UNIVERSITAS GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Acharya, N., Sassenberg, A.-M., & Soar, J. (2022). Consumers' Behavioural Intentions to Reuse Recommender Systems: Assessing the Effects of Trust Propensity, Trusting Beliefs and Perceived Usefulness. *Journal of Theoretical and Applied Electronic Commerce Research*, *18*(1), 55–78. https://doi.org/10.3390/jtaer18010004

Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, *32*(4), 665–683. https://doi.org/10.1111/j.1559-1816.2002.tb00236.x

Alcántara-Pilar, J. M., Rodriguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024). From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok. *Journal of Retailing and Consumer Services*, *78*. https://doi.org/10.1016/j.jretconser.2024.103709

Alzaidi, M. S., & Agag, G. (2022). The role of trust and privacy concerns in using social media for e-retail services: The moderating role of COVID-19. *Journal of Retailing and Consumer Services*, *68*, 103042. https://doi.org/10.1016/j.jretconser.2022.103042

Aslami, N., Apriani, A., Widayati, C., & Losi, R. (2022). The Role of Trust in Mediating Perceived Ease of Use, Perceived Risk and E-WOM on Purchase Intention. *Jurnal Perspektif Manajerial Dan Kewirausahaan (JPMK)*, *2*(2), 69–81.

Asosiasi Penyelenggara Jasa Internet Indonesia. (2025). *Survei Penetrasi Internet dan Perilaku Penggunaan Internet 2025*.

Athapaththu, J. C., & Kulathunga, D. (2018). Factors Affecting Online Purchase Intention: Effects of Technology and Social Commerce. *International Business Research*, *11*(10), 111. https://doi.org/10.5539/ibr.v11n10p111

Azizah, R. N., Pramukti, W., & Utami, W. P. (2024). Analysis of Factors Influencing Trust and its Impact on Repurchase Intention in C2C E-Commerce in Indonesia. *Syntax Literate ; Jurnal Ilmiah Indonesia*, *9*(7), 3715–3731. https://doi.org/10.36418/syntax-literate.v9i7.16808

Cai, H. (2022). Examining Social E-Commerce Platforms by Mediating the Effect of Perceived Usefulness and Perceived Trust Using the Technology Acceptance Model. *Journal of Organizational and End User Computing*, *34*(8), 1–20. https://doi.org/10.4018/JOEUC.315621

Cao, A., Li, Y., & Hong, A. (2025). Understanding the Impact of Social, Hedonic, and Promotional Cues on Purchase Intention in Short Video Platforms: A Dual-Path Model for Digital Sustainability. *Sustainability*, *17*(15), 6894. https://doi.org/10.3390/su17156894

Chen, C.-D., Zhao, Q., & Wang, J.-L. (2022). How livestreaming increases product sales: role of trust transfer and elaboration likelihood model. *Behaviour & Information Technology*, *41*(3), 558–573. https://doi.org/10.1080/0144929X.2020.1827457

Chen, Y. (2022). *Influencing Mechanism of Live Broadcasting Marketing Pattern*

UNIVERSITAS
GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

on Consumers' Purchase Decision Internet Background (pp. 819–826). https://doi.org/10.1007/978-981-16-4258-6_100

Chopdar, P. K., & Balakrishnan, J. (2020). Consumers response towards mobile commerce applications: S-O-R approach. *International Journal of Information Management*, *53*, 102106. https://doi.org/10.1016/j.ijinfomgt.2020.102106

Cohen, J. (2013). *Statistical Power Analysis for the Behavioral Sciences*. Routledge. https://doi.org/10.4324/9780203771587

Cooper, D., & Schindler, P. (2014). *Business Research Method (12 ed.)* (12th ed.). McGraw-Hill/Irwin.

Cui, Y., Yao, X., Zhao, D., & Li, J. (2025). The influence of information processing on consumer switching intention from traditional to short video e-commerce: a structural equation modelling study. *Asia Pacific Journal of Marketing and Logistics*. https://doi.org/10.1108/APJML-01-2025-0001

Cui, Y., Zhu, J., & Liu, Y. (2022). Exploring the Social and Systemic Influencing Factors of Mobile Short Video Applications on the Consumer Urge to Buy Impulsively. *Journal of Global Information Management*, *30*(1), 1–23. https://doi.org/10.4018/JGIM.301201

Daradkeh, M. (2021). The Relationship Between Persuasion Cues and Idea Adoption in Virtual Crowdsourcing Communities. *International Journal of Knowledge Management*, *18*(1), 1–34. https://doi.org/10.4018/IJKM.291708

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319–340. https://doi.org/10.2307/249008

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*, *20*(2), 139–150. https://doi.org/10.1002/mar.10064

Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, *5*(1), 1. https://doi.org/10.11648/j.ajtas.20160501.11

Fan, W., Osman, S., Zainudin, N., & Yao, P. (2024). How Content Attributes of Short Video Influence Online Purchase Intention: The Mediating Role of Perceived Value. *Journal of Wireless Mobile Networks, Ubiquitous Computing, and Dependable Applications*, *15*(3), 445–458. https://doi.org/10.58346/JOWUA.2024.I3.029

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, *18*(1), 39. https://doi.org/10.2307/3151312

Fortunato, J. A. (2016). How the Citi Olympic sponsorship strategy uses the knowledge of the elaboration likelihood model. *Journal of Financial Services Marketing*, *21*(1), 76–85. https://doi.org/10.1057/fsm.2016.2

Furner, C. P., Drake, J. R., Zinko, R., & Kisling, E. (2022). Online Review Antecedents of Trust, Purchase, and Recommendation Intention: A Simulation-Based Experiment for Hotels and AirBnBs. *Journal of Internet Commerce*, *21*(1), 79–103. https://doi.org/10.1080/15332861.2020.1870342

UNIVERSITAS GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Gan, C., & Li, H. (2018). Understanding the effects of gratifications on the continuance intention to use WeChat in China: A perspective on uses and gratifications. *Computers in Human Behavior*, *78*, 306–315. https://doi.org/10.1016/j.chb.2017.10.003

Gao, X., Xu, X.-Y., Tayyab, S. M. U., & Li, Q. (2021). How the live streaming commerce viewers process the persuasive message: An ELM perspective and the moderating effect of mindfulness. *Electronic Commerce Research and Applications*, *49*, 101087. https://doi.org/10.1016/j.elerap.2021.101087

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model1. *MIS Quarterly*, *27*(1), 51–90. https://doi.org/10.2307/30036519

Ghenie, D., Avornicului, M., & Sitar-Taut, D.-A. (2025). Influence of short-form video advertising on purchase intention in social commerce: the power of word-of-mouth and flow experience. *Online Information Review*. https://doi.org/https://doi.org/10.1108/OIR-06-2025-0454

Gill, M. J. (2017). Trust. In *The International Encyclopedia of Organizational Communication* (pp. 1–8). Wiley. https://doi.org/10.1002/9781118955567.wbieoc211

Google Indonesia. (2024, September 12). *Jumlah penayangan YouTube di TV tumbuh 4X lipat dalam tiga tahun terakhir*. Google Indonesia Blog.

Grabowska, J., Jaciow, M., & Strzelecki, A. (2025). The impact of TikTok on consumers' purchase intentions. *Journal of Economics and Management*, *47*, 385–412. https://doi.org/10.22367/jem.2025.47.15

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, *19*(2), 139–152. https://doi.org/10.2753/MTP1069-6679190202

Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications.

Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publishing.

Hajli, N., Sims, J., Zadeh, A. H., & Richard, M.-O. (2017). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research*, *71*, 133–141. https://doi.org/10.1016/j.jbusres.2016.10.004

Han, P., Liu, S., Zhang, D., Li, X., & Li, X. (2025). Research on the factors affecting the adoption of health short videos by the college students in China: unification based on TAM and UTAUT model. *Frontiers in Psychology*, *16*. https://doi.org/10.3389/fpsyg.2025.1547402

Handayani, D. S., & Ekawati, C. (2025). Pengaruh Persepsi Kemudahan, Social

UNIVERSITAS
GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Influence dan Persepsi Resiko terhadap Minat Membeli Kembali Konsumen pada Platform Social Commerce TikTok yang Dimediasi oleh Variabel Kepercayaan. *Jurnal Manajemen Bisnis Krisnadwipayana*, *13*(1). https://jurnal.unkris.ac.id/index.php/jmbk/article/view/921

Handranata, Y., & Siswanto, J. (2026). The role of social media marketing content features in building brand trust and influencing purchase decision of healthy food and beverage products. *International Journal of Data and Network Science*, *10*(1), 233–240. https://doi.org/10.5267/j.ijdns.2025.9.024

Harrigan, M., Feddema, K., Wang, S., Harrigan, P., & Diot, E. (2021). How trust leads to online purchase intention founded in perceived usefulness and peer communication. *Journal of Consumer Behaviour*, *20*(5), 1297–1312. https://doi.org/10.1002/cb.1936

He, C., Hashim, N., Kamarudin, S., Yu, M., Shi, L., Li, C., & Peng, C. (2026). Information quality and source credibility influence purchase intention in live-stream advertising: A moderated mediation model. *Social Behavior and Personality: An International Journal*, *54*(2), 1–13. https://doi.org/10.2224/sbp.15117

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

Herzallah, F., Abosamaha, A. J., Salameh, S. M., & Alhayek, M. (2025). Social commerce attributes, customer engagement and repurchase intention in social commerce platforms: A stimulus–organism– response approach. *Journal of Open Innovation: Technology, Market, and Complexity*, *11*(4), 100635. https://doi.org/10.1016/j.joitmc.2025.100635

Hewei, T. (2022). Influence of online comments on clothing impulse buying behavior in mobile short video app live broadcast. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.913073

Hoang, V. T., & Dang, H. P. (2024). Exploring How the Characteristics of Live Streaming Affect Impulse Buying Behaviour in Live Streaming Commerce: The Mediating Effect of Trust and Flow Experience. *International Journal of Business Science and Applied Management*, *19*(1), 77–93. https://doi.org/10.69864/ijbsam.19-1.184

Honeybill, R. (2023). *Gen Z Digital Statistics*. https://rootdigital.co.uk/blog/gen-z-digital-statistics/

Hoppe, F., Chang, W., Baijal, A., Chadha, S., & Hoong, F. (2025). *e-Conomy SEA 2025: From Digital Decade to AI Reality: Accelerating the future in ASEAN*. https://economysea.withgoogle.com/

Hu, T.-L., Chao, C.-M., Hsieh, W.-K., & Lin, C.-H. (2025). The Impact Mechanism of Video Maturity and Content Empowerment on Purchase Intentions: A Case Study of Agricultural Tourism in Taiwan. *Sustainability*, *17*(7), 3195. https://doi.org/10.3390/su17073195

Huang, T.-Y., Chen, W.-K., Chen, C.-W., & Silalahi, A. D. K. (2022). Understanding How Product Reviews on YouTube Affect Consumers' Purchase Behaviors in Indonesia: An Exploration Using the Stimulus-

UNIVERSITAS GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Organism-Response Paradigm. *Human Behavior and Emerging Technologies*, *2022*, 1–19. https://doi.org/10.1155/2022/4976980

Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: A review of four recent studies. *Strategic Management Journal*, *20*(2), 195–204.

Iqbal, M. K., Saeed, A., Raza, A., Mushtaq, H., & Faraz, N. A. (2018). An Empirical Study on the Effect of Perceived Usefulness and Ease of Use on Purchase Intention Through Mobile Devices in Pakistan: A Mediating Role of Online Trust. *European Journal of Business and Management*, *10*(17), 158–164.

Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: moderating role of perceived risk. *Data Science and Management*, *1*(1), 13–22. https://doi.org/10.1016/j.dsm.2021.02.004

Jiang, W., & Chen, H.-L. (2024). Can Short Videos Work? The Effects of Use and Gratification and Social Presence on Purchase Intention: Examining the Mediating Role of Digital Dependency. *Journal of Theoretical and Applied Electronic Commerce Research*, *20*(1), 5. https://doi.org/10.3390/jtaer20010005

Jiang, Y., Lee, H.-T., & Li, W. (2024). The effects of live streamer's expertise and entertainment on the viewers' purchase and follow intentions. *Frontiers in Psychology*, *15*. https://doi.org/10.3389/fpsyg.2024.1383736

Jiao, S., Wang, X., Ma, C., & Deng, Y. (2024). How does sports e-commerce influence consumer behavior through short video live broadcast platforms? Attachment theory perspective. *Asia Pacific Journal of Marketing and Logistics*, *36*(7), 1557–1575. https://doi.org/10.1108/APJML-08-2023-0777

Kang, J.-W., & Namkung, Y. (2019). The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*, *78*, 189–198. https://doi.org/10.1016/j.ijhm.2018.10.011

Kaye, D. B. V., Chen, X., & Zeng, J. (2021). The co-evolution of two Chinese mobile short video apps: Parallel platformization of Douyin and TikTok. *Mobile Media & Communication*, *9*(2), 229–253. https://doi.org/10.1177/2050157920952120

Lin, B., & Shen, B. (2023). Study of Consumers' Purchase Intentions on Community E-commerce Platform with the SOR Model: A Case Study of China's "Xiaohongshu" App. *Behavioral Sciences*, *13*(2), 103. https://doi.org/10.3390/bs13020103

Lin, C., & Xu, X. (2021). Exploring Bottled Water Purchase Intention via Trust in Advertising, Product Knowledge, Consumer Beliefs and Theory of Reasoned Action. *Social Sciences*, *10*(8), 295. https://doi.org/10.3390/socsci10080295

Lin, Q., Ng, S.-I., Kamal Bash, N. B., & Cheah, J.-H. (2026). Investigating Determinants of Gen-Y Consumers' Purchase Intention on Short-Form Video App TikTok from ELM and S-O-R Perspectives. *Journal of Internet Commerce*, 1–31. https://doi.org/10.1080/15332861.2026.2632029

UNIVERSITAS GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce. *Asia Pacific Journal of Marketing and Logistics*, *31*(2), 378–397. https://doi.org/10.1108/APJML-05-2018-0170

Liu, J., Huang, R., Ren, J., Li, P., & Wang, P. (2025). The intention to use short videos for health information among Chinese adults: Based on the technology acceptance model. *DIGITAL HEALTH*, *11*. https://doi.org/10.1177/20552076251335519

Liu, L., Sheng, S., & Man, S. S. (2025). Trust, emotion, and purchase: why human streamers still matter in the age of virtual commerce. *Telematics and Informatics*, *101*, 102307. https://doi.org/10.1016/j.tele.2025.102307

Liu, X., Zhang, L., & Chen, Q. (2022). The effects of tourism e-commerce live streaming features on consumer purchase intention: The mediating roles of flow experience and trust. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.995129

Luo, C., Hasan, N. A. M., Zamri bin Ahmad, A. M., & Lei, G. (2025). Influence of short video content on consumers purchase intentions on social media platforms with trust as a mediator. *Scientific Reports*, *15*(1), 16605. https://doi.org/10.1038/s41598-025-94994-z

Luttrell, A., & McRobert, C. P. (2025). Elaboration Likelihood Model. In *Elgar Encyclopedia of Political Communication* (pp. 489–492). Edward Elgar Publishing. https://doi.org/10.4337/9781035301447.vol1.00122

Martín, S. S., Camarero, C., & José, R. S. (2008). The Moderating Role of Involvement in the Creation of Online Trust and Satisfaction. *2008 19th International Conference on Database and Expert Systems Applications*, 415–419. https://doi.org/10.1109/DEXA.2008.19

Martín, S. S., Camarero, C., & José, R. S. (2011). Does involvement matter in online shopping satisfaction and trust? *Psychology & Marketing*, *28*(2), 145–167. https://doi.org/10.1002/mar.20384

Mazaheri, E., Richard, M. O., & Laroche, M. (2011). Online consumer behavior: Comparing Canadian and Chinese website visitors. *Journal of Business Research*, *64*(9), 958–965. https://doi.org/10.1016/j.jbusres.2010.11.018

McAlister, A. R., & Bargh, D. (2016). Dissuasion: the Elaboration Likelihood Model and young children. *Young Consumers*, *17*(3), 210–225. https://doi.org/10.1108/YC-02-2016-00580

McKee, A., Collis, C., Nitins, T., Ryan, M., Harrington, S., Duncan, B., Carter, J., Luck, E., Neale, L., Butler, D., & Backstrom, M. (2014). Defining entertainment: an approach. *Creative Industries Journal*, *7*(2), 108–120. https://doi.org/10.1080/17510694.2014.962932

Mehrabian, A., & Russel, J. A. (1976). Review of: "An Approach to Environmental Psychology." In *Ergonomics* (Vol. 19, Issue 2). https://psycnet.apa.org/record/1974-22049-000?ref=nepopularna.org

Momentum Works. (2025). *Ecommerce in Southeast Asia 3.0: Trends, Platforms & Ecosystem*. https://beta.momentum.asia/insights/detail/ecommerce-in-southeast-asia-2025

UNIVERSITAS GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B.-R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, *33*(2), 561–583. https://doi.org/10.1108/APJML-07-2019-0442

Ngo, T. T. A., An, G. K., Dao, D. K., Nguyen, N. Q. N., Nguyen, N. Y. V., & Phong, B. H. (2025). Roles of logistics service quality in shaping generation Z customers' repurchase intention and electronic word of mouth in E-commerce industry. *PLOS One*, *20*(5), e0323962. https://doi.org/10.1371/journal.pone.0323962

Oh, H., & Jasper, C. R. (2006). Processing of Apparel Advertisements: Application and Extension of Elaboration Likelihood Model. *Clothing and Textiles Research Journal*, *24*(1), 15–32. https://doi.org/10.1177/0887302X0602400102

Pandit, S. (2021). Digital Application-Based Viewing: Impact of Instructions & Feedback on Viewer Satisfaction & Learning Effectiveness. In *Digital Entertainment* (pp. 111–125). Springer Nature Singapore. https://doi.org/10.1007/978-981-15-9724-4_6

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

Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. In *Communication and Persuasion* (pp. 1–24). Springer New York. https://doi.org/10.1007/978-1-4612-4964-1_1

Petty, R. E., Kasmer, J. A., Haugtvedt, C. P., & Cacioppo, J. T. (1987). Source and message factors in persuasion: A reply to stiff's critique of the elaboration likelihood model. *Communication Monographs*, *54*(3), 233–249. https://doi.org/10.1080/03637758709390229

Pongpaew, W., Speece, M., & Tiangsoongnern, L. (2017). Social presence and customer brand engagement on Facebook brand pages. *Journal of Product & Brand Management*, *26*(3), 262–281. https://doi.org/10.1108/JPBM-08-2015-0956

Segson, U., Tan, C., & Tan, C. (2018). APPLICATION OF STIMULUS-ORGANISM-RESPONSE (S-O-R) THEORY TO STUDY CONSUMER BEHAVIOR OF UPSCALE RESTAURANTS IN NORTHERN THAILAND. *Proceedings of the ASEAN Asian Academic Society International Conference*, 701–708.

Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach, 7th Edition* (7th ed.). West Sussex: John Wiley dan Sons Ltd.

Shen, X., & Wang, J. (2024). How short video marketing influences purchase intention in social commerce: the role of users' persona perception, shared values, and individual-level factors. *Humanities and Social Sciences Communications*, *11*(1). https://doi.org/10.1057/s41599-024-02808-w

ShiYong, Z., JiaYing, L., HaiJian, W., Dukhaykh, S., Lei, W., BiQing, L., & Jie, P. (2022). Do Product Characteristics Affect Customers' Participation in Virtual

UNIVERSITAS GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Brand Communities? An Empirical Study. *Frontiers in Psychology*, *12*. https://doi.org/10.3389/fpsyg.2021.792706

Shmueli, G., Ray, S., Velasquez Estrada, J. M., & Chatla, S. B. (2016). The elephant in the room: Predictive performance of PLS models. *Journal of Business Research*, *69*(10), 4552–4564. https://doi.org/10.1016/j.jbusres.2016.03.049

Sholihah, D. R., & Wulansari, A. S. (2025). From farm to table: unveiling the power of e-grocery apps in facilitating fresh agricultural produce to reach consumers. *International Journal of Electronic Business*, *20*(3), 324–341. https://doi.org/10.1504/IJEB.2025.147281

Siev, J. J., Williams, S., & Petty, R. E. (2022). Elaboration Likelihood Model. In *The International Encyclopedia of Health Communication* (pp. 1–6). Wiley. https://doi.org/10.1002/9781119678816.iehc0657

Sohaib, M., Safeer, A. A., & Majeed, A. (2022). Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.941058

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, *53*, 101742. https://doi.org/10.1016/j.jretconser.2019.01.011

Song, X., Ge, J., & Zhu, S. (2025). Memes in Motion: do quirky tourism shorts spark travel intention? A dual-pathway study based on ELM-CLT theory. *Journal of Hospitality and Tourism Technology*, 1–25. https://doi.org/10.1108/JHTT-06-2025-0534

Souki, G. Q., Chinelato, F. B., & Gonçalves Filho, C. (2022). Sharing is entertaining: the impact of consumer values on video sharing and brand equity. *Journal of Research in Interactive Marketing*, *16*(1), 118–136. https://doi.org/10.1108/JRIM-03-2020-0057

Spears, N., & Singh, S. N. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, *26*(2), 53–66. https://doi.org/10.1080/10641734.2004.10505164

Statista. (2025). *E-commerce in Indonesia - statistics & Facts*.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Suprapto, A. T., Yulianto, K., & Kendrick, K. (2025). Understanding Generation Z's Shopping Interest on E-Commerce 'T': The Role of Usefulness, Trust, User Interface, and Ease of Use in the Bekasi Area. *Binus Business Review*, *16*(2), 151–161. https://doi.org/10.21512/bbr.v16i2.12796

Tan, Y.-H., & Thoen, W. (2000). Toward a Generic Model of Trust for Electronic Commerce. *International Journal of Electronic Commerce*, *5*(2), 61–74. https://doi.org/https://doi.org/10.1080/10864415.2000.11044201

Vilkaite-Vaitone, N. (2026). The Effect of Electronic Word of Mouth: How Credibility Shapes Consumer Purchase Intention. *Review of Business Management*, *28*(2). https://doi.org/10.7819/rbgn.v28i2.4343

Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust

UNIVERSITAS
GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

and Consumers' Purchase Intention in a Social Commerce Platform: A Meta-Analytic Approach. *Sage Open*, *12*(2). https://doi.org/10.1177/21582440221091262

Wang, X., Yu, Y., Zhu, Z., & Zheng, J. (2022). Visiting Intentions toward Theme Parks: Do Short Video Content and Tourists' Perceived Playfulness on TikTok Matter? *Sustainability*, *14*(19), 12206. https://doi.org/10.3390/su141912206

Wistedt, U. (2024). Consumer purchase intention toward POI-retailers in cross-border E-commerce: An integration of technology acceptance model and commitment-trust theory. *Journal of Retailing and Consumer Services*, *81*, 104015. https://doi.org/10.1016/j.jretconser.2024.104015

Wu, S., & Su, X. (2025). How Does Short-Form Video Marketing Influence Consumers' Purchase Intention? *Environment and Social Psychology*, *10*(11). https://doi.org/10.59429/esp.v10i11.4196

Xiao, Q., Huang, W., Qu, L., & Li, X. (2025). The impact of multimodal information features of short sales videos on consumer engagement behavior: A multi-method approach. *Journal of Retailing and Consumer Services*, *82*, 104136. https://doi.org/10.1016/j.jretconser.2024.104136

Xiao, Y., Wang, L., & Wang, P. (2019). Research on the Influence of Content Features of Short Video Marketing on Consumer purchase intentions. *Proceedings of the 2019 4th International Conference on Modern Management, Education Technology and Social Science (MMETSS 2019)*. https://doi.org/10.2991/mmetss-19.2019.82

Yin, X., Li, J., Si, H., & Wu, P. (2024). Attention marketing in fragmented entertainment: How advertising embedding influences purchase decision in short-form video apps. *Journal of Retailing and Consumer Services*, *76*, 103572. https://doi.org/10.1016/j.jretconser.2023.103572

Yin, X., Li, Y., Gao, R., Li, J., & Wang, H. (2023). Understanding the Purchase Decisions of Silver Consumers in Short-Form Video Platforms from the Perspective of Existence, Relatedness, and Growth Needs. *Behavioral Sciences*, *13*(12), 1011. https://doi.org/10.3390/bs13121011

Yonatan, A. (2025, May 15). *Jumlah Kunjungan ke Situs E-Commerce Indonesia Melemah*. GoodStats. https://goodstats.id/article/jumlah-kunjungan-ke-situs-e-commerce-indonesia-melemah-Xza8b

Younas, M., Alenezi, A. T., & El-Dakhs, D. A. S. (2026). Digital literacy and privacy concerns as determinants of next-generation technology adoption in higher education: an extended UTAUT2 perspective. *Frontiers in Education*, *11*. https://doi.org/10.3389/feduc.2026.1814830

YouTube Indonesia. (2024, August 18). *YouTube memperluas YouTube Shopping di Indonesia*. Google Indonesia Blog. https://blog.google/intl/id-id/products/platforms/youtube-memperluas-youtube-shopping-di-indonesia/

YouTube Indonesia. (2025a, May 5). *Bagaimana jangkauan tak tertandingi, perhatian terfokus, dan kepercayaan ke kreator membawa hasil bisnis nyata di YouTube*. Google Indonesia Blog. https://blog.google/intl/id-id/bagaimana-jangkauan-tak-tertandingi-perhatian-terfokus-dan-kepercayaan-ke-kreator-membawa-hasil-bisnis-nyata-di-youtube/

UNIVERSITAS GADJAH MADA
Pengaruh Kebermanfaatan, Kemudahan Penggunaan, dan Aspek Hiburan Video YouTube Shorts dalam Ekosistem YouTube Shopping terhadap Niat Beli Produk E-Commerce Lazada dengan Kepercayaan Konsumen sebagai Variabel Mediasi
Ayu Rahmi Widianarsi, Widya Paramita, S.E., M.Sc., Ph.D
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

YouTube Indonesia. (2025b, November 5). *Satu tahun YouTube Shopping: Waktu menonton konten belanja melonjak 400% di Indonesia*. Google Indonesia Blog. https://blog.google/intl/id-id/products/explore-get-answers/satu-tahun-youtube-shopping-waktu-menonton-konten-belanja-melonjak-400-di-indonesia/

Yu, L. C., Hsu, C. L., & Tsui, Y. A. (2025). Effect of YouTube unboxing videos on viewers' perceptions and subsequent behaviours. *International Journal of Electronic Business*, *20*(1), 50–74. https://doi.org/10.1504/IJEB.2025.143054

Yu, X., Cheng, X., Kim, K. H., & Wang, H. (2024). Exploring the brand experience in the metaverse under the perspective of technology acceptance model. *Asia Pacific Journal of Marketing and Logistics*, *36*(12), 3410–3426. https://doi.org/10.1108/APJML-10-2023-0952

Yun, J., Lee, D., Cottingham, M., & Hyun, H. (2023). New generation commerce: The rise of live commerce (L-commerce). *Journal of Retailing and Consumer Services*, *74*, 103394. https://doi.org/10.1016/j.jretconser.2023.103394

Zainudin, J., Ali, N. M., Smeaton, A. F., & Ijab, M. T. (2025). Information Characteristics and Social Media Information Sharing: Insights From Elaboration Likelihood Model (ELM) for Misinformation Mitigation. *IEEE Access*, *13*, 179233–179258. https://doi.org/10.1109/ACCESS.2025.3621667

Zerlang, M. (2016). Entertainment. In *The International Encyclopedia of Communication Theory and Philosophy* (pp. 1–8). Wiley. https://doi.org/10.1002/9781118766804.wbiect213

Zhang, Y., & Xu, Q. (2024). Consumer engagement in live streaming commerce: Value co-creation and incentive mechanisms. *Journal of Retailing and Consumer Services*, *81*, 103987. https://doi.org/10.1016/j.jretconser.2024.103987

Zhao, H., & Wagner, C. (2024). Factors influencing TikTok-based user purchase intention: comparison between potential customers and repeat customers. *Internet Research*, *34*(6), 1901–1931. https://doi.org/10.1108/INTR-07-2022-0542

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*, *50*, 42–49. https://doi.org/10.1016/j.jretconser.2019.04.014

Zhao, J., & Wang, J. (2020). Health Advertising on Short-Video Social Media: A Study on User Attitudes Based on the Extended Technology Acceptance Model. *International Journal of Environmental Research and Public Health*, *17*(5), 1501. https://doi.org/10.3390/ijerph17051501

Zhao, S., Fang, Y., Zhang, W., & Jiang, H. (2020). Trust, Perceived Benefit, and Purchase Intention in C2C E-Commerce. *Journal of Global Information Management*, *28*(1), 121–141. https://doi.org/10.4018/JGIM.2020010107

Zhou, X., & Liu, G. (2026). From TikTok to travel: The impact of sport related user-generated short videos on destination brand attitude and purchase intention. *Journal of Retailing and Consumer Services*, *90*, 104709. https://doi.org/10.1016/j.jretconser.2025.104709