

Daftar Pustaka

- Abdullah, M. (2015). *Metodologi Penelitian Kuantitatif*. Aswaja Pressindo.
- Agresti, A. (2018). *Statistical Methods For The Social Sciences* (Global Edition). Pearson Education Limited.
- Ahdika, A. (2017). Improvement of Quality, Interest, Critical, and Analytical Thinking Ability of Students through the Application of Research Based Learning (RBL) in Introduction to Stochastic Processes Subject. *International Electronic Journal of Mathematics Education*, 12(2), 167–191. <https://doi.org/10.29333/iejme/608>
- Andika, Anisah, T. N., Najmudin, M., & Sardi, A. E. (2023). From Interaction to Transaction: Analyzing the Influence of Social Presence on Impulsive Purchasing in Live Streaming Commerce. *Jurnal Manajemen Teori Dan Terapan/ Journal of Theory and Applied Management*, 16(3), 454–472. <https://doi.org/10.20473/jmtt.v16i3.49490>
- Anggraini, I., & Musfialdy. (2020). Kajian Sejarah dan Perkembangan Teori Efek Media. *Jurnal Komunikasi Dan Bisnis*, 3(1). <https://jurnal.kwikkiangie.ac.id/index.php/JKB/article/view/639/408>
- Ardiyanti, V. D. (2023). The Effect of TikTok Live Streaming Shopping on Impulse Buying Behavior in The 2023 Global Crisis. In *Asian Journal of Logistics Management* (Vol. 2, Issue 1).
- Arisman, A., & Imam, S. (2022). Does Live Stream Selling Affect Customer Engagement and Purchase Intention? The Shopee Live Platform Case Study. *ASEAN Marketing Journal*, 14(2). <https://doi.org/10.21002/amj.v14i2.1201>
- Asanprakit, S., & Kraiwanit, T. (2023). Causal factors influencing the use of social commerce platforms. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(4), 100172. <https://doi.org/10.1016/j.joitmc.2023.100172>
- Aulia Rahma, S., & Ridanasti, E. (2022). The impact of marketing strategy on consumer's impulsive buying behavior on TikTok Live. In *International Journal of Science*. <http://ijstm.inarah.co.id439>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. In *Source: Journal of Consumer Research* (Vol. 20, Issue 4). <https://about.jstor.org/terms>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bawack, R. E., Bonhoure, E., Kamdjoug, J. R. K., & Giannakis, M. (2023). How social media live streams affect online buyers: A uses and gratifications

- perspective. *International Journal of Information Management*, 70. <https://doi.org/10.1016/j.ijinfomgt.2023.102621>
- Beresford Research. (2023). *Generations defined by name, birth year, and ages in 2023*. Beresford Research. <https://www.beresfordresearch.com/age-range-by-generation/>
- Bharadwaj, A., Gulati, R., Lee, M., & Witschi, P. (2022). *Shoppertainment: APAC's trillion-dollar opportunity future of commerce* (Issue August). <https://web-assets.bcg.com/8f/47/a43b465045928e107c2adee86c97/shoppertainment-apacs-trillion-dollar-opportunity.pdf>
- Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*. Harper & Row.
- Doyle, B. (2023). *TikTok statistics updated Mar 2023*. Wallaroo Media. [https://wallaroomedia.com/blog/social-media/tiktok-statistics/#:~:text=26%25 are between the ages,TikTok users are Gen Zers.](https://wallaroomedia.com/blog/social-media/tiktok-statistics/#:~:text=26%25%20are%20between%20the%20ages,TikTok%20users%20are%20Gen%20Zers.)
- Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites. *Journal of Computer-Mediated Communication*, 12(4), 1143–1168. <https://doi.org/10.1111/j.1083-6101.2007.00367.x>
- Farrell, S. (2019). *A study investigating the impact of Gender, Age and Personality on levels of impulse buying behaviours*. National College of Ireland.
- Fiore, A. M., Jin, H., & Kim, J. (2005). For fun and profit: Hedonic value from image interactivity and responses toward an online store. *Psychology & Marketing*, 22(8), 669–694. <https://doi.org/10.1002/mar.20079>
- Firmansyah, Dr. M. A. (2018). Perilaku konsumen: Sikap dan pemasaran. *Jurnal Agora*, 5 No.(september), 5–299. https://www.academia.edu/37610166/PERILAKU_KONSUMEN_PERILAKU_KONSUMEN_MAKALAH_PERILAKU_KONSUMEN
- Fiske, J. (2012). *Pengantar Ilmu Komunikasi* (3rd ed.). PT. Raja Grafindo Persada.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Hayashi, R. M. (2023). Populix Ungkap Sifat Masyarakat Indonesia saat Belanja Online: Impulsif. *Kumparan*.
- Herlina, L. (2023). *The effect of ticktok live streaming shopping and perceived enjoyment toward online impulsive buying behavior with the moderating variable of trust*. Sekolah Tinggi Manajemen IPMI.
- Hou, F., Guan, Z., Li, B., & Chong, A. Y. L. (2019). Factors influencing people's continuous watching intention and consumption intention in live streaming. *Internet Research*, 30(1), 141–163. <https://doi.org/10.1108/INTR-04-2018-0177>

- Hoyer, W. D., J. MacInnis, D., Pieters, R., Chan, E., & Northey, G. (2017). *Consumer Behaviour: Asia-Pacific Edition*. Cengage.
- Hua, Q., & Chiu, C. L. (2022). Analysis of Young Chinese Purchase Intention on TikTok Live Streaming. *Management Review: An International Journal*, 66–99.
- Huang, M. (2023). A Study On The Relationship Between Live Commerce Content And Consumers' Impulsive Buying Behavior For Coffee Products. *Procedia of Multidisciplinary Research*, 1(9).
- Huo, C., Wang, X., Sadiq, M. W., & Pang, M. (2023). Exploring Factors Affecting Consumer's Impulse Buying Behavior in Live-Streaming Shopping: An Interactive Research Based Upon SOR Model. *SAGE Open*, 13(2). <https://doi.org/10.1177/21582440231172678>
- Hyun, H., Thavisay, T., & Lee, S. H. (2022). Enhancing the role of flow experience in social media usage and its impact on shopping. *Journal of Retailing and Consumer Services*, 65, 102492. <https://doi.org/10.1016/j.jretconser.2021.102492>
- Jayani, D. H. (2021). *Proporsi populasi generasi Z dan milenial terbesar di Indonesia*. Databoks. <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>
- Kemp, S. (2024). *Digital 2024: Indonesia*. <https://datareportal.com/reports/digital-2024-indonesia>
- Khegay, E., & Aubakirov, S. (2021). Theoretical Exploration of Consumer Behavior. *Eurasian Journal of Economic and Business Studies*, 3(61). <https://doi.org/10.47703/ejeb.v3i61.56>
- Kim, A., Mcnerney, P., Smith, T. R., & Yamakawa, N. (2020). *What makes Asia-Pacific's Generation Z different?* <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different>
- Krisdamarjati, Y. A. (2023). "Shoppertainment", Roda Penggerak Belanja Daring 2023. Kompas. <https://www.kompas.id/baca/riset/2023/01/12/shoppertainment-sebagai-roda-penggerak-belanja-daring-2023>
- Kriyantono, R. (2009). *Teknik Praktis Riset Komunikasi*. Kencana Prenada Media.
- Kusnandar, V. B. (2022). Sebanyak 115 Juta Masyarakat Indonesia Menuju Kelas Menengah. Databoks Katadata. <https://databoks.katadata.co.id/datapublish/2022/09/14/sebanyak-115-juta-masyarakat-indonesia-menuju-kelas-menengah>
- Li, Y., Yang, S., Zhang, S., & Zhang, W. (2019). Mobile social media use intention in emergencies among Gen Y in China: An integrative framework of

- gratifications, task-technology fit, and media dependency. *Telematics and Informatics*, 42, 101244. <https://doi.org/10.1016/j.tele.2019.101244>
- Lin, S.-C., Tseng, H.-T., Shirazi, F., Hajli, N., & Tsai, P.-T. (2023). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1383–1403. <https://doi.org/10.1108/APJML-12-2021-0903>
- Luo, X., Cheah, J.-H., Hollebeek, L. D., & Lim, X.-J. (2024). Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness. *Journal of Retailing and Consumer Services*, 77, 103644. <https://doi.org/10.1016/j.jretconser.2023.103644>
- Ma, Y. (2021). To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations. *Telematics and Informatics*, 59, 101562. <https://doi.org/10.1016/j.tele.2021.101562>
- Malhotra, N. K. (1993). *Marketing research: an applied orientation*. Prentice Hall.
- Menon, D., & Meghana, H. R. (2021). Unpacking the uses and gratifications of Facebook: A study among college teachers in India. *Computers in Human Behavior Reports*, 3, 100066. <https://doi.org/10.1016/j.chbr.2021.100066>
- Neuman, W. L. (2013). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson Education.
- Ni, S., & Ueichi, H. (2024). Factors influencing behavioral intentions in livestream shopping: A cross-cultural study. *Journal of Retailing and Consumer Services*, 76, 103596. <https://doi.org/10.1016/j.jretconser.2023.103596>
- Nopnukulvised, C., Husamaldin, L., & Bowen, G. (2019). *The Differences of Hedonic Shopping Value and Purchase Intention in the Multichannel Shopping Environment for Apparel Shopping* (pp. 125–142). <https://doi.org/10.4018/978-1-5225-7344-9.ch006>
- Novak, T. P., Hoffman, D. L., & Yung, Y.-F. (2000). Measuring the Customer Experience in Online Environments: A Structural Modeling Approach. *Marketing Science*, 19(1), 22–42. <https://doi.org/10.1287/mksc.19.1.22.15184>
- Plangger, K., Hao, J., Wang, Y., & Rosengren, S. (2021). *Exploring the value of shoppable live advertising: Liveness and shoppability in advertising media and future research directions*. https://kclpure.kcl.ac.uk/ws/portalfiles/portal/152109095/Plangger_et_al._2021_Exploring_the_value_of_shoppable_live_advertising_Journal_of_Advertising_Research_Author_Accepted_Verson.pdf
- Pratiwi, N., & Narto I. Otoluwa. (2018). The Relation of Self-presentation and Compulsive Buying. *Hasanuddin Journal of Applied Business and Entrepreneurship*, 1(4), 107–112.

- Ramadhan, R. (2022). *Survei: 45% Masyarakat Indonesia Doyan Belanja di TikTok Shop*. Katadata. <https://kumparan.com/kumparantech/survei-45-masyarakat-indonesia-doyan-belanja-di-tiktok-shop-1yuKNSdzT2z/full>
- Rintamäki, T., Kanto, A., Kuusela, H., & Spence, M. T. (2006). Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions. *International Journal of Retail & Distribution Management*, 34(1), 6–24. <https://doi.org/10.1108/09590550610642792>
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(3), 305. <https://doi.org/10.1086/209452>
- Saagtas, S., Turu, M., & Kelimeler, A. (2023). Effects of Flow Experience on Impulse Buying Intent: An Application in E-Retailing. *The Journal of International Scientific Researches*, 8(3). <https://doi.org/http://dx.doi.org/10.23834/isrjournal.1349827>
- Sabrina, R. (2021). *Pengaruh Kualitas Interaksi Interpersonal Konsumen Pada Pengalaman Flow Dan Dorongan Untuk Membeli Impulsif Di Social Commerce* [Universitas Gadjah Mada]. <https://etd.repository.ugm.ac.id/penelitian/detail/197795>
- Sari, D. A. P., Febrilia, I., Kresnamurti, A., Sholikhah, Dirgantari, P. D., & Rachmahani, H. (2023). Why do people shop? Understanding consumer e-commerce shopping intention in Indonesia: Mediating effect of shopping orientation. *Nurture*, 17(2), 81–92. <https://doi.org/10.55951/nurture.v17i2.205>
- Shafira, A. P., Indhagelista, N., Esmeralda, R., & Mariani, M. (2024). Factors Affecting Consumer's Purchase Decision On Tiktok Live Shopping, With Perceived Value As The Mediating Variable In Jakarta. *Edunomika*, 08(01). <https://doi.org/http://dx.doi.org/10.29040/jie.v8i1.11303>
- Sharabati, A. A. A., Al-Haddad, S., Al-Khasawneh, M., Nababteh, N., Mohammad, M., & Abu Ghoush, Q. (2022). The Impact of TikTok User Satisfaction on Continuous Intention to Use the Application. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3). <https://doi.org/10.3390/joitmc8030125>
- Siregar, E. N., Pristiyono, P., & Ihsan, M. A. Al. (2023). Analysis of Using Tiktok as Live Marketing in Attracting Consumers' Interest in Buying. *Quantitative Economics and Management Studies*, 4(3), 453–463. <https://doi.org/10.35877/454RI.qems1633>
- Stafford, T. F., Stafford, M. R., & Schkade, L. L. (2004). Determining Uses and Gratifications for the Internet. *Decision Sciences*, 35(2), 259–288. <https://doi.org/10.1111/j.00117315.2004.02524.x>
- Stern, H. (1962). The significance of buying impulse today. *Journal of Marketing*, 26(2), 59–62. <https://www.jstor.org/stable/1248439?origin=crossref>

- Sugiyono, & Lestari, P. (2021). *Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional)* (Sunarto, Ed.; 1st ed.). Alfabeta.
- Tania, S., Rahma, Z., & Hapsari, M. S. A. (2023). *I am Pleased, Therefore I Buy: Eksplorasi Motivasi Generasi Z Mengakses Konten Shoppertainment melalui Fitur Live Stream Commerce di Media Sosial*.
- Teo, S. C., Tee, W. Y., & Liew, T. W. (2023). Exploring The Tiktok Influences On Consumer Impulsive Purchase Behaviour. *International Journal of Business and Society*, 24(1), 39–55. <https://doi.org/10.33736/ijbs.5600.2023>
- TikTok. (2022). *Studi TikTok dan BCG ungkap konsep shoppertainment dapat ciptakan peluang pasar senilai 1 triliun USD di Asia Pasifik*. TikTok Newsroom. <https://newsroom.tiktok.com/in-id/studi-tiktok-dan-bcg-ungkap-konsep-shoppertainment-dapat-ciptakan-peluang-pasar-senilai-1-triliun-usd-di-asia-pasifik>
- TikTok. (2024). *Shoppertainment 2024: The Future of Consumer and Commerce Here in APAC*. <https://heyzine.com/flip-book/tiktok-shoppertainment-january-2024-sea>
- Uygur, E. M. (2018). Consumer Impulsive Buying Tendency Scale Development Using Mixed Methodology. *Beykoz Akademi Dergisi*, 6(2), 125–141. <https://doi.org/10.14514/BYK.m.26515393.2018.6/2.125-141>
- Verint Research Center. (2023). *Verint's 2023 State of Digital Customer Experience*. <https://www.verint.com/wp-content/uploads/2023-state-of-digital-cx-report.pdf>
- Wang, J., & Oh, J. I. (2023). Factors Influencing Consumers' Continuous Purchase Intentions on TikTok: An Examination from the Uses and Gratifications (U&G) Theory Perspective. *Sustainability (Switzerland)*, 15(13). <https://doi.org/10.3390/su151310028>
- Wang, X., & Wu, D. (2019). *Understanding User Engagement Mechanisms on a Live Streaming Platform* (pp. 266–275). https://doi.org/10.1007/978-3-030-22338-0_22
- Wang, Y., Lu, Z., Cao, P., Chu, J., Wang, H., & Wattenhofer, R. (2022). How Live Streaming Changes Shopping Decisions in E-commerce: A Study of Live Streaming Commerce. *Computer Supported Cooperative Work (CSCW)*, 31(4), 701–729. <https://doi.org/10.1007/s10606-022-09439-2>
- West, R., & Turner, L. H. (2018). *Introducing communication theory: Analysis and application* (6th ed.). McGraw-Hill Education.
- 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.
<https://doi.org/10.1016/j.ijinfomgt.2020.102099>
- Xu, X., Wang, L., & Zhao, K. (2020). Exploring Determinants of Consumers' Platform Usage in "Double Eleven" Shopping Carnival in China: Cognition and Emotion from an Integrated Perspective. *Sustainability*, 12(7), 2790. <https://doi.org/10.3390/su12072790>
- Yonatan, A. Z. (2024). Karakteristik Gen Z Ketika Belanja Online, Mudah Boros? *GoodStats Data*. <https://data.goodstats.id/statistic/agneszeffanyayonatan/karakteristik-gen-z-ketika-belanja-online-mudah-boros-kUBY1>
- Zafar, A. U., Qiu, J., & Shahzad, M. (2020). Do digital celebrities' relationships and social climate matter? Impulse buying in f-commerce. *Internet Research*, 30(6), 1731–1762. <https://doi.org/10.1108/INTR-04-2019-0142>
- Zheng, S., Chen, J., Liao, J., & Hu, H. L. (2023a). 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>
- Zheng, S., Chen, J., Liao, J., & Hu, H.-L. (2023b). What motivates users' viewing and purchasing behavior motivations in live streaming: A stream-streamer-viewer perspective. *Journal of Retailing and Consumer Services*, 72, 103240. <https://doi.org/10.1016/j.jretconser.2022.103240>
- Zimiao, X., & Shenggui, C. (2023). Study on The Influence of Situational Factors of E-commerce Live Broadcasting on Consumers' Impulse Buying Behavior. *SHS Web of Conferences*, 171, 01026. <https://doi.org/10.1051/shsconf/202317101026>