

## DAFTAR PUSTAKA

- Ahdiat, A. (2022, November 21). Tokopedia Masih Ungguli Shopee sampai Kuartal II 2022. *Katadata*. <https://databoks.katadata.co.id/datapublish/2022/11/21/tokopedia-masih-ungguli-shopee-sampai-kuartal-ii-2022>
- Ahdiat, A. (2023, March 5). 5 E-Commerce dengan Pengunjung Terbanyak Kuartal I 2023. *Katadata*. <https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>
- Ahmad, R., Nawaz, M. R., Ishaq, M. I., Khan, M. M., & Ashraf, H. A. (2023). Social exchange theory: Systematic review and future directions. In *Frontiers in Psychology* (Vol. 13). Frontiers Media S.A. <https://doi.org/10.3389/fpsyg.2022.1015921>
- Ajina, A. S. (2019). The perceived value of social media marketing: An empirical study of online word of mouth in Saudi Arabian context. *Entrepreneurship and Sustainability Issues*, 6(3), 1512–1527. [https://doi.org/10.9770/jesi.2019.6.3\(32\)](https://doi.org/10.9770/jesi.2019.6.3(32))
- Ananda Putri Harahap, N., Al Qadri, F., Indah Yani Harahap, D., Situmorang, M., & Wulandari, S. (2023). *Analisis Perkembangan Industri Manufaktur Indonesia*. 4(6), 1444.
- Annur, C. M. (2023, August 25). Transaksi Tokopedia Turun karena pangkas Diskon,
- Annur, C. M. (2024, February 20). Indonesia masuk jajaran 10 negara paling sering belanja online. *Katadata*. <https://databoks.katadata.co.id/datapublish/2024/02/20/indonesia-masuk-jajaran-10-negara-paling-sering-belanja-online>
- Annur, C. M. (2024, February 29). Ini Sederet Faktor Utama Pendorong Belanja Online di Indonesia, Apa Saja? *Katadata*. <https://databoks.katadata.co.id/datapublish/2024/02/29/ini-sederet-faktor-utama-pendorong-belanja-online-di-indonesia-apa-saja>
- APJII. (2024). *Asosiasi Penyelenggara Jasa Internet Indonesia*. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang-bagaimana-bisnis-GoTo-lainnya?> *Katadata*. <https://databoks.katadata.co.id/datapublish/2023/08/25/transaksi-tokopedia-turun-karena-pangkas-diskon-bagaimana-bisnis-goto-lainnya>
- Bougie, R. & Sekaran, U. (2019). *Research Methods For Business A Skill-building Approach* (8th Edition)

- Bryman, A. (2019). *Social research methods* (5th ed.). Oxford University Press.
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/10.1016/j.bushor.2020.03.003>
- Chandruangphen, E., Assarut, N., & Sinthupinyo, S. (2022). The effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2034238>
- Chavee, N., & Vongurai, R. (2023). Factors impacting trust, satisfaction, and purchase intention via social live Stream commerce with Thai influencers. *Journal of Multidisciplinary in Social Sciences*, 19(2), 30-41. : <https://so03.tci-thaijo.org/index.php/sduhs>
- 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, T., Samaranayake, P., Cen, X., Qi, M., & Lan, Y. (2022). The impact of ulasan online on consumers' purchasing decisions: evidence from an Eye-Tracking study. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.865702>
- Chung, S., & Cho, H. (2017). Fostering Parasocial Relationships with Celebrities on Social Media: Implications for Celebrity Endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Creswell, J.W. and Creswell, J.D. (2018) *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage, Los Angeles.
- Eyre, R., De Luca, F., & Simini, F. (2020). Social media usage reveals recovery of small businesses after natural hazard events. *Nature Communications*, 11(1). <https://doi.org/10.1038/s41467-020-15405-7>
- Firman, A., Ilyas, G. B., Reza, H. K., Lestari, S. D., & Putra, A. H. P. K. (2021). The Mediating Role of Customer Trust on the Relationships of Celebrity Endorsement and E-WOM to Instagram Purchase Intention. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(1), 107. <https://doi.org/10.24252/minds.v8i1.20594>
- Frieder, R. E. (2018). The Rules of Social Exchange: Unchanged but More Important Than Ever. In *Industrial and Organizational Psychology* (Vol. 11, Issue 3, pp. 535–541). Cambridge University Press. <https://doi.org/10.1017/iop.2018.108>
- Frieder, R. E. (2018). The rules of social exchange: unchanged but more important than ever. *Industrial and Organizational Psychology*, 11(3), 535–541. <https://doi.org/10.1017/iop.2018.108>

- Gan, C., & Wang, W. (2015). Uses and gratifications of social media: a comparison of microblog and WeChat. *Journal of Systems and Information Technology*, 17(4), 351–363. <https://doi.org/10.1108/JSIT-06-2015-0052>
- Gordon, M., & Woods, A. J. (2021). Information-Processing theory. In *Springer eBooks* (pp. 2618–2620). [https://doi.org/10.1007/978-3-030-22009-9\\_698](https://doi.org/10.1007/978-3-030-22009-9_698)
- Hair, J. F. . (2018). *Advanced issues in partial least squares structural equation modeling*. SAGE.
- Hair, J. F., Hollingsworth, C. L., Randolph, A. B., and Chong, A. Y. L (2017). An Updated and Expanded Assessment of PLS-SEM in Information System Research. *Industrial Management & Data Systems*, 117(3): 442-458. <https://doi.org/10.1108/IMDS-04-2016-0130>
- Hair, J. F., Jr, & Page, M. (2015). *The essentials of business research methods*. Routledge.
- Hair, J. F., Jr, Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2018). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. SAGE Publications.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3). <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management and Data Systems*, 117(3), 442–458. <https://doi.org/10.1108/IMDS-04-2016-0130>
- Hayon, M. E. (2024, April 19). Survei Gaya Belanja Masyarakat Usai Pandemi, 77 Persen pilih belanja Offline karena hal ini - semua halaman - Nova. *Nova*. <https://nova.grid.id/read/054068018/survei-gaya-belanja-masyarakat-usai-pandemi-77-persen-pilih-belanja-offline-karena-hal-ini?page=all>
- Helmi, A., Komaladewi, R., Sarasi, V., & Yolanda, L. (2023). Characterizing Young Consumer Online Shopping Style: Indonesian Evidence. *Sustainability (Switzerland)*, 15(5). <https://doi.org/10.3390/su15053988>
- Ilhamalimy, R. R., & Ali, H. (2021). *MODEL PERCEIVED RISK AND TRUST: E-WOM AND PURCHASE INTENTION (THE ROLE OF TRUST MEDIATING IN ONLINE SHOPPING IN SHOPEE INDONESIA)*. 2(2). <https://doi.org/10.31933/dijdbm.v2i2>

- Ilyas, G. B., & Mustafa, H. (2022). Price, promotion, and supporting facilities on customer satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(1), 01–11. <https://doi.org/10.52970/grmapb.v2i1.65>
- Kale, A. A., Bhati, R. K., & Sayyad, A. (2023). *BUSINESS RESEARCH METHODS: e-Book for MBA, 1st Semester, SPPU*. Thakur Publication Private Limited.
- Kanwar, A., & Huang, Y. C. (2022). Indian females inclination towards cosmetic brands purchase intention influenced by celebrity endorsement through perceived quality and brand trust. *Review of Integrative Business and Economics Research*, 11(3), 61-80. Indian Females Inclination towards Cosmetic - ProQuest. (n.d.). <https://www.proquest.com/docview/2681088587?sourcetype=Scholarly%20Journals>
- Kanwar, A., & Huang, Y.-C. (n.d.). *Indian Females Inclination towards Cosmetic Brands Purchase Intention Influenced by Celebrity Endorsement through Perceived Quality and Brand Trust*.
- Khan, M., Khan, A., & Zubair, D. S. S. (2019). Online buying behavior: Prospects for online sale promotions strategies in Pakistan. *Online Buying Behavior: Prospects for Online Sale Promotions Strategies in Pakistan*. *UCP Management Review*, 3(1), 25-40.
- Khan, S. W., & Zaman, U. (2021). Linking celebrity endorsement and luxury brand purchase intentions through signaling theory: A serial-mediation model involving psychological ownership, brand trust and brand attitude. *Econstor*. <https://www.econstor.eu/handle/10419/246073>
- Kumar, S. (2018). Understanding different issues of unit of analysis in a business research. *Journal of General Management Research*, 5(2), 70-82
- Lajnef, K. (2023). The effect of social media influencers' on teenagers Behavior: an empirical study using cognitive map technique. *Current Psychology*, 42(22), 19364–19377. <https://doi.org/10.1007/s12144-023-04273-1>
- Li, X., Zhao, X., Xu, W. (Ato), & Pu, W. (2020). Measuring ease of use of mobile applications in e-commerce retailing from the perspective of consumer online shopping behaviour patterns. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102093>
- Ma, L., Gao, S., & Zhang, X. (2022). How to Use Live Streaming to Improve Consumer Purchase Intentions: Evidence from China. *Sustainability (Switzerland)*, 14(2). <https://doi.org/10.3390/su14021045>
- Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, 25(4), 462–482. <https://doi.org/10.1108/YC-05-2023-1749>



- Meng, X., Zhang, W., Li, Y., Cao, X., & Feng, X. (2020). Social media effect, investor recognition and the cross-section of stock returns. *International Review of Financial Analysis*, 67. <https://doi.org/10.1016/j.irfa.2019.101432>
- Miah, M. R., Hossain, A., Shikder, R., Saha, T., & Neger, M. (2022). Evaluating the impact of social media on online shopping behavior during COVID-19 pandemic: A Bangladeshi consumers' perspectives. *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.e10600>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 08(03), 419–424. <https://doi.org/10.4236/jssm.2015.83043>
- Muhamad, N. (2024, November 1). Mayoritas Anak Muda Indonesia Gunakan Internet untuk Media Sosial. *Katadata*. <https://databoks.katadata.co.id/datapublish/2024/01/11/mayoritas-anak-muda-indonesia-gunakan-internet-untuk-media-sosial>
- Mulia, K. (2021). *Southeast Asia's e-commerce platforms lure shoppers with celebrity "star wars" | KrASIA*. KrASIA. <https://kr-asia.com/southeast-asias-e-commerce-platforms-lure-shoppers-with-celebrity-star-wars>
- Nofrialdi, R., & Herfina, M. (2021). Perilaku belanja online Model: Determining the Factors Affecting Repurchase Intention. *Journal of Law, Politic and Humanities*, 1(2), 88-97.
- Nofrialdi, R., & Herfina, M. (n.d.). *Online Shopping Behavior Model: Determining the Factors Affecting Repurchase Intention*. <https://creativecommons.org/licenses/by/4.0/>
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- Pratama, Y. (2019). Analisa Penentu Keputusan Pembelian Konsumen Terhadap Produk Online (Pada Masyarakat Jabodetabek) Produk Online (Pada Masyarakat Jabodetabek). *Jurnal Pemasaran Kompetitif*, 3(1), 25.
- Rachmad, Y. E., Meliantari, D., Akbar, I., Rijal, S., & Aulia, M. R. (2023). The Influence of Product Quality, Promotion and Brand Image on Brand Trust and Its

- Implication on Purchase Decision of Geprek Bensus Products. *Jurnal EMT KITA*, 7(3), 597-604. <https://doi.org/10.35870/emt.v7i3.1111>
- Regina, R., Rini, E. S., & Sembiring, B. K. F. (2021). The Effect of Online Customer Review and Promotion through E-Trust on the Purchase Decision of Bukalapakin Medan City. *International Journal of Research and Review*, 8(8), 236–243. <https://doi.org/10.52403/ijrr.20210833>
- Rengaswamy, R., & Jayagowri, G. S. (2021). PERILAKU BELANJA ONLINE AND HABITS -A CONCEPTUAL STUDY 1. *ResearchGate*. [https://www.researchgate.net/publication/352329531\\_ONLINE\\_SHOPPING\\_BEHAVIOUR\\_AND\\_HABITS\\_-A\\_CONCEPTUAL\\_STUDY\\_1](https://www.researchgate.net/publication/352329531_ONLINE_SHOPPING_BEHAVIOUR_AND_HABITS_-A_CONCEPTUAL_STUDY_1)
- Rizwan, A, Seedani, S., Ahuja, M., & Paryani, S. (2015). Impact of dukungan selebriti on consumer buying behavior. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.2666148>
- Saad, H. M., & Manzoor, M. A. S. (2021). Impact of Alat promosi on Consumer Buying Decisions in Online Purchasing. *Pakistan Social Sciences Review*, 5(1), 231-249.
- Salehi, F., Abdollahbeigi, B., & Sajjady, S. (2021). Article no.ARJOCS.320 Original Research Article Salehi et al. In *Asian Research Journal of Current Science* (Vol. 3, Issue 1). <https://www.researchgate.net/publication/348834263>
- Salim, M., Alfansi, L., Darta, E., Anggarawati, S., & Amin, A. (2019). INDONESIAN MILLENIALS ONLINE SHOPPING BEHAVIOR. *International Review of Management and Marketing*, 9(3), 41–48. <https://doi.org/10.32479/irmm.7684>
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). The effect of trustworthiness, attractiveness, expertise, and popularity of celebrity endorsement. *Jurnal Manajemen Dan Kewirausahaan*, 9(2), 163–172. <https://doi.org/10.26905/jmdk.v9i2.6217>
- Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019) *Research Methods for Business Students*. 8th Edition, Pearson, New York.
- Sawmong, S. (2022). Examining the key factors that drives live stream shopping behavior. *Emerging Science Journal*, 6(6), 1394-1408. DOI: <http://dx.doi.org/10.28991/ESJ-2022-06-06-011>
- Sinaga, E. M. (2022). The Effect Of Sales Promotion On Buying Interest In E-Commerce Shopee With Trust As Intervening Variable. *International Journal of Economics (IJECE)*, 1(1), 157-170. <https://doi.org/10.55299/ijec.v1i1.112>
- Singh, M., & Matsui, Y. (2017). How Long Tail and Trust Affect Online Shopping Behavior: An Extension to UTAUT2 Framework. *Pacific Asia Journal of the Association for Information Systems*, 1–24. <https://doi.org/10.17705/1pais.09401>

- Sjöblom, M., & Hamari, J. (2016). Why do people watch others play video games? An empirical study on the motivations of Twitch users. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.2779543>
- Statista. (2024, June 13). *GoTo Group gross transaction value Indonesia 2019-2023*. <https://www.statista.com/statistics/1343587/goto-group-gross-transaction-value/>
- Sucharitha, G., Matta, A., Dwarakamai, K., & Tanmayee, B. (2020). Correction to: Theory and Implications of Information Processing. In *Emotion and Information Processing* (pp. C1–C1). Springer International Publishing. [https://doi.org/10.1007/978-3-030-48849-9\\_14](https://doi.org/10.1007/978-3-030-48849-9_14)
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39, 199–219. <https://doi.org/10.1016/j.ijinfomgt.2017.12.008>
- 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>
- Tran, V. D., Nguyen, M. D., & Luong, L. A. (2022). The effects of online credible review on brand trust dimensions and willingness to buy: Evidence from Vietnam consumers. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2038840>
- Wantini, E., & Eka Yudiana, F. (n.d.). Indonesian Journal of Islamic Economics Research Social media marketing and brand personality to brand loyalty with brand trust and brand equity as a mediator. *Indonesian Journal of Islamic Economics Research*, 3(1), 1–14. <https://doi.org/10.18326/ijier.v3i1.4716>
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- 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.
- Yahia, I. Ben, Al-Neama, N., & Kerbache, L. (2018). Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage. *Journal of Retailing and Consumer Services*, 41, 11–19. <https://doi.org/10.1016/j.jretconser.2017.10.021>
- Yahya, S. F. H., Hashim, N. A., Bahsri, N., & Dahari, N. A. (2019). The effect of sales promotion strategy on online fashion shopping behavior among employee of

Sahawan Sdn Bhd. *Global Business and Management Research: An International Journal*, 11(2), 1-13.

Yang, W. (2018). Star power: the evolution of celebrity endorsement research. *International Journal of Contemporary Hospitality Management*, 30(1), 389–415. <https://doi.org/10.1108/IJCHM-09-2016-0543>

Yang, X., Tseng, Y., & Lee, B. (2021). Merging the Social Influence Theory and the Goal-Framing Theory to Understand Consumers' Green Purchasing Behavior: Does the Level of Sensitivity to Climate Change Really Matter? *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.766754>

Yin, S. (2020). A study on the influence of e-commerce live streaming on consumer's purchase intentions in mobile internet. In *Lecture notes in computer science* (pp. 720–732). [https://doi.org/10.1007/978-3-030-60152-2\\_54](https://doi.org/10.1007/978-3-030-60152-2_54)

Yoga, I. M. S., & Triami, N. P. S. (2021). The Online Shopping Behavior of Indonesian Generation X. *Journal of Economics, Business, & Accountancy Ventura*, 23(3), 441–451. <https://doi.org/10.14414/jebav.v23i3.2455>

Zhang, J., Zheng, W., & Wang, S. (2020). The study of the effect of online review on purchase behavior: Comparing the two research methods. *International Journal of Crowd Science*, 4(1), 73–86. <https://doi.org/10.1108/IJCS-10-2019-0027>

Zhang, M., Liu, Y., Wang, Y., & Zhao, L. (2021). How to retain customers: Understanding the role of trust in live streaming commerce with a socio-technical perspective. *Computers in Human Behavior*, 127, 107052. <https://doi.org/10.1016/j.chb.2021.107052>

Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). 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>

Zhu, L., Li, H., Wang, F. K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management*, 72(4), 463–488. <https://doi.org/10.1108/AJIM-11-2019-0308>