

## DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. "Partial least Square (PLS) Alternatif structural equation modeling (SEM) dalam penelitian bisnis." *Yogyakarta: Andi* (2015).
- Addo, Clement Prince, et al. "Customer engagement and purchase intention in live-streaming digital marketing platforms: *The Service Industries Journal* 41.11-12 (2021): 767-786.
- Algharabat, Raed, et al. "The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations." *Journal of Retailing and Consumer Services* 40 (2018): 139-149.
- Ang, Tyson, Shuqin Wei, and Nwamaka A. Anaza. "Livestreaming vs pre-recorded: How social viewing strategies impact consumers' viewing experiences and behavioral intentions." *European Journal of Marketing* 52.9/10 (2018): 2075-2104.
- Ariffin, Shaizatulaqma Kamalul, Thenmoli Mohan, and Yen-Nee Goh. "Influence of consumers' perceived risk on consumers' online purchase intention." *Journal of Research in Interactive Marketing* 12.3 (2018): 309-327.
- Bailey, Jakki, et al. "Presence and memory: immersive virtual reality effects on cued recall." *Proceedings of the International Society for Presence Research Annual Conference*. 2012.

Baron, Reuben M., and David A. Kenny. "The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations." *Journal of personality and social psychology* 51.6 (1986): 1173.

Berthiaume, D. *Survey finds Gen Z prefers in-person shopping*. Diakses pada tanggal 24 Mei 2023 dari: <https://drugstorenews.com/survey-finds-gen-z-prefers-person-shopping> (2022).

Bründl, Simon, Christian Matt, and Thomas Hess. "Consumer use of social live streaming services: The influence of co-experience and effectance on enjoyment." (2017): 1775.

Bonner, Joseph M. "Customer interactivity and new product performance: Moderating effects of product newness and product embeddedness." *Industrial marketing management* 39.3 (2010): 485-492.

Calder, Bobby J., Edward C. Malthouse, and Ute Schaedel. "An experimental study of the relationship between online engagement and advertising effectiveness." *Journal of interactive marketing* 23.4 (2009): 321-331.

Chang, Chun-Ming, and Meng-Hsiang Hsu. "Understanding the determinants of users' subjective well-being in social networking sites: An integration of social capital theory and social presence theory." *Behaviour & Information Technology* 35.9 (2016): 720-729.

- Chen, Chia-Chen, and Yi-Chen Lin. "What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement." *Telematics and Informatics* 35.1 (2018): 293-303.
- Chiu, Chao-Min, et al. "Determinants of customer repurchase intention in online shopping." *Online information review* 33.4 (2009): 761-784.
- Cho, Chang-Hoan, Jaewon Kang, and Hongsik John Cheon. "Online shopping hesitation." *CyberPsychology & behavior* 9.3 (2006): 261-274.
- Cooper and Schindler. *EBOOK: Business Research Methods*. McGraw Hill, 2014.
- Darke, Peter R., et al. "Feeling close from afar: The role of psychological distance in offsetting distrust in unfamiliar online retailers." *Journal of Retailing* 92.3 (2016): 287-299.
- Databoks. *Survei Jakpat: Shopee Rajai Penggunaan Live Shopping di Indonesia*. Diakses pada tanggal 21 November 2022 dari: <https://databoks.katadata.co.id/datapublish/2022/07/06/survei-jakpat-shopee-rajai-penggunaan-live-shopping-di-indonesia>. (2022).
- De Luca, Ramona, and Delane Botelho. "The unconscious perception of smells as a driver of consumer responses: A framework integrating the emotion-cognition approach to scent marketing." *AMS Review* 11.1-2 (2021): 145-161.
- Fitzgerald, Robert, and John Findlay. "Team learning systems as a collaborative technology for rapid knowledge creation." *Encyclopedia of Decision Making and Decision Support Technologies*. IGI Global, 2008. 856-864.

Gao, Wei, et al. "How does presence influence purchase intention in online shopping markets? An explanation based on self-determination theory." *Behaviour & Information Technology* 37.8 (2018): 786-799.

Gardner, Jacob, and Kevin Lehnert. "What's new about new media? How multi-channel networks work with content creators." *Business horizons* 59.3 (2016): 293-302.

Geng, Ruibin, et al. "Content marketing in e-commerce platforms in the internet celebrity economy." *Industrial Management & Data Systems* 120.3 (2020): 464-485.

Ghozali, Imam, and Hengky Latan. "Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris." *Semarang: Badan Penerbit UNDIP* (2015).

Gudono. Gudono. *Analisis data multivariat*. Yogyakarta: BPFE, (2011).

Gunawardena, Charlotte N. "Social presence theory and implications for interaction and collaborative learning in computer conferences." *International journal of educational telecommunications* 1.2 (1995): 147-166.

Guo, Lingyun, et al. "Effects of customer trust on engagement in live streaming commerce: mediating role of swift guanxi." *Internet Research* 31.5 (2021): 1718-1744.

Hair, J.F., Hult, G.T.M., Ringle, C.M. dan Sarstedt, M. Hair Jr, Joseph F., et al. *Advanced issues in partial least squares structural equation modeling*. saGe publications, 2019.

Hamilton, William A., Oliver Garretson, and Andruid Kerne. "Streaming on twitch: fostering participatory communities of play within live mixed media." *Proceedings of the SIGCHI conference on human factors in computing systems*. 2014.

Hariramani, Seema G. "Identifying Factors Affecting Consumers'h Hesitation Towards Online Shopping." *International Journal of Research in Economics and Social Sciences (IJRESS)* 6.7 (2016).

Heller, Jonas, et al. "Tangible service automation: Decomposing the technology-enabled engagement process (TEEP) for augmented reality." *Journal of Service Research* 24.1 (2021): 84-103.

Hu, Mingyao, and Sohasil S. Chaudhry. "Enhancing consumer engagement in e-commerce live streaming via relational bonds." *Internet Research* (2020).

Investopedia. *Monthly Active Users (MAU): Definition and How Indicator Is Used*. Diakses pada tanggal 21 Maret 2023 dari: <https://www.investopedia.com/terms/m/monthly-active-user-mau.asp>. (2023).

Jiang, Cuiqing, Rao Muhammad Rashid, and Jianfei Wang. "Investigating the role of social presence dimensions and information support on consumers' trust and

- shopping intentions." *Journal of Retailing and Consumer Services* 51 (2019): 263-270.
- Jin, Seunga Venus, and Joe Phua. "The moderating effect of computer users' autotelic need for touch on brand trust, perceived brand excitement, and brand placement awareness in haptic games and in-game advertising (IGA)." *Computers in Human Behavior* 43 (2015): 58-67.
- Jin, Wei, et al. "Why users purchase virtual products in MMORPG? An integrative perspective of social presence and user engagement." *Internet Research* (2017).
- Jin, Conghui. "Research on consumers' delayed purchase." *2018 2nd International Conference on Education Science and Economic Management (ICESEM 2018)*. Atlantis Press, 2018.
- Kang K., Lu, J., Guo, L. and Li, W. "The dynamic effect of interactivity on customer engagement behavior through tie strength: Evidence from live streaming commerce platforms." *International Journal of Information Management* 56 (2021): 102251.
- Kazmier, Leonard J. *Theory and problems of business statistics*. McGraw-hill, 2004.
- Khalifa, M., & Shen, N. "System design effects on social presence and telepresence in virtual communities." (2004).
- Kim, Dan J., Donald L. Ferrin, and H. Raghav Rao. "A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents." *Decision support systems* 44.2 (2008): 544-564.

- Kim, Jin Baik. "The mediating role of presence on consumer intention to participate in a social commerce site." *Journal of Internet Commerce* 14.4 (2015): 425-454.
- Kim, Jeeyeon, et al. "Offline social interactions and online shopping demand: Does the degree of social interactions matter?." *Journal of Business Research* 99 (2019): 373-381.
- Kruikemeier, Sanne, et al. "Getting closer: The effects of personalized and interactive online political communication." *European journal of communication* 28.1 (2013): 53-66.
- Kotler, Philip, and Kevin Lane Keller. "Marketing Management (15th Global Edition)." *England: Person Education limited* (2016).
- Lee, Chao-Hsing, and Chien-Wen Chen. "Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework." *Information* 12.6 (2021): 241.
- Lim, Seongtaek, et al. "Getting closer and experiencing together: Antecedents and consequences of psychological distance in social media-enhanced real-time streaming video." *Computers in Human Behavior* 28.4 (2012): 1365-1378.
- Lin, Xiaolin, Xuequn Wang, and Nick Hajli. "Building e-commerce satisfaction and boosting sales: The role of social commerce trust and its antecedents." *International Journal of Electronic Commerce* 23.3 (2019): 328-363.

- Lin, Shu-Chiung, et al. "Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective." *Asia Pacific Journal of Marketing and Logistics* ahead-of-print (2022).
- Lowry, Paul Benjamin, et al. "The CMC interactivity model: How interactivity enhances communication quality and process satisfaction in lean-media groups." *Journal of Management Information Systems* 26.1 (2009): 155-196.
- Liu, Matthew Tingchi, and James L. Brock. "Selecting a female athlete endorser in China: The effect of attractiveness, match-up, and consumer gender difference." *European Journal of Marketing* (2011).
- Liu, Zixi, Jian Yang, and Lin Ling. "Exploring the influence of live streaming in mobile commerce on adoption intention from a social presence perspective." *International Journal of Mobile Human Computer Interaction (IJMHCI)* 12.2 (2020): 53-71.
- Lu, Baozhou, Weiguo Fan, and Mi Zhou. "Social presence, trust, and social commerce purchase intention: An empirical research." *Computers in human behavior* 56 (2016): 225-237.
- Ma, Xiaoyue, Xia Zou, and Jun Lv. "Why do consumers hesitate to purchase in live streaming? A perspective of interaction between participants." *Electronic Commerce Research and Applications* 55 (2022): 101193.
- Nunan, Daniel, Naresh K. Malhotra, and David F. Birks. *Marketing Research*. Pearson UK, 2020.



- McLean, Graeme, and Kofi Osei-Frimpong. "Examining satisfaction with the experience during a live chat service encounter-implications for website providers." *Computers in Human Behavior* 76 (2017): 494-508.
- McMillan, Sally J., Jang-Sun Hwang, and Guiohk Lee. "Effects of structural and perceptual factors on attitudes toward the website." *Journal of advertising research* 43.4 (2003): 400-409.
- Mhalla, Majdouline, Jiang Yun, and Alireza Nasiri. "Video-sharing apps business models: TikTok case study." *International Journal of Innovation and Technology Management* 17.07 (2020): 2050050.
- Ming, Junlan, et al. "How social presence influences impulse buying behavior in live streaming commerce? The role of SOR theory." *International Journal of Web Information Systems* (2021).
- Mummalaneni, Venkatapparao. "An empirical investigation of web site characteristics, consumer emotional states and on-line shopping behaviors." *Journal of Business research* 58.4 (2005): 526-532.
- Ou, Carol Xiaojuan, Paul A. Pavlou, and Robert M. Davison. "Swift guanxi in online marketplaces: The role of computer-mediated communication technologies." *MIS quarterly* 38.1 (2014): 209-230.
- Pavlou, Paul A., Huigang Liang, and Yajiong Xue. "Understanding and mitigating uncertainty in online exchange relationships: A principal-agent perspective." *MIS quarterly* (2007): 105-136.

Pedhazur, E. J. *Multiple regressions in behavioral research*. New York Holt, Rinehart & Winston. (1982).

Pizzi, Gabriele, Virginia Vannucci, and Gaetano Aiello. "Branding in the time of virtual reality: Are virtual store brand perceptions real?." *Journal of Business Research* 119 (2020): 502-510.

Prambors. *Riset: Gen Z Lebih Suka Cari Informasi di TikTok daripada Google*. Diakses pada tanggal 25 Mei 2023 dari: <https://www.pramborsfm.com/tech/riset-gen-z-lebih-suka-cari-informasi-di-tiktok-daripada-google/all> (2023)

Populix. *Perilaku Konsumen Generasi Z Saat Belanja Online*. Diakses pada tanggal 24 Mei 2023 dari: <https://info.populix.co/articles/perilaku-konsumen-generasi-z/> (2023).

Putri, S. A. *Riset membuktikan 66% dari populasi perempuan hobi belanja online*. Diakses pada tanggal 24 Mei 2023 dari: <https://www.fimela.com/lifestyle/read/3665094/riset-membuktikan-66-dari-populasi-perempuan-hobi-belanja-online> (2023).

Rosmiati, Risti. "Dari Video Ke Toko: Budaya Konsumen Melalui Media Sosial Tiktok Shop." *Saskara: Indonesian Journal of Society Studies* 2.2 (2022): 1-16.

Sallnäs, Eva-Lotta, Kirsten Rasmus-Gröhn, and Calle Sjöström. "Supporting presence in collaborative environments by haptic force feedback." *ACM Transactions on Computer-Human Interaction (TOCHI)* 7.4 (2000): 461-476.

Santoso, Giovani, and Anna Triwijayati. "Gaya pengambilan keputusan pembelian pakaian secara online pada generasi Z Indonesia." *Jurnal Ilmu Keluarga & Konsumen* 11.3 (2018): 231-242.

San-Martín, Sonia, Óscar González-Benito, and Mercedes Martos-Partal. "To what extent does need for touch affect online perceived quality?." *International Journal of Retail & Distribution Management* 45.9 (2017): 950-968.

Sekaran, Uma, and Roger Bougie. *Research methods for business: A skill building approach*. John Wiley & Sons, 2016.

Sirclo. *Perilaku Belanja Online Generasi X, Y dan Z*. Diakses pada tanggal 24 Mei 2023 dari: <https://www.sirclo.com/blog/perilaku-belanja-online-generasi-x-y-dan-z/> (2023).

Steuer, J. "Defining Virtual Reality: Dimensions Determining Telepresence. *Journal of Communication*, 42 (4), 73-93." *Future Generation Computer Systems* 94 (1992): 302-316.

Sun, Yuan, et al. "How live streaming influences purchase intentions in social commerce: An IT affordance perspective." *Electronic commerce research and applications* 37 (2019): 100886.

TikTok for Business. *What's Next Report 2022: Insight Into Culture Drivers on TikTok*. Diakses pada tanggal 21 November 2018 dari: <https://www.tiktok.com/business/en/blog/whats-next-report-2022-insight-into-culture-drivers-on-tiktok?redirected=1>. (2022).

Vafadar, Maryam. "Virtual reality: opportunities and challenges." *International Journal of Modern Engineering Research (IJMER)* 3.2 (2013): 1139-1145.

Van Noort, Guda, Hilde AM Voorveld, and Eva A. Van Reijmersdal. "Interactivity in brand web sites: cognitive, affective, and behavioral responses explained by consumers' online flow experience." *Journal of Interactive Marketing* 26.4 (2012): 223-234.

Vujicic, A. *Gen-Z is Leading an Evolution of Marketplaces*. Diakses pada tanggal 24 Mei 2023 dari: <https://aleksijavujicic.medium.com/gen-z-is-leading-an-evolution-of-marketplaces-c2a61bc3ab86> (2023).

Wang, Siqi, et al. "Thanks COVID-19, I'll reconsider my purchase: Can fear appeal reduce online shopping cart abandonment?." *Journal of Retailing and Consumer Services* 64 (2022): 102843.

We Are Social. *8 Negara dengan Pengguna Aktif TikTok Terbesar di Dunia*. Diakses pada tanggal 21 November 2022 dari: <https://dataindonesia.id/Digital/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia>. (2022).

Wongkitrungrueng, Apiradee, and Nuttapol Assarut. "The role of live streaming in building consumer trust and engagement with social commerce sellers." *Journal of Business Research* 117 (2020): 543-556.

- Xu, Xiaoyu, Jen-Her Wu, and Qi Li. "What drives consumer shopping behavior in live streaming commerce?." *Journal of electronic commerce research* 21.3 (2020): 144-167.
- Xu, Xueyan, Dan Huang, and Xinyu Shang. "Social presence or physical presence? Determinants of purchasing behaviour in tourism live-streamed shopping." *Tourism Management Perspectives* 40 (2021): 100917.
- Xue, Jiaolong, et al. "See now, act now: How to interact with customers to enhance social commerce engagement?." *Information & Management* 57.6 (2020): 103324.
- Xue, J., & Liu, M. T. (2022). Investigating the live streaming sales from the perspective of the ecosystem: the structures, processes and value flow. *Asia Pacific Journal of Marketing and Logistics*, (ahead-of-print).
- Ye, Shun, et al. "Enhancing customer trust in peer-to-peer accommodation: A “soft” strategy via social presence." *International Journal of Hospitality Management* 79 (2019): 1-10.
- Ye, Shun, et al. "Social presence, telepresence and customers’ intention to purchase online peer-to-peer accommodation: A mediating model." *Journal of Hospitality and Tourism Management* 42 (2020): 119-129.
- Zhang, Min, et al. "E-service quality on live streaming platforms: swift guanxi perspective." *Journal of Services Marketing* 35.3 (2020): 312-324.

- Zhao, Qun, et al. "Determinants of live streamers' continuance broadcasting intentions on Twitch: A self-determination theory perspective." *Telematics and Informatics* 35.2 (2018): 406-420.
- Zhao, Yuyang, and Fernando Bacao. "How does gender moderate customer intention of shopping via live-streaming apps during the COVID-19 pandemic lockdown period?." *International Journal of Environmental Research and Public Health* 18.24 (2021): 13004.
- Zhao, Hongying, and Christian Wagner. "How TikTok leads users to flow experience: investigating the effects of technology affordances with user experience level and video length as moderators." *Internet Research* ahead-of-print (2022).