

REFERENCES

- _____ (2022), "Perilaku Konsumen E-commerce Indonesia 2022," Katadata Online. Available at: <https://katadata.co.id/perilaku-ecommerce-2022>, accessed 20 May 2023.
- _____ (2022), "Statistik E-commerce 2022," *Badan Pusat Statistik Online*. Available at: <https://www.bps.go.id/publication/2022/12/19/d215899e13b89e516caa7a44/statistik-e-commerce-2022.html>, accessed on 10 May, 2023.
- Ahdiat, A. (2023), "5 E-Commerce dengan Pengunjung Terbanyak Kuartal IV 2022," *Katadata online*. Available at: <https://databoks.katadata.co.id/datapublish/2023/01/31/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-iv-2022#:~:text=Berdasarkan%20data%20SimilarWeb%2C%20Shopee%20merupakan,Indonesia%20sepanjang%20kuartal%20IV%202022>, accessed on 10 May, 2023.
- Algharabat, R., & Dennis, C. (2010), "Using Authentic 3D Product Visualisation for an Electrical Online Retailer," *Journal of Customer Behaviour*, Vol. 9, No. 2, 97–115.
- Badgaiyan, A.J., & Verma, A. (2014), "Intrinsic Factors Affecting Impulsive Buying Behaviour – Evidence from India," *Journal of Retailing and Consumer Service*, Vol. 21, 537-549.
- Bashar, A., & Saraswat, K. K. (2020), "Impulsive Buying Behavior: A Literature Review," *ELK Asia Pacific Journal of Human Resource Management and Organisational Behavior*, Vol. 6, No. 2, 2454-3004.
- Baumeister, R. F., Vohs, K. D. & Tice, D. M. (2007), "The Strength Model of Self-Control," *Current Directions in Psychological Science*, Vol. 16, No. 6, 351–355.
- Baytar, F., Chung, T., & Shin, E. (2020), "Evaluating Garments in Augmented Reality when Shopping Online," *Journal of Fashion Marketing and Management*, Vol. 24, No. 4, 667-683.
- Beatty, S.E., & Ferrell, M.E. (1998), "Impulse Buying: Modeling Its Precursors," *Journal of Retailing*, Vol. 74, No. 2, 19–169.
- Burhan, F. A. (2021), "Fitur Live Streaming Masih Jadi Pendongkrak Transaksi E-Commerce di RI," *Katadata online*. Available at: <https://katadata.co.id/desyetyowati/digital/616d29d9196db/fitur-live->

[streaming-masih-jadi-pendongkrak-transaksi-e-commerce-di-ri](#), accessed on 2 October, 2023.

- Catalán, S., Martínez, E., & Wallace, E. (2019), "The Role of Flow for Mobile Advergaming Effectiveness," *Online Information Review*, Vol. 43, No. 7, 1228-1244.
- Chauhan, S., Banerjee, R., & Dagar, V. (2021), "Analysis of Impulse Buying Behaviour of Consumer During COVID-19: An Empirical Study," *Millennial Asia*.
- Chen, Q., Clifford, S. J., & Wells, W. D. (2002), "Attitude toward the site II: new information," *Journal of Advertising Research*, Vol. 42, No. 2, 33-45.
- Chen, WK., Chen, CW. & Lin, YC. (2020) "Understanding The Influence of Impulse Buying toward Consumers' Post-Purchase Dissonance and Return Intention: An Empirical Investigation of Apparel Websites," *Journal of Ambient Intelligence and Humanized Computing*.
- Cheng, F., Wu, C., & Yen D. C. (2009), "The Effect of Online Store Atmosphere on Consumer's Emotional Responses - An Experimental Study of Music and Colour," *Behavior and Information Technology*, Vol. 28, No. 4, 323-334.
- Choi, H. S., & Maasberg, M. (2021), "An Empirical Analysis of Experienced Reviewers in Online Communities: What, How, and Why to Review," *Electronic Markets*, 1–18.
- Cyr, D., Hassanein, K., Head, M. M., & Ivanov, A. (2007), "The Role of Social Presence in Establishing Loyalty in e-Service Environments," *Interacting with Computers*, Vol. 19, No. 1, 43-56.
- Cyr, D. (2008), "Modeling Website Design across Cultures: Relationships to Trust, Satisfaction, and E-loyalty," *Journal of Management Information Systems*, Vol. 24, No. 4, 47–72.
- Dahl, D., White, K., Argo, J. J., Duclos, R., Wan, E. W., Jiang, Y., Shalev, E., Morwitz, V. G., Ordabayeva, N., Chandon, P., Wilcox, K., & Stephen, A. T. (2013), "Social Influence and Consumer Behavior," *Journal of Consumer Research*, Vol. 40, No. 2, iii–v.
- Deterding, S., Dixon, D., Khaled, R. & Nacke, L. (2011), "From Game Design Elements to Gamefulness: Defining Gamification," *Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments*, ACM, Tampere, 9-15.
- Dittmar, H., Bond, R., Hurst, M., & Kasser, T. (2014), "The Relationship between Materialism and Personal Well-Being: A meta-analysis," *Journal of Personality and Social Psychology*, Vol. 107, No. 5, 879–924.

- Engel, J. F., Blackwell, R. D., Miniard, P. W. (2005), *Consumer Behavior*, 10th Edition. United States of America: South-Western College Pub.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001), "Atmospheric Qualities of Online Retailing: a Conceptual Model and Implications," *Journal of Business Research*, Vol. 54, No. 2, 177-84.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003), "Empirical Testing of a Model of Online Store Atmospherics and Shopper Responses," *Psychology and Marketing*, Vol. 20, No. 2, 139-50.
- Floh, A., & Madlberger, M. (2013), "The Role of Atmospheric Cues in Online Impulse - Buying Behavior," *Electronic Commerce Research and Applications*, Vol. 12, No. 6, 425-439.
- Fortin, D. R., & Dholakia, R. R. (2005), "Interactivity and Vividness Effects on Social Presence and Involvement with a Web-Based Advertisement," *Journal of Business Research*, Vol. 58, No. 3, 387-396.
- Ghozali, I. (2016), "*Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23*", 8th Edition. Semarang: Badan Penerbit Universitas Diponegoro.
- Habib, M. D., & Qayyum, A. (2017), "A Structural Equation Model of Impulse Buying Behavior in Online Shopping," *UW Journal of Management Sciences*, Vol. 1, 1-14.
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2014), *Multivariate Data Analysis*, Edinburgh: Pearson.
- Hair, J.F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022), "*A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*", 3rd Edition. Sage Publications.
- Hasan, B. (2016), "Perceived Irritation in Online Shopping: The Impact of Website Design Characteristics," *Computers in Human Behavior*, Vol. 54, 224-230.
- Hassanein, K., & Head, M. (2007), "Manipulating Perceived Social Presence through The Web Interface and its Impact on Attitude Towards Online Shopping," *International Journal of Human-Computer Studies*, Vol. 65, No. 8, 689-708.
- Hausman, A. V., & Siekpe, J. S. (2009), "The Effect of Web Interface Features on Consumer Online Purchase Intentions," *Journal of Business Research*, Vol. 62, No. 1, 5-13.
- Hoffman, D. L., & Novak, T. P. (1996), "Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations," *Journal of Marketing*, Vol. 60, No. 3, 50-68.

- Ibrahim, M., & Wee, N. (2002) "The Importance of Entertainment in the Shopping Center Experience: Evidence from Singapore," *Journal of Real Estate Portfolio Management*, Vol. 8, No. 3, 239-254,
- Idris, M. (2021), "Generasi Z dan Milenial Dominasi Jumlah Penduduk Indonesia," *Kompas Online*. Available at: <https://money.kompas.com/read/2021/01/22/145001126/generasi-z-dan-milenial-dominasi-jumlah-penduduk-indonesia?page=all>, accessed on 20 May, 2023.
- Kim, J., & Forsythe, S. (2008), "Adoption of Virtual Try-on technology for Online Apparel Shopping," *Journal of Interactive Marketing*, Vol. 22, No. 2, 45-59,
- Kim, J., & Lennon, S. J. (2013), "Effects of Reputation and Website Quality on Online Consumers' Emotion, Perceived Risk and Purchase Intention: Based on The Stimulus-Organism-Response Model," *Journal of Research in Interactive Marketing*, Vol. 7, No. 1, 33-56.
- Kim, J., Fiore, A. M., & Lee, HH. (2007), "Influences of Online Store Perception, Shopping Enjoyment, and Shopping Involvement on Consumer Patronage Behavior towards an Online Retailer," *Journal of Retailing and Consumer Services*, Vol. 14, No. 2, 95-107,
- Koo, DM., & Ju, SH. (2010), "The Interactional Effects of Atmospherics and Perceptual Curiosity on Emotions and Online Shopping Intention," *Computers in Human Behavior*, Vol. 26, 377-388.
- Koufaris, M. (2002), "Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior," *Information Systems Research*, Vol. 13, No. 2, 205-223.
- Kranzbühler, AM., Kleijnen, M. H. P., Morgan, R. E., & Teerling, M. (2018), "The Multilevel Nature of Customer Experience Research: An Integrative Review and Research Agenda," *International Journal of Management Reviews*, Vol. 20, No. 2, 433-456.
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013), "Importance of Online Product Reviews from a Consumer's Perspective," *Advances in Economics and Business*, Vol. 1, 1-5.
- Lavuri, R. (2021), "Intrinsic Factors Affecting Online Impulsive Shopping during the COVID-19 in Emerging Markets," *International Journal of Emerging Markets*, Vol. 18, No. 4, 958-977.
- Lee, CH., Chen, CW. D., Huang, SF., Chang, YT., & Demirci, S. (2021), "Exploring Consumers' Impulse Buying Behavior on Online Apparel Websites: An

- Empirical Investigation on Consumer Perceptions,” *International Journal of Electronic Commerce Studies*, Vol. 12, No. 1, 119-142.
- Lewison, D. M. (1994), *Retailing*, 5th edition, Macmillan College Publishing, New York, NY.
- Li, L., Kang, K., Zhao, A., & Feng, Y. (2022), "The Impact of Social Presence and Facilitation Factors on Online Consumers' Impulse Buying in Live Shopping – Celebrity Endorsement as a Moderating Factor," *Information Technology & People*, Vol. ahead-of-print, No. ahead-of-print.
- Lim, W. M., & Ting, D. H. (2012), “E-shopping: an Analysis of The Uses and Gratifications Theory,” *Modern Applied Science*, Vol. 6, No. 5, 48-63.
- Lina, Y., Hou, D., & Ali, S. (2022), “Impact of Online Convenience on Generation Z Online Impulsive Buying Behavior: The Moderating Role of Social Media Celebrity,” *The Journal Frontiers in Psychology*, Vol. 13, 951249.
- Lindgaard, G. (2007), “Aesthetics, Visual Appeal, Usability and User Satisfaction: What Do the User’s Eyes Tell the User’s Brain?” *Australian Journal of Emerging Technologies and Society*, Vol. 5, No. 1.
- Liu, Y., Li, H., & Hu, F. (2013), “Website Attributes in Urging Online Impulse Purchase: An Empirical Investigation on Consumer Perceptions,” *Decision Support Systems*, Vol. 55, No. 3, 829–837.
- Luo, X. (2002), “Uses and Gratifications Theory and E-consumer Behaviors: A Structural Equation Modeling Study,” *Journal of Interactive Advertising*, Vol. 2, No. 2, 34-41.
- MacKenzie, S. B., & Spreng, R. A. (1992), “How does Motivation Moderate the Impact of Central and Peripheral Processing on Brand Attitudes and Intentions?” *Journal of Consumer Research*, Vol. 18, 519-529.
- Manganari, E. E., Siomkos, G. J. and Vrechopoulos, A. P. (2009), "Store Atmosphere in Web Retailing", *European Journal of Marketing*, Vol. 43, No. 9/10, 1140-1153.
- McLean, G., Osei-Frimpong, K., Wilson, A. & Pitardi, V. (2020), "How Live Chat Assistants drive Travel Consumers’ Attitudes, Trust and Purchase Intentions: The Role of Human Touch,” *International Journal of Contemporary Hospitality Management*, Vol. 32, No. 5, 1795-1812.
- Ogonowski, A., Montandon, A., Botha, E., & Reyneke, M. (2014), “Should New Online Stores Invest in Social Presence Elements? The Effect of Social Presence on Initial Trust Formation,” *Journal of Retailing and Consumer Services*, Vol. 21, No. 4, 482-491.

- Oktafiana, S., & Indriastuti, H. (2018), "Membangun Motivasi Hedonic Shopping dan Store Atmosphere terhadap Impulse Buying pada Konsumen Matahari Departement Store Mall Plaza Mulia Samarinda, *SNMEB (Seminar Nasional Manajemen dan Ekonomi Bisnis)*, Vol. 1, No. 1, 414–421.
- Pahlevi, R. (2022), "Ini Produk yang Paling Banyak Dibeli di E-Commerce," *Katadata Online*. Available at: <https://databoks.katadata.co.id/datapublish/2022/06/03/ini-produk-yang-paling-banyak-dibeli-di-e-commerce>, accessed on May 5, 2023.
- Palinkas L. A., Horwitz S. M., Green C. A., Wisdom J. P., Duan N., & Hoagwood K. (2015), "Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research," *Administration and Policy in Mental Health and Mental Health Services Research*, Vo. 42, 533-544.
- Pandey, S. and Chawla, D. (2018), "Online Customer Experience (OCE) in Clothing E-Retail: Exploring OCE dimensions and their impact on satisfaction and loyalty – Does gender matter?", *International Journal of Retail & Distribution Management*, Vol. 46 No. 3, 323-346.
- Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2009), "The Influence of Website Characteristics on a Consumer's Urge to Buy Impulsively," *Information Systems Research*, Vol. 20, No. 1, 60–78.
- Petty, R. E., & Cacioppo, J. T. (1986), *The Elaboration Likelihood Model of Persuasion*. In: *Communication and Persuasion*, Springer Series in Social Psychology. Springer, New York, NY.
- Ramli, R. R. (2020), "Tren Belanja Online Naik, Bagaimana Pasca-Pandemi?" *Money Kompas Online*. Available at: <https://money.kompas.com/read/2020/05/28/154227226/tren-belanja-online-n>, accessed on 7 May 2023.
- Richard, MO. (2005), "Modeling the Impact of Internet Atmospherics on Surfer Behavior," *Journal of Business Research*, Vol. 58, No. 12, 1632–42.
- Rita, P., Oliveira, T., & Farisa, A. (2019), "The Impact of E-service Quality and Customer Satisfaction on Customer Behavior in Online Shopping," *Heliyon*, Vol. 5, No. 10, e02690.
- Rodrigues R. I., Lopes P., & Varela, M. (2021), "Factors Affecting Impulse Buying Behavior of Consumers," *The Journal Frontiers in Psychology*, Vol. 12, 697080.
- Putri, I. (2023), "Shopee Live Vs TikTok Live, Siapa Jawara Live Shopping di Indonesia?" *Detik Inet online*. Available at: <https://inet.detik.com/business/d->

[6938605/shopee-live-vs-tiktok-live-siapa-jawara-live-shopping-di-indonesia](https://doi.org/10.6938605/shopee-live-vs-tiktok-live-siapa-jawara-live-shopping-di-indonesia),
accessed on 2 October, 2023.

- Rook, D. W., & Fisher, R. J. (1995), "Normative Influences on Impulsive Buying Behavior." *Journal of Consumer Research*, Vol. 22, No. 3, 305-313.
- Sands, S., Oppewal, H., & Beverland, M. (2015), "How In-Store Educational and Entertaining Events Influence Shopper Satisfaction," *Journal of Retailing and Consumer Services*, Vol. 23, 9-20,
- Sangaji, A. A. (2016), "Influence of Store Atmosphere and Hedonic Shopping Value on Consumer's Impulsive Buying Behaviour (A Study on the Consumers of UNIQLO Indonesia)," *Jurnal Ilmiah Mahasiswa FEB*, Vol. 8, No. 2.
- Scarpi, D. (2020), *A Literature Review of Hedonic and Utilitarian Shopping Orientation. In: Hedonism, Utilitarianism, and Consumer Behavior*. Palgrave Macmillan, Cham.
- Sekaran, U., & Bougie, R. (2013), *Research Methods for Business: A Skill Building Approach*, 6th Edition. Chichester: John Wiley and Sons, Ltd.
- Sekaran, U. (2003), *Research Methods for Business: A Skill Building Approach*. United States of America: John Wiley & Sons.
- Shen, J. (2012), "Social Comparison, Social Presence, and Enjoyment in the Acceptance of Social Shopping Websites," *Journal of Electronic Commerce Research*, Vol. 13, 198–212.
- Shin, M., Song, S. W., Kim, S. J., and Biocca, F. (2019), "The Effects of 3D Sound in a 360-Degree Live Concert Video on Social Presence, Parasocial Interaction, Enjoyment, and Intent of Financial Supportive Action," *International Journal of Human-Computer Studies*, Vol. 126, 81–93.
- Statista Research Department (2023), "Indonesia: retail e-commerce revenue 2017-2027," *Statista online*. Available at:
<https://www.statista.com/forecasts/280925/e-commerce-revenue-forecast-in-indonesia>, accessed on May 5, 2023.
- Swarnalatha, C., & Soundharya, S. (2018), "Impulsive Buying and Purchase Decision," *International Journal of Management (IJM)*, Vol. 9, No. 2, 88-92.
- Tran, V. D., & Nguyen, T. D. (2022), "The Impact of Security, Individuality, Reputation, and Consumer Attitudes on Purchase Intention of Online Shopping: The evidence in Vietnam," *Cogent Psychology*, Vol. 9, No. 1.
- Utz, S., Kerkhof, P., & Bos, J. van den (2012), "Consumers Rule: How Consumer Reviews Influence Perceived Trustworthiness of Online Stores," *Electronic Commerce Research and Applications*, Vol. 11, No. 1, 49-58.

- Wong, K. K. K. (2013), *Partial Least Squares Structural Equation Modeling*. In: Homburg, C., Klarmann, M. and Vomberg, A.E., Eds., *Handbook of Market Research*, Springer, Cham, 1-47.
- Wu, 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*, Vol. 52, 102099.
- Wu, R., Wang, G., & Yan, L. (2020), "The Effects of Online Store Informativeness and Entertainment on Consumers' Approach Behaviors: Empirical Evidence from China," *Asia Pacific Journal of Marketing and Logistics*, Vol. 32 No. 6, 1327-1342.
- Wu, WY., Lee, CL., Fu, CS., & Wang, HC. (2014), "How Can Online Store Layout Design and Atmosphere Influence Consumer Shopping Intention on A Website?" *International Journal of Retail & Distribution Management*, Vol. 42 No. 1, 4-24.
- Wulan, A. (2020), "8 Perubahan Dalam Kebiasaan Mengeluarkan Uang Di Tengah Pandemi Virus Corona," *Fimela Online*. Available at: (<https://www.fimela.com/lifestyle-relationship/read/4251382/8-perubahan-dalam-kebiasaan-mengeluarkan-uang-di-tengah-pandemi-virus-corona>), accessed on 7 May, 2023.
- Yu Y. (2022), "Effects of Negative Emotions and Cognitive Characteristics on Impulse Buying During COVID-19," *The Journal Frontiers in Psychology*, Vol. 13, 848256.
- Zhao, Y., Li, Y., Wang, N., Zhou, R., & Luo, X. R. (2022), "A Meta-Analysis of Online Impulsive Buying and the Moderating Effect of Economic Development Level," *Information Systems Frontiers*, Vol. 24, 1667–1688.
- Zhao J. D., Huang J. S., & Su S. (2019), "The Effects of Trust on Consumers' Continuous Purchase Intentions in C2C Social Commerce: A Trust Transfer Perspective," *Journal of Retailing and Consumer Services*, Vol. 50, 42–49.
- Zhu, H., Yang, Z., Ou, C. X. J., Liu, H., & Davison, R. M. (2015), "Investigating The Impacts of Recommendation Agents on Impulsive Purchase Behaviour 2 Theoretical Development in: Australasian Conference on Information Systems," 1–12.