

DAFTAR PUSTAKA

- Ang, T., Wei, S., & Anaza, N. A. (2018). Livestreaming vs pre-recorded: How social viewing strategies impact consumers' viewing experiences and behavioral intentions. *European Journal of Marketing*, 52(9–10), 2075–2104. <https://doi.org/10.1108/EJM-09-2017-0576>
- Anisa, -, R. R., & Nurul Chamidah. (2022). Pengaruh Word of Mouth Mengenai *Live streaming* Tiktok Shop Terhadap Keputusan Pembelian Konsumen. *Jurnal Komunikasi Pemberdayaan*, 1(2), 131–143. <https://doi.org/10.47431/jkp.v1i2.230>
- Anwar, R. solling hamid & S. m. (n.d.). *STRUCTURAL EQUATION MODELING (SEM)* (2019th ed.). PT Inkubator Penulis Indonesia (Institut Penulis Indonesia).
- Bayu, D. (2022, september 21). Laporan Survei Belanja Online 2022.
- Bringula, R. P., Moraga, S. D., Catacutan, A. E., Jamis, M. N., & Mangao, D. F. (2018). Factors influencing online purchase intention of smartphones: A hierarchical regression analysis. *Cogent Business and Management*, 5(1), 1–18. <https://doi.org/10.1080/23311975.2018.1496612>
- Brown, T. A. (2008). Confirmatory Factor Analysis for Applied Research. In *The American Statistician* (Vol. 62, Issue 1). <https://doi.org/10.1198/tas.2008.s98>
- Chan, S., & Asni, K. (2022). the Role of Sequence Mediation on the Influence of Live-Streaming Shopping Attribute on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(4). <https://doi.org/10.21776/ub.jam.2022.020.04.16>
- Chandruangphen, E. (2021). *Shopping Motivation in Live streaming: A Means-End Chain Approach*. 27–40. <https://doi.org/10.33422/2nd.icrmanagement.2021.02.42>
- Chandruangphen, E., Assarut, N., & Sinthupinyo, S. (2022). The effects of *live streaming* attributes on consumer trust and shopping intentions for fashion clothing. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2034238>
- Consult, M. (2021, januari 21). THE FASTEST GROWING BRANDS OF 2020.
- DailySocial. (2021, juni 8). Apa Itu TikTok dan Apa Saja Fitur-fiturnya? p. DailySocial.id.
- DataIndonesia. (2022, september 21). Laporan Survei Belanja Online 2022.

- Davari, A., Iyer, P., & Rokonuzzaman, M. (2016). Identifying the determinants of online retail patronage: A perceived-risk perspective. *Journal of Retailing and Consumer Services*, 33, 186–193. <https://doi.org/10.1016/j.jretconser.2016.08.009>
- Dr. Duryadi, M. S. (2021). *Metode Penelitian Ilmiah Metode Penelitian Empiris Model Path Analysis Dan Analisis Smartpls*.
- Effendy, A. Y., & Kunto, Y. S. (2013). Pengaruh Customer Value Proposition Terhadap Minat Beli Konsumen Pada Produk Consumer Pack Premium Baru Bogasari. *Jurnal Manajemen Pemasaran PETRA*, 1(2), 1–8.
- El Hedhli, K., Chebat, J. C., & Sirgy, M. J. (2013). Shopping well-being at the mall: Construct, antecedents, and consequences. *Journal of Business Research*, 66(7), 856–863. <https://doi.org/10.1016/j.jbusres.2011.06.011>
- Firdayanti, R. (2012). Persepsi Risiko Melakukan E-Commerce dengan Kepercayaan Konsumen dalam Membeli Produk Fashion Online. *Journal of Social and Industrial Psychology*, 1(1), 1–7. <http://journal.unnes.ac.id/sju/index.php/sip>
- Ghazali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program*.
- Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, 84, 58–67. <https://doi.org/10.1016/j.chb.2018.02.013>
- Ilmawan, M. D., Wulandari, D. S., & Fitriani, F. (2017). Peran Gaya Kepemimpinan dan Kompensasi dalam Mempengaruhi Kinerja yang Dimediasi oleh Kepuasan Kerja. *Jurnal Ekonomi Modernisasi*, 13(1), 37. <https://doi.org/10.21067/jem.v13i1.1745>
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review*, xxxx. <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Juliana, H., Ekonomi, F., & Unggul, U. E. (2023). *Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop*. 1(6), 1517–1538.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kim, S., & Heo, C. (2021). Effects of live commerce and show host attributes on purchase intention: Including the mediating effects of content flow. *Asia-Pacific Journal of Business Venturing and Entrepreneurship*, 16(3), 177–191.

- Ladhari, R., Gonthier, J., & Lajante, M. (2019). Generation Y and online fashion shopping: Orientations and profiles. *Journal of Retailing and Consumer Services*, 48(January), 113–121. <https://doi.org/10.1016/j.jretconser.2019.02.003>
- Liang, T. P., & Lai, H. J. (2002). Effect of store design on consumer purchases: An empirical study of on-line bookstores. *Information and Management*, 39(6), 431–444. [https://doi.org/10.1016/S0378-7206\(01\)00129-X](https://doi.org/10.1016/S0378-7206(01)00129-X)
- Liu, X., Wang, D., Gu, M., & Yang, J. (2022). Research on the influence mechanism of anchors' professionalism on consumers' impulse buying intention in the livestream shopping scenario. *Enterprise Information Systems*, 00(00), 1–21. <https://doi.org/10.1080/17517575.2022.2065457>
- Lu, B., & Chen, Z. (2021). *Live streaming* commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information and Management*, 58(7), 103509. <https://doi.org/10.1016/j.im.2021.103509>
- Lu, Y., He, Y., & Ke, Y. (2022). The influence of e-commerce *live streaming* affordance on consumer's gift-giving and purchase intention. *Data Science and Management*. <https://doi.org/10.1016/j.dsm.2022.10.002>
- Noermijati, N. (2008). Aktualisasi Teori Herzberg: Suatu Kajian terhadap Kepuasan Kerja dan Kinerja Manajer Operasional (Penelitian di Perusahaan Kecil Rokok Sigaret Kretek Tangan di Wilayah Malang). In *Jurnal Aplikasi Manajemen* (Vol. 6, Issue 3, pp. 326–343).
- Poddar, A., Donthu, N., & Wei, Y. (2009). Web site customer orientations, Web site quality, and purchase intentions: The role of Web site personality. *Journal of Business Research*, 62(4), 441–450. <https://doi.org/10.1016/j.jbusres.2008.01.036>
- Populix. (2022). *The Social Commerce Landscape in Indonesia*. September, 1–15.
- Schiffman, L., & Kanuk, L. L. (2008). Perilaku konsumen. In *Jakarta: Indeks*.
- Seo, H., & Yoh, E. (2022). Effects of perceived attributes of fashion *live streaming* commerce (FLSC) on attitudes and intention to use. *The Research Journal of the Costume Culture*, 30(2), 297–318. <https://doi.org/10.29049/rjcc.2022.30.2.297>
- Shareef, M. A., Dwivedi, Y. K., & Kumar, V. (2016). *Mobile Marketing Channel*. https://doi.org/10.1007/978-3-319-31287-3_2
- Song, C., & Liu, Y.-L. (2021). The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China. *23rd Biennial Conference of the International Telecommunications Society (ITS)*, 1–18. <http://hdl.handle.net/10419/238054>
- Sugiyono, D. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*.
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How *live streaming* influences purchase intentions in social commerce: An IT affordance perspective.

- Electronic Commerce Research and Applications*, 37(December 2018), 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- wearesocial. (2022, april 21). *wearesocial*. Retrieved from <https://wearesocial.com/uk/blog/2022/04/more-than-5-billion-people-now-use-the-internet/>.
- 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(August), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Wongkitrungrueng, A., Dehouche, N., & Assarut, N. (2020). *Live streaming* commerce from the sellers' perspective: implications for online relationship marketing. *Journal of Marketing Management*, 36(5–6), 488–518. <https://doi.org/10.1080/0267257X.2020.1748895>
- Workman, J. E., & Kidd, L. K. (2000). Use of the need for uniqueness scale to characterize fashion consumer groups. *Clothing and Textiles Research Journal*, 18(4), 227–236. <https://doi.org/10.1177/0887302X0001800402>
- Xu, P., Cui, B. J., & Lyu, B. (2022). Influence of Streamer's Social Capital on Purchase Intention in *Live streaming* E-Commerce. *Frontiers in Psychology*, 12(January), 1–13. <https://doi.org/10.3389/fpsyg.2021.748172>
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The impact of live video streaming on online purchase intention. *Service Industries Journal*, 40(9–10), 656–681. <https://doi.org/10.1080/02642069.2019.1576642>
- Zhou, X., & Tian, X. (2022). Impact of Live Streamer Characteristics and Customer Response on Live-streaming Performance: Empirical Evidence from e-Commerce Platform. *Procedia Computer Science*, 214(C), 1277–1284. <https://doi.org/10.1016/j.procs.2022.11.306>