

DAFTAR PUSTAKA

- Anandya, D., & Suprayitno, F. (2022). The effect of TikTok content features on impulse buying behavior: A study on Generation Z in Indonesia. *International Journal of Electronic Commerce Studies*, 13(1), 51-70.
- Cheah, J.-H., Thurasamy, R., Memon, M. A., Chuah, F., & Ting, H. (2022). Multicollinearity in PLS-SEM: What to do about it. *SAGE Open*, 12(3), 1-18. <https://doi.org/10.1177/21582440221121368>
- Chen, X., Li, Y., & Wang, S. (2022). User experience in social media platforms: A comparative study of TikTok and Instagram. *Journal of Interactive Marketing*, 58, 51-67.
- Ahdiat, A. (2023, July 28). Ini media sosial yang banyak dipakai konsumen Indonesia untuk belanja. *Databoks*. <https://databoks.katadata.co.id/datapublish/2023/07/28/ini-media-sosial-yang-banyak-dipakai-konsumen-indonesia-untuk-belanja>
- Djafarova, E., & Bowes, T. (2021). 'Instagram made me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345.
- Faris, A. F. (2024, March 20). Integrasi TikTok Shop dan Tokopedia, DPR: Harus bantu UMKM adaptasi dengan teknologi. *VIVA.co.id*. <https://www.viva.co.id/bisnis/1698284-integrasi-tiktok-shop-dan-tokopedia-dpr-harus-bantu-umkm-adaptasi-dengan-teknologi>
- Kriyantono, R., Elvinaro, A., & Combs, S. (2014). *Teknik praktis riset komunikasi*. Prenada Media Group.
- Kumar, A., & Kaur, P. (2022). Millennials' engagement with loyalty programs: A study of the Indian retail sector. *Journal of Retailing and Consumer Services*, 64, 102771.
- Leung, F. F., Gu, F. F., Ozturk, A. B., & Okumus, F. (2022). How do social media influencers affect consumers' dining experiences and behavioral intentions at restaurants? *International Journal of Hospitality Management*, 102, 103165.
- Liu, J., & Wang, H. (2023). The impact of integrated e-commerce features on user experience in short-video platforms. *International Journal of Electronic Commerce*, 27(2), 189-213.

Lou, C., & Yuan, S. (2021). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.

Moran, G., Muzellec, L., & Johnson, D. (2022). Consumer moments of truth in the digital context: How 'search' and 'e-word of mouth' can fuel consumer decision-making. *Journal of Advertising Research*, 62(1), 113-130.

Rezaei, S., & Hajfar, L. (2022). Validating a questionnaire on English language teachers' and students' attitudes toward classroom video recording. *Language Testing in Asia*, 12(1), 1-18. <https://doi.org/10.1186/s40468-022-00155-1>

Riyanto, A. D., We Are Social, & Hootsuite. (2021). Digital 2021: Indonesia. *DataReportal*. <https://datareportal.com/reports/digital-2021-indonesia>

Ringle, C. M., Sarstedt, M., Mitchell, R., & Gudergan, S. P. (2020). Partial least squares structural equation modeling in HRM research. *The International Journal of Human Resource Management*, 31(12), 1617-1643.
<https://doi.org/10.1080/09585192.2017.1416655>

Shimp, T. A., & Andrews, J. C. (2022). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning.

Su, Y., Baker, B. J., Doyle, J. P., & Yan, M. (2023). The rise of TikTok: Examining the unique characteristics and underlying mechanisms of social media marketing on TikTok. *International Journal of Information Management*, 70, 102590.

Subramaniam, G., & Ramachandran, J. (2022). Pricing strategies and customer experience in retail: Current knowledge and future research directions. *Journal of Retailing and Consumer Services*, 66, 102819.
<https://doi.org/10.1016/j.jretconser.2022.102819>

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Suharto, R., & Prasetyo, Y. (2024). Data privacy concerns in social media and e-commerce integration: Regulatory implications for Indonesia. *Asian Journal of Technology Innovation*, 32(1), 45-62.

Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36(1), 157-178. <https://doi.org/10.2307/41410412>

Wang, et al. (2023). Program monetisasi TikTok telah secara signifikan mengubah lanskap kreator konten digital, mendorong lebih banyak individu untuk

menjadikan pembuatan konten sebagai karir yang viable. *Journal of Digital Media & Policy*, 14(2), 156-172.

Wijaya, A., Santoso, B., & Putri, D. (2023). Challenges and opportunities in integrating social commerce with established e-commerce platforms: A case study of TikTok and Tokopedia. *Journal of Indonesian Digital Business*, 15(2), 78-95.

Zhang, & Wang. (2023). Kampanye influencer yang bertepatan dengan siklus gajian menghasilkan peningkatan penjualan rata-rata sebesar 27% dibandingkan dengan periode non-payday. *International Journal of Advertising*, 42(3), 456-472.

Zhang, L., Chen, R., & Li, Q. (2024). Trust and security in social media platforms: A longitudinal analysis of TikTok's user engagement. *Computers in Human Behavior*.

