

DAFTAR PUSTAKA

- Anuraga, I. P. M., Sintaasih, D. K., & Riana, I. G. (2017). Pengaruh Kepemimpinan Dan Pemberdayaan Terhadap Motivasi Dan Kinerja Pegawai. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 9, 3291. <https://doi.org/10.24843/eeb.2017.v06.i09.p05>
- Chen, C. C., & Yao, J. Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics*, 35(5), 1249–1262. <https://doi.org/10.1016/j.tele.2018.02.007>
- Donovan, R. J., & Rossiter, J. R. (1982). Store Atmosphere: An Environmental Psychology Approach. *Journal of Retailing*, 58(1), 34–57.
- Gao, W., Liu, Y., Liu, Z., & Li, J. (2018). How does presence influence purchase intention in online shopping markets? An explanation based on self-determination theory. *Behaviour and Information Technology*, 37(8), 786–799. <https://doi.org/10.1080/0144929X.2018.1484514>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- 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), 1–17. <https://doi.org/10.3390/info12060241>
- Lee, C. H., Chen, C. W., Huang, S. F., Chang, Y. T., & Demirci, S. (2021). Exploring consumers' impulse buying behavior on online apparel websites: An empirical investigation on consumer perceptions. *International Journal of Electronic Commerce Studies*, 12(1), 83–106. <https://doi.org/10.7903/ijecs.1971>

- Lepkowska-White, E. (2004). Online Store Perceptions: How to Turn Browsers into Buyers? *Journal of Marketing Theory and Practice*, 12(3), 36–47. <https://doi.org/10.1080/10696679.2004.11658523>
- Li, G., Zhang, R., & Wang, C. (2015). The role of product originality, usefulness and motivated consumer innovativeness in new product adoption intentions. *Journal of Product Innovation Management*, 32(2), 214–223. <https://doi.org/10.1111/jpim.12169>
- Li, M., Wang, Q., & Cao, Y. (2022). Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *International Journal of Environmental Research and Public Health*, 19(7). <https://doi.org/10.3390/ijerph19074378>
- Lin, Y., Yao, D., & Chen, X. (2021). Happiness Begets Money: Emotion and Engagement in Live Streaming. *Journal of Marketing Research*, 58(3), 417–438. <https://doi.org/10.1177/00222437211002477>
- 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>
- Maholtra, N. ., & Dash, S. (2016). *Marketing Research an Applied Orientation* (7th ed.). Pearson India Education Services.
- 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>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley & Sons.
- Shen, K. N., & Khalifa, M. (2012). System design effects on online impulse buying, *Internet Research*, 22(4), 396–425. <https://doi.org/10.1108/10662241211250962>
- Sholihin, M., & Ratmono, D. (2020). *Analisis SEM-PLS Dengan WarpPLS 7.0 Untuk Hubungan Nonlinier Dalam Penelitian Sosial dan Bisnis* (2nd ed.). ANDI.

<https://books.google.com/books?hl=id&lr=&id=NbMWEAAAQBAJ&oi=fnd&pg=PP1&dq=sem+pls&ots=X5gzxg2piT&sig=-T575paR0yfjZllh2D8SsT-9o-A#v=onepage&q=sem pls&f=false>

- Wiedmann, K. P., & von Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise – social influencers’ winning formula? *Journal of Product and Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Wu, I. L., Chiu, M. L., & Chen, K. W. (2020). Defining the determinants of online impulse buying through a shopping process of integrating perceived risk, expectation- confirmation model, and flow theory issues. *International Journal of Information Management*, 52(February), 102099. <https://doi.org/10.1016/j.ijinfomgt.2020.102099>
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers’ impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>
- Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.
- Yu, J., Lee, H., Ha, I., & Zo, H. (2017). User acceptance of media tablets: An empirical examination of perceived value. *Telematics and Informatics*, 34(4), 206–223. <https://doi.org/10.1016/j.tele.2015.11.004>