

DAFTAR PUSTAKA

- Amanda, T., & Andriani, M. (2022). Effect of Brand Positioning and Brand Awareness on Repurchase Intention and Consumer Satisfaction (Study on Online Marketplace).
- Andriani, M., Maharani, A. A. T. K., Efrita, A. P., & Puspitasari, D. (2024). Utilization of Digital Marketplaces in a Strategy to Increase the Probability of Market Access for Risol MSMEs in Bekasi. *Formosa Journal of Applied Sciences*, 3(2), 661–668. <https://doi.org/10.55927/fjas.v3i2.7856>
- Arif, F. (2024). Data Statistik E-commerce Indonesia di Tahun 2024. <https://semnesia.com/blog/data-statistik-ecommerce-indonesia/>
- Chen, X., Shen, J., & Wei, S. (2023). What reduces product uncertainty in live streaming e-commerce? From a signal consistency perspective. *Journal of Retailing and Consumer Services*, 74, 103441. <https://doi.org/10.1016/j.jretconser.2023.103441>
- Chen, Y., Lu, F., & Zheng, S. (2020). A Study on the Influence of E-Commerce Live Streaming on Consumer Repurchase Intentions. *International Journal of Marketing Studies*, 12(4), 48. <https://doi.org/10.5539/ijms.v12n4p48>
- databoks.katadata. (2023). 5 E-Commerce dengan Pengunjung Terbanyak Kuartal I 2023. <https://20.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>
- Hair et al.,. (2014). Does PLS Have Advantages for Small Sample Size or Non-Normal Data? http://link.springer.com/10.1007/978-3-319-05542-8_15-1
- Hair et al.,. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Ho, M. H.-W., & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121, 13–21. <https://doi.org/10.1016/j.jbusres.2020.07.046>
- jagatreview.com. (2024). Laporan IPSOS: Tren Live Streaming E-commerce di Indonesia Tahun 2024. <https://www.jagatreview.com/2024/06/live-streaming-e-commerce-2024/>
- Komara, E., & Fathurahman, F. (2024). Factors that Affect the Level of Customer Satisfaction and Repurchase Intention on Tokopedia. *Research of Business and Management*, 2(1), 1–14. <https://doi.org/10.58777/rbm.v2i1.168>
- Kompas.com. (2020). Dua Generasi Ini Jadi Penyumbang Terbesar Transaksi E-commerce di RI.

<https://money.kompas.com/read/2020/08/04/190000226/dua-generasi-ini-jadi-penyumbang-terbesar-transaksi-e-commerce-di-ri?page=all>

- Levin, K. A. (2006). Study design III: Cross-sectional studies. *Evidence-Based Dentistry*, 7(1), 24–25. <https://doi.org/10.1038/sj.ebd.6400375>
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management*, 58(7), 103509. <https://doi.org/10.1016/j.im.2021.103509>
- 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>
- Nugroho, A. T., Rofianto, W., Surjaatmadja, S., & Andriani, M. (2022). Faktor Pembentuk Brand Love, Word Of Mouth, Dan Repurchase Intention Atas Produk Hedonis: Telaah Pada Pelanggan Produk Gunpla Merek Bandai. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 4(2), 496–507. <https://doi.org/10.36407/jmsab.v4i2.441>
- Pramudya Effendi, L., & Andriani, M. (2023). Perceived Value dan Repurchase Intention pada Online Marketplace. *Jurnal Ekonomi, Manajemen dan Perbankan (Journal of Economics, Management and Banking)*, 9(1), 17–32. <https://doi.org/10.35384/jemp.v9i1.379>
- Siyoto, S., & Sodik, M. A. (2015). *Dasar Metodologi Penelitian*. [https://books.google.co.id/books?hl=en&lr=&id=QPhFDwAAQBAJ&oi=fnd&pg=PR3&dq=Siyoto,+S.,+%26+Sodik,+M.+A.+\(2015\).+Dasar+Metodologi+Penelitian.&ots=IdXssPU41k&sig=qkwe2pldj4tkLj7CcSilxFQMuSI&redir_esc=y#v=onepage&q=Siyoto%2C%20S.%2C%20%26%20Sodik%2C%20M.%20A.%20\(2015\).%20Dasar%20Metodologi%20Penelitian.&f=false](https://books.google.co.id/books?hl=en&lr=&id=QPhFDwAAQBAJ&oi=fnd&pg=PR3&dq=Siyoto,+S.,+%26+Sodik,+M.+A.+(2015).+Dasar+Metodologi+Penelitian.&ots=IdXssPU41k&sig=qkwe2pldj4tkLj7CcSilxFQMuSI&redir_esc=y#v=onepage&q=Siyoto%2C%20S.%2C%20%26%20Sodik%2C%20M.%20A.%20(2015).%20Dasar%20Metodologi%20Penelitian.&f=false)
- Swandevi, T. S. (2022). Analisis Pengaruh Visibility, Metavoicing, Guidance Shopping, Immersion, Social Presence, dan Telepresence terhadap Purchase Intention pada TikTok Live Streaming Shopping Berrybenka. https://kc.umn.ac.id/id/eprint/21515/4/BAB_II.pdf
- 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>
- Xin, M., Liu, W., & Jian, L. (2024). Live streaming product display or social interaction: How do they influence consumer intention and behavior? A heuristic-systematic perspective. *Electronic Commerce Research and Applications*, 67, 101437. <https://doi.org/10.1016/j.elerap.2024.101437>

- Xu, X., Wu, J.-H., & Li, Q. (2020). WHAT DRIVES CONSUMER SHOPPING BEHAVIOR IN LIVE STREAMING COMMERCE? 21(3).
- Zhang, M., Liu, Y., Wang, Y., & Zhao, L. (2022). How to retain customers: Understanding the role of trust in live streaming commerce with a socio-technical perspective. *Computers in Human Behavior*, 127, 107052. <https://doi.org/10.1016/j.chb.2021.107052>
- Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2021). E-service quality on live streaming platforms: Swift guanxi perspective. *Journal of Services Marketing*, 35(3), 312–324. <https://doi.org/10.1108/JSM-01-2020-0009>
- Zubaidah, I., & Latief, M. J. (2022). Analisis Proses Pengambilan Keputusan Konsumen E-commerce Shopee di Lingkungan RT08/RW10 Sriamur Bekasi. *Jurnal EMT KITA*, 6(2), 324–333. <https://doi.org/10.35870/emt.v6i2.674>

