hung, S. W., Cheng, M. J., & Wu, C. Y. (2015). Exploring the intention to continue using social networking sites: The case of Facebook. *Technological Forecasting and Social Change*, 95, 48–56. <https://doi.org/10.1016/j.techfore.2014.03.012>
- Compas (2022). 5 Brand Perawatan Wajah Terlaris di E-commerce Indonesia. *Compas Report*. <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
- Data Reportal. (2024). *Digital 2024: Indonesia*. <https://datareportal.com/reports/digital-2024->

- Journal of Marketing - ESIC, Vol. 26 No. 2, pp. 231-246.
<https://doi.org/10.1108/SJME-06-2021-0113>
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184.
<https://doi.org/10.1016/j.apmr.2022.07.007>
- Indrawati (2015). *Metode penelitian manajemen dan bisnis*. Konvergensi Teknologi Komunikasi dan Informasi. Refika Aditama.
- Islami, C. D., & Susanto (2024). Pengaruh Live Streaming Kualitas Produk, Dan Citra Merek Terhadap Keputusan Pembelian Onlineshop. *Jurnal Ilmiah Bidang Ilmu Ekonomi*, 22(2), 215–226. <https://doi.org/10.26623/slsi.v22i2.9027>
- Joe, F., Hair, JR., Page, M., Brunsveld, N., Merkle, A., & Cleton, N. (2023). *Essentials of Business Research Methods* (Fifth). Routledge.
- Kamila, Faiza & Ariyanti, Maya. (2024). From Stream to Splurge: Analyzing Impulsive Fashion Buying Trends in TikTok Live Shopping. In *Studies in Big Data* (Vol. 163, pp. 461–478). Springer Science and Business Media Deutschland GmbH. 10.1007/978-3-031-73632-2_39.
- Khasanah, U., & Kuswanto, A. (2023). The Effect of Demand, Convenience, Interactivity, Playfulness Through Impulsive Buying as an Intervening Variable on Shopee Live. *Kontigensi : Jurnal Ilmiah Manajemen*, 11(1), 163–176. <https://doi.org/10.56457/jimk.v11i1.338>
- Ki, C. W. (Chloe), Chenn, A., Man Chong, S., & Cho, E. (2024). Is livestream shopping conceptually New? a comparative literature review of livestream shopping and TV home shopping research. *Journal of Business Research*, 174. <https://doi.org/10.1016/j.jbusres.2024.114504>
- Kotler, P., Armstrong, G., & Balasubramanian Sridhar. (2023). *(Global edition) Principles of Marketing Nineteenth Edition*. Pearson.
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6). <https://doi.org/10.3390/info12060241>

- Lin, S. C., Tseng, H. T., Shirazi, F., Hajli, N., & Tsai, P. T. (2022). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1383–1403. <https://doi.org/10.1108/APJML-12-2021-0903>
- Liu, L. (2022). *Factors Affecting Consumers' Purchasing Behaviours in Live Streaming E-Commerce: A Review* (pp. 508–515). https://doi.org/10.2991/978-94-6463-036-7_75
- Liu, Y., Li, Q., Edu, T., Jozsa, L., & Negricea, I. C. (2020). Mobile shopping platform characteristics as consumer behavior determinants. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1565–1587. <https://doi.org/10.1108/APJML-05-2019-0308>
- LI, X., Huang, D., Dong, G., & Wang, B. (2024). Why consumers have impulsive purchase behavior in live streaming: the role of the streamer. *BMC Psychology*, 12(1). <https://doi.org/10.1186/s40359-024-01632-w>
- Lu, Z., Xia, H., Heo, S., & Wigdor, D. (2018). You watch, you give, and you engage: A study of live streaming practices in China. *Conference on Human Factors in Computing Systems - Proceedings, 2018-April*. <https://doi.org/10.1145/3173574.3174040>
- Lutviari, H. W., Widodo, A., Silvianita, A., & Rubiyanti, N. (2024). Analysis of Factors Affecting Impulse Buying on Shopee and TikTok Live Shopping Platforms: A Conceptual Paper. *International Journal of Integrative Sciences*, 3(5), 403–414.
- LV, X., Zhang, R., Su, yiran, & Yang, Y. (2022). *Exploring how live streaming affects immediate buying behavior and continuous watching intention: A multigroup analysis*.
- Lv, X., Zhang, R., Su, Y., & Yang, Y. (2022). Exploring how live streaming affects immediate buying behavior and continuous watching intention: A multigroup analysis. *Journal of Travel and Tourism Marketing*, 39(1), 109–135. <https://doi.org/10.1080/10548408.2022.2052227>
- Mahmoud Al Azzam, A., Fattah AL-AZZAM, A., & Al-mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan.

- Journal of Asian Finance*, 8(5), 455–0463.
<https://doi.org/10.13106/jafeb.2021.vol8.no5.0455>
- Ma, X., Zou, X., & Lv, J. (2022). Why do consumers hesitate to purchase in live streaming? A perspective of interaction between participants. *Electronic Commerce Research and Applications*, 55.
<https://doi.org/10.1016/j.elerap.2022.101193>
- McDaniel Jr, C., & Gates, R. (2014). *Marketing Research* (10th ed.). Wiley.
- MediaIndonesia. (2021). *Saatnya Brand Lokal Memimpin Pasar Skincare Indonesia*.
- Mehrabian, & Russell. (1974). An approach to environmental psychology. *The MIT Press*.
- Meng, L. (Monroe), Duan, S., Zhao, Y., Lü, K., & Chen, S. (2021). The impact of online celebrity in livestreaming E-commerce on purchase intention from the perspective of emotional contagion. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102733>
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory. *International Journal of Web Information Systems*, 17(4), 300–320. <https://doi.org/10.1108/IJWIS-02-2021-0012>
- Nguyen Huu, K., Le, A. N. H., & Nguyen Dong, P. (2023). A moderating – mediating model of the urge to buy impulsively in social commerce live-streaming. *Electronic Commerce Research and Applications*, 60.
<https://doi.org/10.1016/j.elerap.2023.101286>
- Niasin, M. A. F., & Belkhamza, Z. (2021). Mobile shopping convenience behaviour: The quest for a conceptual framework. *International Journal of Services, Technology and Management*, 27(1–2), 143–159.
<https://doi.org/10.1504/ijstm.2021.10035952>
- Paul, J., Pasaribu, K., Parlindungan Nadapdap, J., Trisilo, R. G., Rahman, H., & Ismayanti, P. (2024). Behaviour change: The impact of consumer trust on product purchase decision making. *Sebelas Maret Business Review*, 9(1), 31–38. <https://jurnal.uns.ac.id/snbr>

- Peta Penjualan Ritel RI: Online Kalahkan Gerai Fisik. (2024, July 10). *Bloomberg Intelligence*. <https://www.bloombergtchnoz.com/detail-news/43161/peta-penjualan-ritel-ri-online-kalahkan-gerai-fisik>
- Populix. (2023). *Populix Research: Shopee Live Becomes Most Popular Live Streaming Feature*. <https://inet.detik.com/cyberlife/d-6771360/riset-populix-shopee-live-jadi-fitur-live-streaming-paling-populer>
- Prasetio, A., & Muchnita, A. (2022). The Role Website Quality, Credit Card, Sales Promotion On Online Impulse Buying Behavior. *Jurnal Manajemen*, 26(3), 424–448. <https://doi.org/10.24912/jm.v26i3.922>
- Purushothaman, G., & Krishnamurthy, & K. (2016). *A study on Consumer Satisfaction with Special Reference to Selected Company*. <https://ssrn.com/abstract=2838831>
- Putri, M. M. (2024). Pengaruh Live Streaming Content Terhadap Impulsive Buying Dengan Consumer Trust Sebagai Variabel Intervening Produk Skincare “Somethinc”. Vol. 10 No. 2 (2024): *Jurnal Strategi Pemasaran*
- Ringle, C. M. , W. S. & B. J.-M. (2024). *SmartPLS 4. Bönningstedt: SmartPLS*.
- Shih, I. T., Silalahi, A. D. K., & Eunike, I. J. (2024). Engaging audiences in real-time: The nexus of socio-technical systems and trust transfer in live streaming e-commerce. *Computers in Human Behavior Reports*, 13. <https://doi.org/10.1016/j.chbr.2023.100363>
- Sholihin, M., & Ratmono, D. (2020). Analisis SEM-PLS dengan WarpPLS 7.0 untuk hubungan nonlinier dalam penelitian sosial dan bisnis.
- Siregar, S. (2017). Metode Penelitian Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS (1st ed.). *Kenacana*.
- Somethinc Stores . (2024). <https://somethinc.com/en/stores>
- Song, Z., Liu, C., & Shi, R. (2022). How Do Fresh Live Broadcast Impact Consumers’ Purchase Intention? Based on the SOR Theory. *Sustainability (Switzerland)*, 14(21). <https://doi.org/10.3390/su142114382>
- Starbuck, W. H., & Webster, E. J. (1991). *When Is Play Productive?*
- Statista. (2024). *Leading reasons for participating in live commerce or live shopping events in Indonesia as of May 2024*.

- <https://www.statista.com/statistics/1493472/indonesia-reasons-for-participating-in-live-commerce-or-live-shopping-events/>
- Statista Consumer Market Insights. (2024). Revenue of the beauty & personal care market in Indonesia from 2020 to 2029. Statista. <https://www.statista.com/forecasts/1220238/indonesia-revenue-beauty-and-personal-care-market>
- Sundström, M., & Radon, A. (2016). Utilizing the Concept of Convenience as a Business Opportunity in Emerging Markets. *Organizations and Markets in Emerging Economies*, 6(2), 7–21. <https://doi.org/10.15388/omee.2015.6.2.14219>
- Tian, H. (2024). Influence of Mobile App Live Streaming Characteristics on Clothing Impulse Purchase Intention: Mediation of Swift Guanxi and Perceived Trust. *Sage Open*, 14(4). <https://doi.org/10.1177/21582440241290005>
- Wardhana, A., & Iba, Z. (2023). *Metode Penelitian*. <https://www.researchgate.net/publication/376687580>
- Wen, Y., & Wen, H. (2023). Research on the Influence of Live Streaming E-commerce on Consumers' Impulsive Purchasing Behavior https://doi.org/10.2991/978-94-6463-210-1_16
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Yang, G., Chaiyasoonthorn, W., & Chaveesuk, S. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector. *Acta Psychologica*, 249. <https://doi.org/10.1016/j.actpsy.2024.104415>
- Ye, D., Liu, F., Cho, D., & Jia, Z. (2022). Investigating switching intention of e-commerce live streaming users. *Heliyon*, 8(10). <https://doi.org/10.1016/j.heliyon.2022.e11145>

- Zhang, C., Pan, S., & Zhao, Y. (2024). More is not always better: Examining the drivers of livestream sales from an information overload perspective. *Journal of Retailing and Consumer Services*, 77. <https://doi.org/10.1016/j.jretconser.2023.103651>
- Zhang, X., & Zhang, S. (2024). Investigating impulse purchases in live streaming e-commerce: A perspective of match-ups. *Technological Forecasting and Social Change*, 205. <https://doi.org/10.1016/j.techfore.2024.123513>