

DAFTAR PUSTAKA

- Arridha, R. (2020). *Convenience Sampling*.
https://www.academia.edu/41853012/Convenience_Sampling. Diakses pada 25 September 2025.
- Barker, V. (2015). Investigating Antecedents to the Experience of Flow and Reported Learning Among Social Networking Site Users. *Journal of Broadcasting and Electronic Media*, 59(4), 679–697.
<https://doi.org/10.1080/08838151.2015.1093481>
- Chen, B., & Lee, C. (2021). Enhancing Interactivity on Social Media Platforms: A User-Centric Approach. *International Journal of Human-Computer Interaction*, 34(3), 321-335.
- Chen, Hao, Chen, Haitao, Tian, X. (2022). The dual-process model of product information and habit in influencing consumers' purchase intention: the role of live streaming features. *Electron. Commer. Res. Appl.* 53, 101150
<https://doi.org/10.1016/j.elerap.2022.101150>.
- Chen, W., & Wang, P. (2023). The influences of the characteristics of opinion leaders on consumer purchase intention in a mobile e-commerce webcast context. *International Journal of Networking and Virtual Organisations*, 28(1), 1. <https://doi.org/10.1504/ijnvo.2023.10055382>

- Chen, Y., Sidek, S. Bin, Rahman, A. B. A., Ali, N. A., Hu, J., Tang, H., & Wen, S. (2024). Does Live Streaming Influencers' Popularity Really Affect Consumer Purchase Intention in China? The Moderating Role of Product Information Quality. *Przestrzen Społeczna*, 24(1), 229–256.
- Choi, E. Y. (2022). The Mediating Role of Interaction Between Watching Motivation and Flow of Sports Broadcasting in Multi-Channel Network. *SAGE Open*, 12(1), 1–11. <https://doi.org/10.1177/21582440211068513>
- Databoks.co.id. (2022). *Tiktok, Aplikasi yang Paling Banyak Diunduh di Indonesia pada 2021*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/8e973431496e2e0/tiktok-aplikasi-yang-paling-banyak-diunduh-pada-2021>. Diakses pada 25 September 2024.
- Databoks.co.id. (2024). *Tiktok, Aplikasi yang Paling Banyak Diunduh di Indonesia pada 2023*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/5b44b118b594168/tiktok-aplikasi-yang-paling-banyak-diunduh-di-indonesia-pada-2023>. Diakses pada 25 September 2024.
- Garcia, E., & Rodriguez, M. (2021). Predicting Purchase Intention on E-commerce Websites: The Role of User Experience and Perceived Value. *International Journal of Electronic Commerce*, 25(3), 321-335.
- Ghozali, I., & Latan, H. (2012) *Partial Least Square : Konsep, Teknik dan Aplikasi Smart PLS 2.0 M3*. Semarang: Badan Penerbit Universitas Diponegoro.

- Guo, Y., Zhang, K., Wang, C. (2022). Way to success: understanding top streamer's popularity and influence from the perspective of source characteristics. *J. Retailing Consum. Serv.* 64, 102786
<https://doi.org/10.1016/j.jretconser.2021.102786>.
- Hair, J., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Equation Modeling (PLS-SEM) Edisi Kedua*. Unites States of Amerika: SAGE Publications, Inc.
- Hou, F., Guan, Z., Li, B., & Chong, A. Y. L. (2020). Factors influencing people's continuous watching intention and consumption intention in live streaming: Evidence from China. *Internet Research*, 30(1), 141–163.
<https://doi.org/10.1108/INTR-04-2018-0177>
- Hu, M., Zhang, M., Wang, Y. (2017). Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework. *Comput. Hum. Behav.* 75, 594–606.
<https://doi.org/10.1016/j.chb.2017.06.006>.
- Hung, H. K., Yapp, E. H. ., & Puasa, S. (2022). Factors Influencing Impulsive Buying in Live Streaming: A Conceptual Framework. *Global Business and Management Research: An International Journal*, 14(3s), 90–99.
- Husna, F. (2023). Peran Affiliator dalam Menarik Minat Belanja Konsumen. *Seminar Nasional Pariwisata dan Kewirausahaan (SNPK)*, 2, 299-306.

- Iprice.co.id. (2021). *Laporan Highlight Belanja Online Indonesia Tahun 2021*.
<https://iprice.co.id/trend/insights/laporan-highlight-belanja-online-indonesia-tahun-2021/>. Diakses pada 25 September 2024.
- Irwan., & Adam, K. (2015). Metode Partial Least Square (PLS) dan Terapannya (Studi Kasus: Analisis Kepuasan Pelanggan terhadap Layanan PDAM Unit Camming Kab. Bone). *Jurnal Teknosains*, 9(1), 53-68.
- Irwanto., & Hariatiningsih, L.R. (2020). Penggunaan Skincare Dan Penerapan konsep Beauty 4.0 Pada Media Sosial (Studi Netnografi Wanita Pengguna Instagram). *Journal Komunikasi*, 11(2), 119-128.
<https://10.31294/jkom>
- Johnson, R., & Williams, D. (2022). The Role of Attractiveness in Influencing Online Engagement: A Meta-Analysis. *Journal of Online Marketing*, 8(1), 112-127.
- Kontan.co.id. (2023). *Nilai Belanja Masyarakat Meroket pada Akhir Tahun 2023*.
<https://nasional.kontan.co.id/news/nilai-belanja-masyarakat-meroket-pada-akhir-tahun-2023>. Diakses pada 25 September 2024.
- Kumar, S., & Gupta, M. (2020). Building Expertise in Online Communities: A Longitudinal Study. *Journal of Information Science*, 45(4), 567-581.
- KumparanTech.com. (2022). *Survei: 45% Masyarakat Indonesia Doyan Belanja di TikTok Shop*. <https://kumparan.com/kumparantech/survei-45-masyarakat-indonesia-doyan-belanja-di-tiktok-shop-1yuKNSdzT2z/1>.
Diakses pada 25 September 2024.

- Lee, J., & Kim, Y. (2024). Exploring Flow Experience in Social Media Usage: A Mixed-Methods Approach. *Journal Computers in Human Behavior*, 98, 231-245.
- 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 & Tourism Marketing*, 39(1), 109-135. <https://doi.org/10.1080/10548408.2022.2052227>
- Marlien, R. A., Putri, C., Basiya, R., & Suteja, B. (2021). Analysis of Factors Affecting Consumer's Purchase Intention Impact on Customer Behavior Outcomes. *Proceedings of the 3rd International Conference on Banking, Accounting, Management and Economics (ICOBAME 2020)*, 169(Icobame 2020), 430–434. <https://doi.org/10.2991/aebmr.k.210311.086>
- Martinez, G., & Lopez, R. (2020). Immediate Buying Behavior in Online Marketplaces: A Comparative Analysis of Product Presentation Formats. *Journal of Consumer Behavior*, 12(4), 567-581.
- Meng, L., Zhao, Y., Jiang, Y., Bie, Y., & Li, J. (2022). Understanding interaction rituals: The impact of interaction ritual chains of the live broadcast on people's wellbeing. *Frontiers in Psychology*, 13(October), 1–13. <https://doi.org/10.3389/fpsyg.2022.1041059>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-

- cultural approach. *Heliyon*, 6(6).
<https://doi.org/10.1016/j.heliyon.2020.e04284>
- Raharja.ac.id. (2020). *Pengertian Data Primer*.
<https://raharja.ac.id/2020/11/08/data-primer/#:~:text=Menurut%20Danang%20Sunnyoto%20>. Diakses pada 25 September 2024.
- Sawarsa, B. W., Riza, F., & Salim, S. J. (2023). Social Presence in Live Streaming: A Catalyst for Impulsive Purchases. *Dinasti International Journal of Digital Business and Management (DIJDBM)*, 5(1), 41–54.
<https://dinastipub.org/https://creativecommons.org/licenses/by/4.0/>
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis* (Edisi Buku 1). Jakarta : Salemba Empat.
- Seyun, K. (2021). The Effects of E-sports Broadcasting Commentator’s Attributes on Broadcasting Attitude and Continuous Viewing Intention. *The International Journal of Advanced Smart Convergence*, 10(1), 209–215.
- Smith, A. (2023). Understanding Social Presence in Online Environments. *Journal of Digital Communication*, 15 (2), 45-58.
- Suara.com. (2023). dr.Richard, Mami Louise dan Kohcun Sukses Dulang Rekor Penjualan di TikTok Shop, Berikut Tipsnya!.
<https://www.suara.com/news/2023/09/03/135453/drrichard-mami-louisse-dan-kohcun-sukses-dulang-rekor-penjualan-di-tiktok-shop-berikut-tipsnya>. Diakses pada 25 September 2024.

- Sun, Y., Shao, X., Li, X., Guo, Y., Nie, K. (2019). How live streaming influences purchase intentions in social commerce: an IT affordance perspective. *Electron. Commer. Res. Appl.* 37, 100886
<https://doi.org/10.1016/j.elerap.2019.100886>.
- Wang, L., & Liu, H. (2023). Understanding Continuous Watching Intention in Online Video Platforms: A Structural Equation Modeling Approach. *Journal of Interactive Advertising*, 17(2), 176-191.
- Yang, H., Lee, H. (2018). Exploring user acceptance of streaming media devices: an extended perspective of flow theory. *Inf. Syst. E-Bus Manage* 16, 1–27. <https://doi.org/10.1007/s10257-017-0339-x>.
- Yi, Q., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, 75(July).
<https://doi.org/10.1016/j.jretconser.2023.103534>
- Zheng, S., Chen, J., Liao, J., & Hu, H.L. (2023). What motivates users' viewing and purchasing behavior motivations in live streaming: A stream-streamer-viewer perspective. *Journal of Retailing and Consumer Services*, 72. . <https://doi.org/10.1016/j.jretconser.2022.103240>