

## DAFTAR PUSTAKA

- Abbasi, A. Z., Ting, D. H., Hlavacs, H., Costa, L. V., & Veloso, A. I. (2019). An empirical validation of consumer video game engagement: A playful-consumption experience approach. *Entertainment Computing*, 29, 43-55.
- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modelling (SEM) dalam Penelitian Bisnis*. Yogyakarta: ANDI.
- Al-Shukri, H. K., & Udayanan. (2019). Factors Influencing Online Shopping Intention: A study among online shoppers in Oman. International Journal of Academic Research in Business and Social Sciences, Vol. 9, No. 3, 691- 709.
- Analisa.io. (n.d.). *Malam Ini! Tokopedia Wib TV show Spesial Ulang Tahun Tokopedia Ke-12 tayang di tokopedia play pukul 19.30 wib!* - @tokopedia in TikTok: Tiktok Analytics by Analisa.io. Analisa.io. Retrieved October 20, 2021, from <https://analisa.io/profile-tiktok/tokopedia/video/6995807656493567233>.
- Analisa.io. (n.d.). *Tokopedia official Tiktok Analytics Profile (@tokopedia) by analisa.io*. Analisa.io. Retrieved October 10, 2021, from <https://analisa.io/profile-tiktok/tokopedia>.
- Anna, Y. (2017). Research on the influence of influencers on the intention of college students in social media when online shopping. *Guangzhou University*.
- Anwar, M. C. (2021, August 9). *Survei Bi: PPKM Bikin Penghasilan Merosot, Orang Makin Malas Belanja Halaman 2*. KOMPAS.com. Retrieved September 1, 2021, from [https://money.kompas.com/read/2021/08/09/162855326/survei-bi-ppkm-bikin-penghasilan-merosot-orang-makin-malas-belanja?amp=1&page=2&jxconn=1%2A1dvahji%2Aother\\_jxampid%2AMXBuVEg3OTFDeEYzaXI4cIM5YkwxblzNGFuZjdZV3VVcmtQVVIJbWxqRIBkUXITYVhaUHhxalJwWndlOHIXNQ..](https://money.kompas.com/read/2021/08/09/162855326/survei-bi-ppkm-bikin-penghasilan-merosot-orang-makin-malas-belanja?amp=1&page=2&jxconn=1%2A1dvahji%2Aother_jxampid%2AMXBuVEg3OTFDeEYzaXI4cIM5YkwxblzNGFuZjdZV3VVcmtQVVIJbWxqRIBkUXITYVhaUHhxalJwWndlOHIXNQ..)
- Apjii, B. (2020, November 9). | siaran pers: Pengguna internet Indonesia hampir tembus 200 Juta di 2019 – Q2 2020. Retrieved October 11, 2021, from <https://blog.apjii.or.id/index.php/2020/11/09/siaran-pers-pengguna-internet-indonesia-hampir-tembus-200-juta-di-2019-q2-2020/>.
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2020). Laporan Survei Internet APJII 2019 - 2020 (Q2).

- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2020). Laporan Survei Internet APJII 2019 - 2020 (Q2).
- Aydin, G. (2018). Role of Personalization in Shaping Attitudes Towards Social Media Ads. *International Journal of E-Business Research Volume 14, Issue 3*, 54-76.
- Badan Pusat Statistik. (2020, May 11). *Tingkat Pengangguran Terbuka (TPT) sebesar 7,07 persen*. Retrieved September 1, 2021, from <https://www.bps.go.id/pressrelease/2020/11/05/1673/-revisi-per-18-02-2021--agustus-2020--tingkat-pengangguran-terbuka--tpt--sebesar-7-07-persen.html>.
- Badan Pusat Statistik. (2021, February 5). *Ekonomi Indonesia 2020 Turun sebesar 2,07 Persen (c-to-c)*. Retrieved September 2, 2021, from <https://www.bps.go.id/pressrelease/2021/02/05/1811/ekonomi-indonesia-2020-turun-sebesar-2-07-persen--c-to-c-.html>.
- Badan Pusat Statistik. (2021, January 9). *Inflasi terjadi pada Agustus 2021 sebesar 0,03 persen. Inflasi tertinggi terjadi di Kendari sebesar 0,62 persen*. Badan Pusat Statistik. Retrieved September 1, 2021, from <https://www.bps.go.id/pressrelease/2021/09/01/1767/inflasi-terjadi-pada-agustus-2021-sebesar-0-03-persen--inflasi-tertinggi-terjadi-di-kendari-sebesar-0-62-persen-.html>.
- Biederman, I., & Vessel, E. A. (2006). Perceptual pleasure and the brain: A novel theory explains why the brain craves information and seeks it through the senses. *American scientist*, 94(3), 247-253.
- Blasco, M. F., & Virto, L. N. R. (2020). E-learning using Video Conferencing Applications: How is Google Meet perceived among students?.
- Chen, Q., Rodgers, S., & He, Y. (2008). A critical review of the e-satisfaction literature. *American Behavioral Scientist*, 52(1), 38-59.
- Cho, C. H., & Leckenby, J. D. (1999, March). Interactivity as a measure of advertising effectiveness: Antecedents and consequences of interactivity in web advertising. In *Proceedings of the conference-american academy of advertising* (pp. 162-179). American Academy of Advertising.
- Christy, oleh:F. E. (2020, August 31). Top 10 e-commerce di indonesia kuartal I 2020. Tempo. Retrieved December 10, 2021, from <https://data.tempo.co/data/907/top-10-e-commerce-di-indonesia-kuartal-i-2020>.
- CNN Indonesia.. (2020, October 8). *Survei jobstreet: 35 Persen Kena PHK, 19 persen dirumahkan*. ekonomi. Retrieved August 31, 2021, from

<https://www.cnnindonesia.com/ekonomi/20201008101052-92-555827/survei-jobstreet-35-persen-kena-phk-19-persen-dirumahkan>.

Consumers in three countries now spend more than 5 hours a day in apps: App annie blog. App Annie. (2021, October 13). Retrieved September 28, 2021, from <https://www.appannie.com/en/insights/market-data/consumers-in-five-countries-now-spend-more-than-5-hours-a-day-in-apps/>.

Devi, N. L. N. S., & Suartana, I. W. (2014). Analisis technology acceptance model (TAM) terhadap penggunaan sistem informasi di Nusa Dua Beach Hotel & SPA. *E-Jurnal Akuntansi Universitas Udayana*, 6(1), 167-184.

Dodd, M. D., & Supa, D. W. (2011). Understanding the effect of corporate social responsibility on consumer purchase intention. *Public Relations Journal*, 5(3), 1-19.

Dong, Y. (2011). Research on the influence of traditional media microblog marketing on consumer brand attitude. *Jinan University*.

Firmansyah, E. A., Nurjannah, F. A., Indika, D. R., & Gunardi, A. (2019). What Matters in Selecting a Café? a Case of Millennials. *Jurnal Manajemen Dan Pemasaran Jasa*, 12(1), 65. <https://doi.org/10.25105/jmpj.v12i1.3938>

Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. *Philosophy and Rhetoric*, 10(2).

Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of advertising research*.

Gao, Q., Rau, P. L. P., & Salvendy, G. (2009). Perception of interactivity: Affects of four key variables in mobile advertising. *International Journal of Human-Computer Interaction*, 25(6), 479-505.

Ghani, J. A., & Deshpande, S. P. (1994). Task characteristics and the experience of optimal flow in human—computer interaction. *The Journal of psychology*, 128(4), 381-391.

Gluck, M. (2012). Digital Ad Engagement: An industry overview and reconceptualization. Retrieved from: Interactive Advertising Bureau (IAB) <http://www.iab.net/media/file/IAB-Ad-Engagement-Whitepaper-12-05-12-tweaks.pdf>.

Gronholdt, L., Martensen, A., & Kristensen, K. (2010). The relationship between customer satisfaction and loyalty: Cross-industry differences. *Total Quality Management*, 11(4-6), 509-514. <http://dx.doi.org/10.1080/09544120050007823>.

- Guo, W., & Zhang, B. (2020, November). Research on the Scenario-based Development Strategy of Live Broadcast in the Era of Mobile Internet. In *Journal of Physics: Conference Series* (Vol. 1684, No. 1, p. 012129). IOP Publishing.
- Hair Jr., J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM) An emerging tool in business research. *European Business Review Vol. 26 No. 2*, 106-121.
- Hair, J. F., Hult, G. M., Ringle, C. M., & Sardtedt, M. (2014). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*. United States of America: SAGE Publications, Inc.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review Vol. 31 No. 1*, 2-24.
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long Range Planning, Vol 45*, 320-340.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems Vol. 116 No. 1*, 2-20.
- Hollebeek, L. (2011). Exploring customer brand engagement: Definition and themes. *Journal of strategic Marketing*, 19(7), 555e573.
- Hutton, G., & Fosdick, M. (2011). The globalization of social media: Consumer relationships with brands evolve in the digital space. *Journal of advertising research*, 51(4), 564-570.
- Hwang, G. J., & Chang, H. F. (2011). A formative assessment-based mobile learning approach to improving the learning attitudes and achievements of students. *Computers & Education*, 56(4), 1023-1031.
- Jiang, Z., Heng, C. S. and Choi, B. C. (2013), "Research note—privacy concerns and privacy-protective behavior in synchronous online social interactions". *Information Systems Research*, Vol. 24, No. 3, pp. 579-595.
- Kalampokis, E., Tambouris, E., & Tarabanis, K. (2013). Understanding the predictive power of social media. *Internet Research*.

- Katawetawarks, C., & Wang, C. L. (2011). Online Shopper Behavior: Influences of Online Shopping Decision. *Asian Journal of Business Research, Volume 1 Number 2*, 66-74.
- Lei, Y. (2019). Influential factors of the user's willingness to use the short-term rental Platform Taking Airbnb as an Example. *China Business Theory*, 07, 218-220.
- Lemeshow, S., Hosmer Jr, D., W., Klar, J., & Lwanga, S., K. (1997). Adequacy of Sample Size in Health Studies. John Wiley & Sons.
- Li, C. H., & Chang, C. M. (2016). The influence of trust and perceived playfulness on the relationship commitment of hospitality online social network-moderating effects of gender. *International Journal of Contemporary Hospitality Management*.
- Lidyawatie, S. (1998). Perilaku Konsumen: Aplikasi dalam bisnis dan pemasaran. Jakarta: PT. Gramedia Pustaka Utama.
- Lin, C. S., Wu, S., & Tsai, R. J. (2005). Integrating perceived playfulness into expectation-confirmation model for web portal context. *Information & management*, 42(5), 683-693.
- Liu, G. F., Gao, P. C., Li, Y. C., & Zhang, Z. P. (2019, August). Research on the Influence of Social Media Short Video Marketing on Consumer Brand Attitude. In *5th International Conference on Social Science and Higher Education (ICSSHE 19)*, Atlantis Press (pp. 784-789).
- Manran, L. (2019). How influencers affect purchase intentions towards endorsed products: the role of influencers' match-up with the brand, payment and credibility (Doctoral dissertation).
- Mathwick, C., & Rigdon, E. (2004). Play, flow, and the online search experience. *Journal of consumer research*, 31(2), 324-332.
- McMillan, S. J., Hwang, J. S., & Lee, G. (2003). Effects of structural and perceptual factors on attitudes toward the website. *Journal of advertising research*, 43(4), 400-409.
- Merchant, G. (2006). Identity, social networks and online communication. *E-Learning and digital media*, 3(2), 235-244.
- Morwitz, V. (2014). Consumers' purchase intentions and their behavior. *Foundations and Trends® in Marketing*, 7(3), 181-230.
- Muslim, S. A. (2020). *Pengaruh Penggunaan Brand Ambassador Dan Brand Image Idol K-Pop Terhadap Keputusan Pembelian (Studi Kasus Perusahaan E-commerce Tokopedia)* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).

- Percy, L., & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. *Psychology & Marketing*, 9(4), 263-274.
- Ramayah, T., & Ignatius, J. (2005). Impact of perceived usefulness, perceived ease of use and perceived enjoyment on intention to shop online. *ICFAI Journal of Systems Management (IJSM)*, 3(3), 36-51.
- Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: an empirical study on Facebook. *Journal of Enterprise Information Management*.
- Rebelo, M. F. (2017). *How Influencers' Credibility on Instagram is perceived by consumers and its impact on purchase intention* (Doctoral dissertation).
- Richter, F. (2020, June 30). *Infographic: Where TikTok has been downloaded the most*. Statista Infographics. Retrieved December 10, 2021, from <https://www.statista.com/chart/16939/tiktok-app-downloads/>.
- Rose, R., & Pulizzi, J. (2013). *Managing content marketing: the real-world guide for creating passionate subscribers to your brand*. BookBaby..
- Schiffman, L. G., Kanuk, L. L., Kumar, S. R., & Wisenblit, J. (2010). Consumer behavior.
- Scober, R., & Israel, S. (2015). The coming era of scenes. *Beijing United Publishing Company*, 9-26.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach, 7th edition*. New York: John Wiley and Sons Ltd.
- Setiaji, H. (2021, August 9). *Harga Sembako Tak ke mana-mana, Kelesuan Daya Beli itu nyata!* CNBC Indonesia. Retrieved September 2, 2021, from <https://www.cnbcindonesia.com/news/20210809114040-4-267167/harga-sembako-tak-ke-mana-mana-kelesuan-daya-beli-itu-nyata/1>.
- Singh, S., & Srivastava, S. (2018). Moderating effect of product type on online shopping behaviour and purchase intention: An Indian perspective. *Cogent Arts & Humanities*, 1-27.
- Sledgianowski, D., & Kulviwat, S. (2009). Using social network sites: The effects of playfulness, critical mass and trust in a hedonic context. *Journal of computer information systems*, 49(4), 74-83.
- Song, M. Y., Xiao, H.Y. & Qi, L. Y. (2014). The moderating effect of involvement degree on the relationship between brand experience and purchase intention -- an empirical study based on the smartphone

market. *Journal of Dalian University of Technology (Social Science edition)*. Vol.14(3), 62-68

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

TikTok Stats and Analytics for bukalapak. (2021). Retrieved October 23, 2021, from <https://hypeauditor.com/preview/bukalapak/>.

TikTok Stats and Analytics for lazadaid. (2021). Retrieved October 23, 2021, from <https://hypeauditor.com/preview/lazadaid/>.

TikTok Stats and Analytics for shopee\_id. (2021). Retrieved October 23, 2021, from [https://hypeauditor.com/preview/shopee\\_id/](https://hypeauditor.com/preview/shopee_id/).

TikTok Stats and Analytics for tokopedia. (2021). Retrieved October 23, 2021, from <https://hypeauditor.com/tiktok/tokopedia/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 1, 2021, from <https://vt.tiktok.com/ZSeUKqJGg/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 1, 2021, from <https://vt.tiktok.com/ZSeUK47Ma/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 02, 2021, from <https://vt.tiktok.com/ZSeUKhv94/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 02, 2021, from <https://vt.tiktok.com/ZSeUKU7WY/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 02, 2021, from <https://vt.tiktok.com/ZSeUKbY9k/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 03, 2021, from <https://vt.tiktok.com/ZSeUKjaJF/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 02, 2021, from <https://vt.tiktok.com/ZSeUKdcJG/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 03, 2021, from <https://vt.tiktok.com/ZSeUKHSvB/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 03, 2021, from <https://vt.tiktok.com/ZSeUKjaJF/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 03, 2021, from <https://vt.tiktok.com/ZSeUKkrQJ/>.

*Tokopedia official on TikTok*. TikTok. (n.d.). Retrieved December 04, 2021, from <https://vt.tiktok.com/ZSeUKdcJG/>.

*Tokopedia official on TikTok.* TikTok. (n.d.). Retrieved November 30, 2021, from <https://vt.tiktok.com/ZSeUKkrQJ/>.

*Tokopedia official on TikTok.* TikTok. (n.d.). Retrieved November 30, 2021, from <https://vt.tiktok.com/ZSeUKjaJF/>.

Volckner, F., Sattler, H., Hennig-Thurau, T., & Ringle, C., M. (2010). The role of parent brand quality for service brand extension success. *Journal of Service Research*, 13(4), 359-361.  
<https://doi.org/10.1177/1094670510370054>.

We Are Social. (2019). *Digital 2020 Indonesia*. New York: We Are Social.

We Are Social. (2020). *Digital 2020 Indonesia*. New York: We Are Social.

We Are Social. (2021). *Digital 2020 Indonesia*. New York: We Are Social.

Wenli, F. (2019). Research on the Application of Fashion Communication from the Perspective of Scene Theory. *News lovers*, 17-21.

Wyzowl. (2021). The State of Video Marketing 2021.

Xiao-chun, L. (2018). Innovation and change of short video marketing mean. *Science and Technology Journal*, 04.

Xiao, Y., Wang, L., & Wang, P. (2019, October). Research on the influence of content features of short video marketing on consumer purchase intentions. In 4th International Conference on Modern Management, Education Technology and Social Science (MMETSS 2019) (pp. 415-422). Atlantis Press.

Zhenquan, S., Yuwei, J., & Fei, W. (2010). An Empirical Study: Effects of the Experiences of the Virtual Brand Community on the Brand Identification of the Community Members [J]. *Management Review*, 12.

Zhenquan, S., Yuwei, J., & Fei, W. (2012). An empirical research on the influence of virtual brand community experience on brand loyalty of community members. *Management Review*, 22.