

REFERENCES

- Aaker, D. A. (1991). Managing brand equity. Free Press.
- Abdelsalam, S., Salim, N., Alias, R. A., & Husain, O. (2020). Understanding online impulse buying behavior in social commerce: A systematic literature review. *IEEE Access*, 8, 89041–89058. <https://doi.org/10.1109/ACCESS.2020.2993671>
- Abdul Rehman, A., & Alharthi, K. (n.d.). An introduction to research paradigms. *International Journal of Educational Investigations*, 2016(8), 51–59. www.ljeionline.com
- Adi. (n.d.). Pengunjung situs Shopee dan Lazada naik kuartal I 2025, Tokopedia dan Bilibii turun.
- Ahmadi, F., & Hudrasyah, H. (2022). Factors influencing product purchase intention in TikTok live streaming shopping. *International Journal of Accounting, Finance and Business (IJAFB)*, 7(43), 571–586. <https://doi.org/10.55573/IJAFB.074342>
- Ahmed, Q. M. (2016). Social media marketing and consumer behavior: An academic literature review. <https://www.researchgate.net/publication/341115006>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Aparawirote, D., & Yawised, K. (2022). Factors influencing the behavioral and purchase intention on live-streaming shopping. *Asian Journal of Business Research*, 12(1), 39–56. <https://doi.org/10.14707/ajbr.220119>
- Arachchi, H. A. D. M., & Samarasinghe, G. D. (2023). Influence of corporate social responsibility and brand attitude on purchase intention. *Spanish Journal of Marketing - ESIC, 27*(3), 389–406. <https://doi.org/10.1108/SJME-12-2021-0224>
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 471–499. <https://doi.org/10.1348/014466601164939>
- Astarini, D., & Sumardi, A. (2022, January 21). Drivers and outcomes of credibility and parasocial interaction to purchase intentions. <https://doi.org/10.4108/eai.3-8-2021.2315150>

- Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569. <https://doi.org/10.1016/j.jbusres.2018.07.008>
- Brehm, S. S., Miller, R. S., Perlman, D., & Campbell, S. M. (n.d.). Intimate relationships.
- Chekima, B., Chekima, F. Z., & Adis, A.-A. A. (2020). Social media influencer in advertising: The role of attractiveness, expertise and trustworthiness. *Journal of Economics and Business*, 3(4). <https://doi.org/10.31014/ajor.1992.03.04.298>
- Chen, C. C., Lin, Y. C., & Lin, C. W. (2023). Real-time engagement in live streaming commerce: The role of social presence. *Journal of Retailing and Consumer Services*, 72, 103265. <https://doi.org/10.1016/j.jretconser.2023.103265>
- Chen, N., & Yang, Y. (2023). The role of influencers in live streaming e-commerce: Influencer trust, attachment, and consumer purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(3), 1601–1618. <https://doi.org/10.3390/itaer18030081>
- Chen, Y., & Wang, R. (2023). Algorithmic personalization and purchase intention. *Journal of Retailing*, 99(2), 210–225. <https://doi.org/10.1016/j.jretai.2022.11.015>
- Cho, S., Sang, J., Kyung, R., Zhaoxing, W., Lee, S.-J., & Lee, K.-R. (2018). Factors influencing product purchase intention in Taobao live streaming shopping. *Journal of Digital Contents Society*, 19(4), 649–659. <https://doi.org/10.9728/dcs.2018.19.4.649>
- Choi, S. M., & Rifon, N. J. (2012). It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. *Psychology and Marketing*, 29(9), 639–650. <https://doi.org/10.1002/mar.20550>
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Dash, G., & Paul, J. (2023). CB-SEM vs PLS-SEM methods for research in social sciences. *Technological Forecasting & Social Change*, 173, 121092. <https://doi.org/10.1016/j.techfore.2021.121092>

- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11/12), 1238–1258. <https://doi.org/10.1108/EUM0000000006475>
- Djafarova, E., & Trofimenco, O. (2019). 'Instafamous' – Credibility and self-presentation of micro-celebrities on social media. *Information, Communication & Society*, 22(10), 1432–1446. <https://doi.org/10.1080/1369118X.2018.1438491>
- Dong, X., Gabrieli, G., Cuong Quoc Nguyen, I., Haro, A., Aishiaer NadilaiAishiaerr, N., & Aihetamrujiang Aihemaiti, studentxjiteducn. (n.d.). Research on the impact of live streaming marketing by online influencers on consumer purchasing intentions.
- Fadilla, Z., Muhammad, P., Penerbit, Z., Zaini, M., & Jannah, M. (2023). Metodologi penelitian kuantitatif. <https://www.researchgate.net/publication/370561251>
- Fletcher, K. A., & Gbadamosi, A. (2022). Examining social media live stream's influence on the consumer decision-making: A thematic analysis. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-022-09623-y>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Franke, G. R., & Sarstedt, M. (2019). Heuristics versus statistics in discriminant validity testing: A comparison of four procedures. *Internet Research*, 29(3), 430–447. <https://doi.org/10.1108/IntR-12-2017-0515>
- Google, Temasek, & Bain. (2023). *e-Cconomy SEA 2023 report*. <https://www.economysea.com>
- Habib Dada, M. (2021). Impact of brand association, brand image & brand loyalty on brand equity. *Journal of Marketing Strategies*, 3(1).
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the new era of influencer marketing: How to be successful on Instagram, TikTok, & Co. *California Management Review*, 63(1), 5–25. <https://doi.org/10.1177/0008125620958166>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A primer on partial least squares structural equation modeling (PLS-SEM) (3rd ed.). Sage.
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, 41, 745–783. <https://doi.org/10.1007/s10490-023-09871-y>

- Hakala, U., Svensson, J., & Vincze, Z. (2012). Consumer-based brand equity and top-of-mind awareness: A cross-country analysis. *Journal of Product and Brand Management*, 21(6), 439–451. <https://doi.org/10.1108/10610421211264928>
- Hazrini, N., Zahari, M., Nuraisyah, N., Azmi, N., Nur, W., Wan, I., Kamar-Bodian, A., & Othman, M. S. (2021). Impact of live streaming on social media on impulse buying. *Asian Journal of Behavioural Sciences*, 3(1). <http://myjms.mohe.gov.my/index.php/ajbs>
- Hermanda, A., Sumarwan, U., & Tinaprilla, D. N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2).
- Henseler, J., Hubona, G., & Ray, P. A. (2024). Measurement theory in behavioral research. *MIS Quarterly*, 48(1), 301–325. <https://doi.org/10.25300/MISQ/2024/1652>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media influencer marketing: Foundations, trends, and ways forward. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-023-09719-z>
- Katadata.co.id, & kredivocorp.com. (2023). *2023 Indonesian e-Commerce Consumer Behavior Report: Economic Recovery and Shopping Trends in Post-Pandemic*. <https://katadata.co.id/perilaku-e-commerce-2023>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Keller, K. L. (2020). *Strategic brand management* (5th ed.). Pearson.
- Khan, S., Rehman, S., & Kashif, U. (2023). “We do it but they don’t” unveiling the impact of differentiation-oriented content on purchase intentions through mediation of SM engagement and moderation of social media skills. *South Asian Journal of Marketing*. <https://doi.org/10.1108/sajm-09-2022-0064>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>

- Kim, J., & Ko, S. (2024). Platform trust and purchase intention. *Journal of Business Research*, 172, 114–129. <https://doi.org/10.1016/j.jbusres.2024.114129>
- Kline, R. B. (2023). Principles and practice of structural equation modeling (5th ed.). Guilford.
- 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>
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of Marketing*, 86(6), 93–115. <https://doi.org/10.1177/00222429221102889>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Li, X., Sun, Y., & Zhang, L. (2025). Digital social impact: Quantifying influence dynamics in algorithm-mediated environments. *Journal of Business Research*, 183, 114702. <https://doi.org/10.1016/j.jbusres.2024.114702>
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- Liu, Z., Yang, J., & Ling, L. (2020). Exploring the influence of live streaming in mobile commerce on adoption intention from a social presence perspective. *International Journal of Mobile Human Computer Interaction*, 12(2), 53–71. <https://doi.org/10.4018/JIMHCI.2020040104>
- 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(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>

- Macheka, T., Quaye, E. S., & Ligaraba, N. (2023). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*. <https://doi.org/10.1108/YC-05-2023-1749>
- Madichie, N. O. (n.d.). Consumer attitude.
<https://www.researchgate.net/publication/327672906>
- Martiningsih, D. A., & Setyawan, A. A. (2022). The impact of influencers' credibility towards purchase intention. Proceedings of the International Conference on Economics and Business Studies (ICOEBS 2022), 655. <https://doi.org/10.2991/aebmr.k.220602.025>
- O'Cass, A., & Lim, K. (2002). The influence of brand associations on brand preference and purchase intention: An Asian perspective on brand associations. *Journal of International Consumer Marketing*, 14(2–3), 41–71. https://doi.org/10.1300/J046v14n02_03
- Pinochet, L. H. C., Lopes, E. L., Sruizón, C. H. F., & Onusic, L. M. (2018). The influence of the attributes of "Internet of Things" products on functional and emotional experiences of purchase intention. *Innovation and Management Review*, 15(3), 303–320. <https://doi.org/10.1108/NMR-05-2018-0028>
- Prakash, G., Singh, P. K., Ahmad, A., & Kumar, G. (2023). Trust, convenience and environmental concern in consumer purchase intention for organic food. *Spanish Journal of Marketing - ESIC, 27*(3), 367–388. <https://doi.org/10.1108/SJME-09-2022-0201>
- Qing, C., & Jin, S. (2022). What drives consumer purchasing intention in live streaming e-commerce? *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.938726>
- Rahmi, S., Ilyas, G. B., Tamsah, H., & Munir, A. R. (2022). Perceived risk and its role in the influence of brand awareness on purchase intention: Study of Shopee users. *Jurnal Siasat Bisnis*, 26(1), 97–109. <https://doi.org/10.20885/jsb.vol26.iss1.art7>
- Rasool Lakhan, G., Ullah, M., Channa, A., Abbas, M., & Azizullah Khan, M. (2021). Factors effecting consumer purchase intention: Live streaming commerce. *Psychology and Education*, 58(5). www.psychologyandeducation.net
- Richter, N. F., Cepeda Carrion, G., Roldan, J. L., & Ringle, C. M. (2022). The use of partial least squares structural equation modeling and complementary methods in international management research. *Management International Review*, 62, 449–470. <https://doi.org/10.1007/s11575-022-00468-z>

- Rodrigo, A., & Mendis, T. (2023). Impact of social media influencers' credibility on millennial consumers' green purchasing behavior: A concept paper on personal and social identities. *Management Matters*, 20(2), 134–153. <https://doi.org/10.1108/manm-12-2022-0113>
- Saima, & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, 27(4), 503–523. <https://doi.org/10.1080/10496491.2020.1851847>
- Sarstedt, M., Hair, J. F., & Ringle, C. M. (2023). PLS-SEM: Current guidelines and future directions. *Journal of Marketing Theory and Practice*, 31(2), 211–229. <https://doi.org/10.1080/10696679.2022.2101526>
- Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between advertising disclosure, influencer credibility and purchase intention. *Journal of Risk and Financial Management*, 15(7). <https://doi.org/10.3390/jrfm15070276>
- Sobari, N. (2022). The effect of live streaming on purchase intention of e-commerce customers.
- Taher, S. S., Chan, T. J., Zolkepil, I. A., & Sharipudin, M. N. S. (2022). Mediating role of parasocial relationships on social media influencers' reputation signals and purchase intention of beauty products. *Romanian Journal of Communication and Public Relations*, 24(3), 45–66. <https://doi.org/10.21018/rjcpr.2022.3.348>
- Trunfio, M., & Rossi, S. (2021). Conceptualising and measuring social media engagement: A systematic literature review. *Italian Journal of Marketing*, 2021(3), 267–292. <https://doi.org/10.1007/s43039-021-00035-8>
- 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.2018.07.025>
- Xu, P., Cui, B. J., & Lyu, B. (2022). Influence of streamer's social capital on purchase intention in live streaming e-commerce. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.748172>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>

- Yang, Q., Huo, J., Li, H., Xi, Y., & Liu, Y. (2023). Can social interaction-oriented content trigger viewers' purchasing and gift-giving behaviors? Evidence from live-streaming commerce. *Internet Research*, 33(7), 46–71. <https://doi.org/10.1108/INTR-11-2021-0861>
- Zhang, L., Chen, M., & Zamil, A. M. A. (2023). Live stream marketing and consumers' purchase intention: An IT affordance perspective using the S-O-R paradigm. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1069050>
- 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>

