

DAFTAR PUSTAKA

- Advertorial. (2023, February 27). Viral, SKINTIFIC Skincare Paling Diburu dan Raih Banyak Penghargaan. *Gaya Hidup.* <https://www.cnnindonesia.com/gaya-hidup/20230227194144-307-918563/viral-skintific-skincare-paling-diburu-dan-raih-banyak-penghargaan>
- Agnihotri, R., Rapp, A., & Trainor, K. J. (2009). Understanding the role of information communication in the buyer-seller exchange process: Antecedents and outcomes. *Journal of Business and Industrial Marketing*, 24(7), 474-486. <https://doi.org/10.1108/08858620910986712>
- Blackwell, R., Miniard, P. W., Engel, J. F., & Rahman, Z. (2017). *Consumer behavior* (10th ed.). Cengage.
- Cai, J., & Wohn, D. Y. (2019). Live streaming commerce: Uses and gratifications approach to understanding consumers' motivations. *Proceedings of the 52nd Hawaii International Conference on System Sciences*, 2548. <https://hdl.handle.net/10125/59693>
- Cai, J., Wohn, D. Y., Mittal, A., & Sureshbabu, D. (2018). Utilitarian and hedonic motivations for live streaming shopping. In *TVX 2018 - Proceedings of the 2018 ACM International Conference on Interactive Experiences for TV and Online Video* (pp. 81-88). Association for Computing Machinery. <https://doi.org/10.1145/3210825.3210837>
- Chan, L. Q., Kong, Y. M., Ong, Z. Y., Toh, J. X., Von, Y. H., Lee, V. H., Loh, X. M., & Tan, G. W. H. (2022). Driving factors towards live-stream shopping in Malaysia. In M. Al-Emran, K. Shaalan, & A. Hassanien (Eds.), *Proceedings of International Conference on Emerging Technologies and Intelligent Systems (ICETIS 2021, Volume 1)* (pp. 580–591). Springer. https://doi.org/10.1007/978-3-030-82616-1_48
- Chen, Q., & Wells, W. D. (1999). Attitude toward the site. *Journal of Advertising Research*, 39(5), 27-37

- Chevi, D. (2022). Malaysia's social commerce industry to hit US\$1.3 billion in 2022. *Advertising+Marketing*. Retrieved from [https://www.marketing-interactive.com/malaysia-s-social-commerce-industry-to-hit-u s-1-3-billion-in-2022](https://www.marketing-interactive.com/malaysia-s-social-commerce-industry-to-hit-us-1-3-billion-in-2022)
- Cho, J.-S., & Yang, L.-Q. (2021). The effect of e-commerce live streaming shopping on consumers' purchase intention in China-focusing on features of streamers and contents. *Archives of Business Research*, 9(10), 124–145
- Choudhury, V., & Karahanna, E. (2008). The relative advantage of electronic channels: A multidimensional view. *MIS Quarterly*, 32(1), 179–200. <https://doi.org/10.2307/25148833>
- Compas. (2023, February 21). 5 Brand Perawatan Wajah Terlaris di e-Commerce - Compas. *Compas*. <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
- Compas. (2024, March 16). Penjualan Produk F&B di E-commerce Meningkat 75% Jelang Ramadhan. *Compas*. <https://compas.co.id/article/penjualan-fb-di-e-commerce-naik-jelang-ramadhan/>
- Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness on *JSTOR*. (n.d.). [www.jstor.org](https://www.jstor.org/stable/4188769). <https://www.jstor.org/stable/4188769>
- Crisci, R., & Kassinove, H. (1973). Effect of perceived expertise, strength of advice, and environmental setting on parental compliance. *The Journal of Social Psychology*, 89(2), 245–250. <https://doi.org/10.1080/00224545.1973.9922597>
- 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>
- Duan, Y., & Begum, M. (2024). Factors influencing e-commerce live-streaming shopping customers' purchase intention in Malaysia: A conceptual paper. *Advances in*

Economics Management and Political Sciences, 93(1), 19-30.
<https://doi.org/10.54254/2754-1169/93/20241104>

Duan, Y., Zhou, H., & Tongji University Shanghai and School of Management. (2023). Consider the interactive information and content of the live broadcast decision and sales mode selection. *Journal of Film Management*, 32(5), 865–867.

Elsholiha, H. D., Najib, M. F., & Amalia, F. A. (2023). Influence of live-streaming shopping activities on attitude toward purchase intention. *Journal of Marketing Innovation (JMI)*, 3(2). <https://doi.org/10.35313/jmi.v3i2.96>

Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>

Filbert, M., & Wulandari, A. (2018). Analisa penerapan e-commerce pada UKM Keykey Frozen Food Cimahi tahun 2018. *e-Proceeding of Applied Science*, 4(3), 765. Retrieved from <https://core.ac.uk>

Ghozali, H. I. (2018). *Applikasi analisis multivariate dengan program IBM SPSS 26* (10th ed., p. 506). Badan Penerbit Universitas Diponegoro.

Gogan, I. C. W., Zhang, Z., & Matemba, E. D. (2018). Impacts of gratifications on consumers' emotions and continuance use intention: An empirical study of Weibo in China. *Sustainability*, 10(9), 3162. <https://doi.org/10.3390/su10093162>

Ha, N. M., & Lam, N. H. (2016). The effects of celebrity endorsement on customer's attitude toward brand and purchase intention. *International Journal of Economics and Finance*, 9(1), 64. <https://doi.org/10.5539/ijef.v9n1p64>

Hafiz, M. P. A. (2022, May 17). Sukses Berjualan Online ala Founder MS GLOW Shandy Purnamasari. *Marketeers*.
<https://www.marketeers.com/sukses-berjualan-online-ala-founder-ms-glow-shandy-purnamasari/>

Haile, T. T., & Kang, M. (2020). Mobile augmented reality in electronic commerce: Investigating user perception and purchase intent amongst educated young adults. *Sustainability*, 12(21), 9185.

Hair, J. F., Black, W. C., & Babin, B. J. (2019). *Multivariate data analysis*. Cengage Learning Emea.

Hamilton, W. A., Garretson, O., & Kerne, A. (2014, April). Streaming on twitch: Fostering participatory communities of play within live mixed media (Chairs) In M. Jones, & P. Palanque (Eds.). *Proceedings of the SIGCHI conference on human factors in computing systems* (pp. 1315– 1324). New York, NY: Association for Computing Machinery.

Handayani, S. (2020). *Metode penelitian kualitatif & kuantitatif*. CV. Pustaka Ilmu.

Harjadi, C. N. (2024, September 29). Tren social commerce makin populer, masyarakat kini
hobi belanja di media sosial. *GoodStats*.
<https://goodstats.id/article/tren-social-commerce-semakin-populer-masyarakat-kini-hobi-belanja-di-media-sosial-YlbSA>

Hartono, A. V., & Immanuel, D. M. (2022). Pengaruh expertise, trustworthiness, likability, information quality, entertainment value influencer terhadap purchase intention pada produk merchandise. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 7(4).

Heller, O., Mack, W., & Seitz, J. (1991). Replikation der Ebbinghaus'schen Vergessenskurve mit der Ersparnismethode : *Das Behalten und Vergessen als Funktion der Zeit*.

Hii, D. P. J., Fang, C. Y., & Tien, C.-Y. (2022). Influence of the level of entertainment in live commerce on consumers' involvement, brand awareness, and purchase intention. *European Journal of Research and Reflection in Management Sciences*, 10(1), 47-58.

Hoo, W. C., Annamalah, S., Paraman, P., & Pung, N. C. (2024). Factors affecting purchase intention and consumer behavior of gym equipment through live streaming. *International Journal of Advanced and Applied Sciences*, 11(1), 115–122.
<https://doi.org/10.21833/ijaas.2024.01.014>

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly: Winter 1951-52*, 636.

HOVLAND, C.I., JANIS, I.L., KELLEY, H.H. (1953). *Communication and Persuasion*. Yale University Press.

Hsu, C., Lin, J. C., & Miao, Y. (2020). Why are people loyal to live stream channels? The perspectives of uses and gratifications and media richness theories. *Cyberpsychology Behavior and Social Networking*, 23(5), 351–356.
<https://doi.org/10.1089/cyber.2019.0547>

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.

Huang, Z., Zhu, Y., Hao, A., & Deng, J. (2022). How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions. *Journal of Research in Interactive Marketing*, 1–17.
<https://doi.org/10.1108/JRIM-01-2022-000>

Jiang, Y., Lee, H., & 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>

Kanji, G. K. (2012). *Measuring business excellence* (1st ed., pp. 1–240).
<https://doi.org/10.4324/9780203996737>

Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and Gratifications Research. *The Public Opinion Quarterly*, 37(4), 509–523. <http://www.jstor.org/stable/2747854>

Khalid, R., & Yasmeen, T. (2019). Celebrity physical attractiveness effect on consumer buying behavior. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 173–174.
<http://riset.unisma.ac.id/index.php/jema>

Khalid, S., Ahmad, M. S., Ramayah, T., Hwang, J., & Kim, I. (2019). Community empowerment and sustainable tourism development: the mediating role of community support for tourism. *Sustainability*, 11(22), 6248. <https://doi.org/10.3390/su11226248>

Kim, Angella J., & Ko, Eunju. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands. *Journal of Business Research*, 65(10), 1480-1486.

Kim, M., & Kim, H.-M. (2022). What online game spectators want from their Twitch streamers: Flow and well-being perspectives. *Journal of Retailing and Consumer Services*, 66, 102951. <https://doi.org/10.1016/j.jretconser.2022.102951>

Kirumbi, A. B. (2018). Modeling the point spread function using principal component analysis (pp. 10-12). Department of Physics and Astronomy, The University of Ohio.

Kumparan, T. (2023, July 18). Skincare China Dominasi Pasar, Bukti Nyata Algoritma Project S TikTok di RI? *Kumparan*. <https://kumparan.com/kumparanbisnis/skincare-china-dominasi-pasar-bukti-nyata-algoritma-project-s-tiktok-di-ri-20ooDZN0U3u>

Lanteng, M. (2024, July 19). Dampak e-commerce bagi perekonomian Indonesia. DJKN - Direktorat Jenderal Kekayaan Negara. <https://www.djkn.kemenkeu.go.id/kpknl-parepare/baca-artikel/17140/Dampak-E-commerce-bagi-Perekonomian-Indonesia.html>

Lee, J., & Hong, I. B. (2016). Predicting Positive User Responses to Social Media Advertising: The Roles of Emotional Appeal, Informativeness, and Creativity. International. *Journal of Information Management*, 36(3), 360–373

Lenggihunusa, A. Y., Sanadi, E., Raharja, S. J., & Auliana, L. (2024). Analisis penggunaan live shopping TikTok dalam mendorong minat beli konsumen Skintific. *Jurnal Lentera Bisnis*, 13(1), 359-374. <https://doi.org/10.34127/jrlab.v13i1.995>

Liang, T.-P., Ho, Y.-T., Li, Y.-W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. *International Journal of Electronic*

Commerce, 16(2), 69–90. <https://doi.org/10.2307/23106394>

Liao, J., Chen, K., Qi, J., Li, J., & Yu, I. Y. (2022). Creating immersive and parasocial live shopping experience for viewers: The role of streamers' interactional communication

- style. *Journal of Research in Interactive Marketing*, 17(1), 140–155. <https://doi.org/10.1108/jrim-04-2021-0114>
- Lim, T., Kang, B., Siang, W., Kang, & San, B. (2024). Live streaming commerce: Malaysian consumers' purchase intention on live streaming media. *International Journal of Business and Technology Management*. <https://doi.org/10.55057/ijbtm.2024.6.1.37>
- Lim, W. M., & Ting, D. H. (2012). E-shopping: An analysis of the uses and gratifications theory. *Modern Applied Science*, 6(5), 48-58. <https://doi.org/10.5539/mas.v6n5p48>
- Ling, A., Subramaniam, T., & Nordin, N. E. (2023). A STUDY ON FACTORS INFLUENCING LIVE STREAMING SHOPPING AMONG GENERATION Z IN IPOH, PERAK. *International Journal of Management Studies and Social Science Research*, 04(06), 64–74. <https://doi.org/10.56293/ijmssr.2022.4527>
- Liu, D., & Yu, J. (2022). Impact of perceived diagnosticity on live streams and consumer purchase intention: Streamer type, product type, and brand awareness as moderators. *Information Technology and Management*, 25(3), 219–232. <https://doi.org/10.1007/s10799-022-00375-7>
- Livia, L. (2023). Korelasi kualitas penggunaan fitur live streaming shopping TikTok Skintific dengan keputusan pembelian oleh followers TikTok @skintific_id.
- Long, J., Zaidin, N. & Mai, X. Social media influencer streamers and live-streaming shopping: examining consumer behavioral intention through the lens of the theory of planned behavior. *Futurity Business Journal*, 10, 80 (2024). <https://doi.org/10.1186/s43093-024-00370-0>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19, 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Ma, L., Gao, S., & Zhang, X. (2022). How to use live streaming to improve consumer purchase intentions: Evidence from China. *Sustainability*, 14(2), 1045. <https://doi.org/10.3390/su14021045>

Malhotra, Naresh K.. (2020). *Marketing Research: An Applied Orientation*. 7th.ed . Harlow: Pearson.

Martins, J. L. B. R., Costa, C., Oliveira, T., & Gonçalves, R. (2018). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94(2), 237-247. <https://doi.org/10.1016/j.jbusres.2017.12.047>

Miller, C. C. (2021, October 2). TikTok shopping: How viral products are reshaping the future of retail. *The New York Times*.
<https://www.nytimes.com/2021/10/02/style/tiktok-shopping-viral-products.html>

Ni, S., & Ueichi, H. (2023). Factors influencing behavioral intentions in livestream shopping: A cross-cultural study. *Journal of Retailing and Consumer Services*, 76, 103596. <https://doi.org/10.1016/j.jretconser.2023.103596>

Nur, Z. R. F., Rabbiana, I. N. N., Diba, T., & Fitroh, F. (2023). TikTok shop: Unveiling the evolution from social media to social commerce and its computational impact on digital marketing. *Journal of Computer Science and Engineering (JCSE)*, 4(2), 88–96. <https://doi.org/10.36596/jcse.v4i2.512>

Patzer, G. L. (1983). Source credibility as a function of communicator physical attractiveness. *Journal of Business Research*, 11(2), 229–241. [https://doi.org/10.1016/0148-2963\(83\)90030-9](https://doi.org/10.1016/0148-2963(83)90030-9)

Poddar, A., Donthu, N., & Wei, Y. (2008). Web site customer orientations, web site quality, and purchase intentions: The role of web site personality. *Journal of Business Research*, 62(4), 441–450. <https://doi.org/10.1016/j.jbusres.2008.01.036>

Proceedings of the 10th International Conference on Business, Accounting, Finance and Economics (BAFE 2022). (2023). In *Advances in Economics, Business and Management Research*. <https://doi.org/10.2991/978-2-494069-99-2>

Rad, A. A., & Benyoucef, M. (2011). A model for understanding social commerce. *Journal of Information Systems Applied Research*, 4(2), 63.

- Rahayu, L. B., & Syam, N. (2021). Digitalisasi aktivitas jual beli di masyarakat: Perspektif teori perubahan sosial. *Jayapangus Press*, 4(2). ISSN 2615-0913 (E).
- Rahmani, M. A., Widodo, A., Silvianita, A., Rubiyanti, N., & Universitas Telkom. (n.d.). Minat pembelian produk kosmetik lokal dengan ulasan online: Kerangka konseptual. *Jurnal Ilmiah Manajemen Bisnis dan Inovasi*, 11(1), 1184–1194.
- Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). Why do people use food delivery apps (FDA)? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services*, 51, 221-230. <https://doi.org/10.1016/j.jretconser.2019.05.025>
- Reysen, S. (2005). Construction of a new scale: the Reysen likability scale. *Social Behavior and Personality: An International Journal*, 33(2), 201–208. doi:10.2224/sbp.2005.33.2.201.
- Satriadi, R. (2022, April 4). MS Glow For Men Raih Penghargaan Top Brand Award. *Beritasatu*. <https://www.beritasatu.com/ekonomi/912061/ms-glow-for-men-raih-penghargaan-top-brand-award>
- Sawmong, S. (2022). Examining the key factors that drive live stream shopping behavior. *Emerging Science Journal*, 6(6), 1394–1408. <https://doi.org/10.28991/esj-2022-06-06-011>
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(4), 159-169. <https://doi.org/10.1016/j.jretai.2004.04.001>
- Shalabi, C. (2024, August 2). Livestreaming: What it Is, and How Marketing and Commerce Teams are Using It. *EMARKETER*. <https://www.emarketer.com/insights/livestreaming-trends-stats/>
- Shi, R., Wang, M., Qiao, T., & Shang, J. (2024). The effects of live streamer's facial attractiveness and product type on consumer purchase intention: An exploratory study

- with eye tracking technology. *Behavioral Sciences*, 14(5), 375.
<https://doi.org/10.3390/bs14050375>
- Simpson, E. K., & Kahler, R. C. (1981). A scale for source credibility: Validated in the selling context. *Journal of Personal Selling & Sales Management*, 1(1), 17–25.
<https://doi.org/10.1080/08853134.1981.10754191>
- Sjöblom M., Törhönen M., Hamari J., and Macey J., "Content Structure Is King: An Empirical Study on Gratifications, Game Genres and Content Type on Twitch," Computers in Human Behavior, Vol. 73: 161-171,2017.
- Sugiyono, S. (2010). *Metode penelitian kuantitatif dan kualitatif dan R&D*. Alfabeta Bandung.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta
- Suhyar, S. V., & Pratminingsih, S. A. (2023). Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintific. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(2), 1427–1438.<https://doi.org/10.37385/msej.v4i2.1773>
- Turban, E., Strauss, J., Lai, L., Pacific Institute for ISM, University of Hawaii, School of Business, Macao Polytechnic Institute, & University of Nevada. (2015). *Social commerce*. Springer. Retrieved from <http://www.springer.com/series/10099>
- Wahid. (2022, May 29). Merek Kecantikan Lokal Kuasai Pasar Ecommerce Indonesia. *Marketing.co.id*.
<https://marketing.co.id/merek-kecantikan-lokal-kuasai-pasar-ecommerce-indonesia/>
- Wang, S. W., & Scheinbaum, A. C. (2017). Enhancing brand credibility via celebrity endorsement. *Journal of Advertising Research*, 58(1), 16–32.
<https://doi.org/10.2501/jar-2017-042>
- Wiedmann, K.-P., Von Mettenheim, W., & Institute of Marketing and Management, Leibniz University of Hannover. (2020). Attractiveness, trustworthiness and expertise – social

influencers' winning formula? *Journal of Product & Brand Management*.
<https://doi.org/10.1108/JPBM-06-2019-2442>

Wijaya, A., Purwaamijaya, B. M., & Guntara, R. G. (2023). The Impact of Informativeness of Live Streaming in TikTok Live Shop Based on SOR Framework. *Indonesian Journal of Digital Business*, 4(1), 11–18. <https://doi.org/10.17509/ijdb.v4i1.59456>

Yu, X., & Xu, Z. (2017). The theoretical model of bullet screen users' participative behavior in network broadcast platform—based on the perspective of flow theory. *Inf. Sci*, 35, 147-151.

Zamzuri, N. H., Kassim, E. S., Shahrom, M., & Humaidi, N. (2018). Entertainment gratification, informative gratification, web irritation and self-efficacy as motivational factors to online shopping intention. *Management and Accounting Review*, 17(3), 95-110. <https://doi.org/10.24191/mar.v17i3.796>

