

DAFTAR PUSTAKA

- Agarwal, N. K. (2015). Towards a definition of serendipity in information behaviour. *Information Research*, 20(3), 675. <http://informationr.net/ir/20-3/pape675.html> (Archived by WebCite® at <http://www.webcitation.org/6bIKHqubY>)
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational behavior and human decision processes*, 50(2), 178–211.
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://onlinelibrary.wiley.com/doi/epdf/10.1002/hbe2.195>
- Annur, C. M. (2022, Agustus 21). Survei Jakpat: Shopee rajai Penggunaan Live Shopping di Indonesia. *Katadata.co.id*. <https://databoks.katadata.co.id/datapublish/2022/07/06/survei-jakpat-shopee-rajai-penggunaan-live-shopping-di-indonesia>
- Bai, Y., Yao, Z., & Dou, Y. F. (2015). Effect of social commerce factors on user purchase behavior: An empirical investigation from renren.com. *International Journal of Information Management*, 35(5), 538–550. <https://doi.org/10.1016/j.ijinfomgt.2015.04.011>
- Bao, Z., & Zhu, Y. (2023). Understanding customers' stickiness of live streaming commerce platforms: an empirical study based on modified e-commerce system success model. *Asia Pacific Journal of Marketing and Logistics*, 35(3), 775–793. <https://doi.org/10.1108/APJML-09-2021-0707>

- Bebber, S., Milan, G. S., De Toni, D., Eberle, L., & Slongo, L. A. (2017). Antecedents of Purchase Intention in the Online Context. *Journal of Relationship Marketing*, 16(1), 82–98.
<https://doi.org/10.1080/15332667.2016.1242396>
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Creating effective online customer experiences. *Journal of Marketing*, 83(2), 98–119.
<https://doi.org/10.1177/0022242918809930>
- Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303.
<https://doi.org/10.1016/j.tele.2017.12.003>
- Chen, C., & Zhang, D. (2023). Understanding consumers' live-streaming shopping from a benefit–risk perspective. *Journal of Services Marketing*, 37(8), 973–988. <https://doi.org/10.1108/JSM-04-2022-0143>
- Chen, H., Chen, H., & Tian, X. (2022). The dual-process model of product information and habit in influencing consumers' purchase intention: The role of live streaming features. *Electronic Commerce Research and Applications*, 53. <https://doi.org/10.1016/j.elerap.2022.101150>
- 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.
<https://doi.org/10.1016/j.jretconser.2023.103441>

- Chen, Z., Cenfetelli, R., & Benbasat, I. (2019). The Influence of E-Commerce Live Streaming on Lifestyle Fit Uncertainty and Online Purchase Intention of Experience Products. *Proceedings of the 52nd Hawaii International Conference on System Sciences*, 5081–5090.
<https://doi.org/https://doi.org/10.24251/HICSS.2019.610>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*. <https://doi.org/10.1007/s10490-023-09871-y>
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling theory: A review and assessment. *Journal of Management*, 37(1), 39–67.
<https://doi.org/10.1177/0149206310388419>
- Cooper, D. R., & Schindler, P. (2014). *Business Research Methods* (12th Edition). McGraw-Hill/Irwin.
- Dimoka, A., Hong, Y., & Pavlou, P. A. (2012). On Product Uncertainty in Online Markets: Theory and Evidence. *MIS Quarterly*, 36(2), 395–426.
- Dimoka, A., Pavlou, P. A., Benbasat, I., Cavusoglu, H., Cavusoglu, H., Cenfetelli, R., Chin, W., Ghose, A., Glover, S., Wagner, C., Whinston, A., & Zeithammer, R. (2008). Understanding and Mitigating Product Uncertainty in Online Auction Marketplaces. *2008 Industry Studies Conference Paper*, 1–51.
<http://ssrn.com/abstract=1135006> Electronic copy available at: <http://ssrn.com/a>

bstract=1135006Electroniccopyavailableat:<http://ssrn.com/abstract=1135006>

Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. In *Philosophy and Rhetoric* (Vol. 10, Nomor 2, hal. 130–132).

Grange, C., Benbasat, I., & Burton-Jones, A. (2019). With a little help from my friends: Cultivating serendipity in online shopping environments. *Information and Management*, 56(2), 225–235. <https://doi.org/10.1016/j.im.2018.06.001>

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (EIGHTH EDITION). Cengage Learning, EMEA. www.cengage.com/highered

Hair, J. F., G. Tomas M. Hult, Christian Ringle, & Marko Sarstedt. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition* (Second Edition). Sage. <https://us.sagepub.com/en-us/nam/a-primer-on-partial-least-squares-structural-equation-modeling-pls-sem/book244583>

Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>

Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, 84, 58–67. <https://doi.org/10.1016/j.chb.2018.02.013>

- Hong, Y., & Pavlou, P. A. (2014). Product fit uncertainty in online markets: Nature, effects, and antecedents. *Information Systems Research*, 25(2), 328–344. <https://doi.org/10.1287/isre.2014.0520>
- 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., & Chaudhry, S. S. (2020). Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Research*, 30(3), 1019–1041. <https://doi.org/10.1108/INTR-03-2019-0082>
- 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. *Computers in Human Behavior*, 75, 594–606. <https://doi.org/10.1016/j.chb.2017.06.006>
- Hwang, J., & Youn, S. yi. (2023). From brick-and-mortar to livestream shopping: product information acquisition from the uncertainty reduction perspective. *Fashion and Textiles*, 10(1). <https://doi.org/10.1186/s40691-022-00327-3>
- Islam, T., & Hussain, M. (2023). How consumer uncertainty intervene country of origin image and consumer purchase intention? The moderating role of brand image. *International Journal of Emerging Markets*, 18(11), 5049–5067. <https://doi.org/10.1108/IJOEM-08-2021-1194>
- Jiang, Z., & Benbasat, I. (2007). The Effects of Presentation Formats and Task

Complexity on Online Consumers' Product Understanding. *MIS Quarterly*, 31(3), 475–500.

Kahneman, D., & Tversky, A. (2013). Prospect theory: An analysis of decision under risk. In *Handbook of the fundamentals of financial decision making: Part I* (hal. 99–127). www.worldscientific.com

Kim, A., Affonso, F. M., Laran, J., & Durante, K. M. (2021). Serendipity: Chance Encounters in the Marketplace Enhance Consumer Satisfaction. *Journal of Marketing*, 85(4), 141–157. <https://doi.org/10.1177/00222429211000344>

Kirmani, A., & Rao, A. R. (2000). No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality. *Journal of Marketing*, 64(2), 66–79.

Lazada. (2023). *About Lazada*. https://group.lazada.com/en/about/?spm=a2o4j.home-id.footer_top.7.394e53e0mjTn34

Li, C., Yeap, J. AL, & Ramayah, T. (2022). A Systematic Literature Review and Analysis of Live Streaming Commerce: Implications for Future. *Global Business and Management Research*, 14(3s), 1148–1156.

Li, M., Min, Q., Hu, L., & Liu, Z. (2020). Understanding live streaming shopping intentions: a vicarious learning perspective. *Pacific Asia Conference on Information Systems (PACIS) 2020*, 1–8. <https://aisel.aisnet.org/pacis2020>

Li, Y., Li, X., & Cai, J. (2021). How attachment affects user stickiness on live

streaming platforms: A socio-technical approach perspective. *Journal of Retailing and Consumer Services*, 60.
<https://doi.org/10.1016/j.jretconser.2021.102478>

Liu, Z., Li, J., Wang, X., & Guo, Y. (2023). How search and evaluation cues influence consumers' continuous watching and purchase intentions: An investigation of live-stream shopping from an information foraging perspective. *Journal of Business Research*, 168.
<https://doi.org/10.1016/j.jbusres.2023.114233>

Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information and Management*, 58(7). <https://doi.org/10.1016/j.im.2021.103509>

Luo, X., Cheah, J.-H., Lim, X.-J., & Ng, S. I. (2022). A Bibliometric Review of User Behaviors Research in Live Streaming Commerce. *Journal of Marketing Advances & Practices*, 4(1), 32–49.

Lutz, C., Pieter Hoffmann, C., & Meckel, M. (2017). Online serendipity: A contextual differentiation of antecedents and outcomes. *Journal of the Association for Information Science and Technology*, 68(7), 1698–1710.
<https://doi.org/10.1002/asi.23771>

McCay-Peet, L., & Toms, E. G. (2010). The process of serendipity in knowledge work. *Proceedings of the third symposium on Information interaction in context*, 377–382.

McCay-Peet, L., Toms, E. G., & Kelloway, E. K. (2015). Examination of

relationships among serendipity, the environment, and individual differences.

Information Processing and Management, 51(4), 391–412.

<https://doi.org/10.1016/j.ipm.2015.02.004>

Neuman, W. L. (William L. (2014). *Social research methods : qualitative and quantitative approaches* (Seventh Edition). Pearson Education, Inc.

Ng, M., Law, M., Lam, L., & Cui, C. (2023). A study of the factors influencing the viewers' satisfaction and cognitive assimilation with livestreaming commerce broadcast in Hong Kong. *Electronic Commerce Research*, 23(3), 1565–1590. <https://doi.org/10.1007/s10660-022-09656-3>

Öğüt, H., & Onur Taş, B. K. (2012). The influence of internet customer reviews on the online sales and prices in hotel industry. *Service Industries Journal*, 32(2), 197–214. <https://doi.org/10.1080/02642069.2010.529436>

Ou, C. X., Pavlou, P. A., & Davison, R. M. (2014). Swift Guanxi in Online Marketplaces. *MIS Quarterly*, 38(1), 209–230. <https://doi.org/10.2307/26554875>

Pancawati, M. D. (2022, April 22). “Livestream Shopping” Semakin Populer. *Kompas*. <https://www.kompas.id/baca/telaah/2022/04/25/livestream-shopping-semakin-populer>

Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 52. <https://doi.org/10.1016/j.jretconser.2019.101934>

- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134.
<https://doi.org/10.1080/10864415.2003.11044275>
- Pavlou, P. A., Liang, H., Xue, Y., Anderson, A. G., & Lauderdale, F. (2007). Understanding and Mitigating Uncertainty in Online Exchange Relationships: A Principal-Agent Perspective Online Exchange Relationships: A Principal Agent Perspective. *MIS Quarterly*, 31(1), 105–136. <https://www.jstor.org/stable/25148783>
- Payne, J. W., Bettman, J. R., & Johnson, E. J. (1992). Behavioral Decision Research: A Constructive Processing Perspective. *Annual review of psychology*, 1, 87–131. www.annualreviews.org
- 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>
- Pirolli, P. (2007). Information Foraging A Theory of Adaptive Interaction With Information. In *Oxford Univ. Press*. Oxford Univ. Press.
- Pirolli, P., & Card, S. (1999). Information Foraging. *Psychological Review*, 106(4), 643–675.
- Purwanti, T. (2023, September 19). Makin Sengit! TikTok vs Shopee Siapa Jawara Live Shopping? *CNBC Indonesia*.
<https://www.cnbcindonesia.com/tech/20230919064243-37-473534/makin->

sengit-tiktok-vs-shopee-siapa-jawara-live-shopping#:~:text=Pada

akhirnya%2C seperti yang tertata, sebagai pemain baru saat ini.

Puth, M. T., Neuhäuser, M., & Ruxton, G. D. (2014). Effective use of Pearson's product-moment correlation coefficient. In *Animal Behaviour* (Vol. 93, hal. 183–189). Academic Press. <https://doi.org/10.1016/j.anbehav.2014.05.003>

Reisenzein, R., Horstmann, G., & Schützwohl, A. (2019). The Cognitive-Evolutionary Model of Surprise: A Review of the Evidence. *Topics in Cognitive Science*, 11(1), 50–74. <https://doi.org/10.1111/tops.12292>

Sari, I. N. (2023, Maret 6). Sejarah TikTok dari Aplikasi Negeri Panda hingga Mendunia. *Katadata.co.id*.
<https://katadata.co.id/intannirmala/ekonopedia/6404f5c3ce775/sejarah-tiktok-dari-aplikasi-negeri-panda-hingga-mendunia>

Schindler, P. S. (2019). *Business Research Methods* (Thirteenth Edition). McGraw Hill education.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business A Skill-Building Approach* (Seventh edition). John Wiley & Sons Ltd.
www.wileypluslearningspace.com

Shopee. (2023). *About Shopee*. Shopee. <https://careers.shopee.co.id/about>

Suh, K. S., & Lee, Y. E. (2005). The effects of virtual reality on consumer learning: An empirical investigation. *MIS Quarterly: Management Information Systems*, 29(4), 673–697. <https://doi.org/10.2307/25148705>

- Sun, C., Fang, Y., Kong, M., Chen, X., & Liu, Y. (2022). Influence of augmented reality product display on consumers' product attitudes: A product uncertainty reduction perspective. *Journal of Retailing and Consumer Services*, 64. <https://doi.org/10.1016/j.jretconser.2021.102828>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37. <https://doi.org/10.1016/j.elerap.2019.100886>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2020). A 2020 perspective on “How live streaming influences purchase intentions in social commerce: An IT affordance perspective.” *Electronic Commerce Research and Applications*, 40. <https://doi.org/10.1016/j.elerap.2020.100958>
- Tang, H., & Lin, X. (2019). Curbing shopping cart abandonment in C2C markets — an uncertainty reduction approach. *Electronic Markets*, 29(3), 533–552. <https://doi.org/10.1007/s12525-018-0313-6>
- Thangavel, P., & Chandra, B. (2023). Two Decades of M-Commerce Consumer Research: A Bibliometric Analysis Using R Biblioshiny. *Sustainability (Switzerland)*, 15(15), 11835. <https://doi.org/10.3390/su151511835>
- Tokopedia. (2023). *About Tokopedia*. Tokopedia. <https://www.tokopedia.com/about/our-story/>
- Venditya, M. (2023, Juni 9). Tren Belanja Online lewat Fitur Live Streaming. *Marketeers*. <https://www.marketeers.com/tren-belanja-online-lewat-fitur->

live-streaming/

- Wang, H., Ding, J., Akram, U., Yue, X., & Chen, Y. (2021). An empirical study on the impact of e-commerce live features on consumers' purchase intention: From the perspective of flow experience and social presence. *Information (Switzerland)*, 12(8). <https://doi.org/10.3390/info12080324>
- Wang, X., & Wu, D. (2019). Understanding User Engagement Mechanisms on a Live Streaming Platform. *HCI in Business, Government and Organizations. Information Systems and Analytics: 6th International Conference, HCIBGO 2019, Held as Part of the 21st HCI International Conference, HCII 2019, 11589 LNCS*, 266–275. https://doi.org/10.1007/978-3-030-22338-0_22
- Wongkitrungrueng, A., Dehouche, N., & Assarut, N. (2020). Live streaming commerce from the sellers' perspective: implications for online relationship marketing. *Journal of Marketing Management*, 36(5–6), 488–518. <https://doi.org/10.1080/0267257X.2020.1748895>
- Wu, D., Wang, X., & Ye, H. J. (2024). Transparentizing the “Black Box” of Live Streaming: Impacts of Live Interactivity on Viewers' Experience and Purchase. *IEEE Transactions on Engineering Management*, 71, 3820–3831. <https://doi.org/10.1109/TEM.2023.3237852>
- Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.
- Yi, C., Jiang, Z., & Benbasat, I. (2017). Designing for diagnosticity and

serendipity: An investigation of social product-search mechanisms.
Information Systems Research, 28(2), 413–429.
<https://doi.org/10.1287/isre.2017.0695>

Yu, E., Jung, C., Kim, H., & Jung, J. (2018). Impact of viewer engagement on gift-giving in live video streaming. *Telematics and Informatics*, 35(5), 1450–1460. <https://doi.org/10.1016/j.tele.2018.03.014>

Zhang, M., Liu, Y., Wang, Y., & Zhao, L. (2022b). How to retain customers: Understanding the role of trust in live streaming commerce with a socio-technical perspective. *Computers in Human Behavior*, 127. <https://doi.org/10.1016/j.chb.2021.107052>

Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020a). The impact of live video streaming on online purchase intention. *Service Industries Journal*, 40(9–10), 656–681. <https://doi.org/10.1080/02642069.2019.1576642>

Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2020). 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>

Zhang, X., Cheng, X., & Huang, X. (2023). “Oh, My God, Buy It!” Investigating Impulse Buying Behavior in Live Streaming Commerce. *International Journal of Human-Computer Interaction*, 39(12), 2436–2449. <https://doi.org/10.1080/10447318.2022.2076773>

Zhong, Y., Zhang, Y., Luo, M., Wei, J., Liao, S., Tan, K. L., & Yap, S. S. N. (2022). I give discounts, I share information, I interact with viewers: a

predictive analysis on factors enhancing college students' purchase intention in a live-streaming shopping environment. *Young Consumers*, 23(3), 449–467. <https://doi.org/10.1108/YC-08-2021-1367>