

DAFTAR PUSTAKA

- Akram, U., Raza, S. A., & Malik, A. (2023). Understanding Generation Z consumers: Digital engagement and purchase behavior in social commerce platforms. *Journal of Retailing and Consumer Services*, 74, 103512.
- Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2022). Examining the role of digital experience and trust in building continuous purchase intention. *Journal of Retailing and Consumer Services*, 67, 102998.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
- Barnes, S., & Lea-Greenwood, G. (2006). Fast fashioning the supply chain. *Journal of Fashion Marketing and Management*, 10(3), 259–271.
- Bhattacharjee, A. (2020). Understanding continuance intention in information systems: A revisit. *Information & Management*, 57(6), 103331.
- Blythe, J., Megicks, P., & Kerr, J. (2019). *Principles and practice of marketing* (4th ed.). Cengage Learning.
- Busalim, A. H., & Hussin, A. R. C. (2016). Understanding social commerce: A systematic literature review. *International Journal of Information Management*, 36(6), 1075–1088.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson.
- Chen, L., & Lin, Y. (2021). Exploring the impact of perceived value on consumer loyalty in online retailing. *Journal of Retailing and Consumer Services*, 62, 102647.
- Chiu, C. M., Hsu, M. H., & Wang, E. T. (2023). Revisiting customer retention in digital platforms. *Electronic Commerce Research and Applications*, 56, 101263.
- Cohort, D. (2023, June 26). *Tren Pengunjung Website E-commerce di Indonesia Hingga Q1 Tahun 2022*. © Dailysocial.id. <https://dailysocial.id/post/tren-pengunjung-website-e-commerce-di-indonesia-hingga-q1-tahun-2022>
- Dimock, M. (2020). *Defining generations: Where Millennials end and Generation Z begins*. Pew Research Center.

Dwivedi, Y. K., et al. (2023). Social media marketing and digital consumer engagement. *European Journal of Marketing*, 57(4), 1024–1048.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., & Carlson, J. (2023). The role of interactivity in social media marketing. *European Journal of Marketing*, 57(4), 1051–1074.

Francis, T., Kamenica, M., & Smith, L. (2022). Understanding Generation Z consumers in the digital era. *Journal of Consumer Behaviour*, 21(5), 982–995.

Google, Temasek, & Bain & Company. (2022). *e-Conomy SEA 2022 Report*.

Guo, L., & Li, X. (2022). Interactivity features and perceived value in social commerce. *Electronic Commerce Research and Applications*, 51, 101115.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2021). *Multivariate data analysis* (8th ed.). Cengage Learning.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.

Hewei, L., & Youngsook, L. (2022). The impact of social media interactivity on continuous purchase intention. *Journal of Interactive Marketing*, 58(4), 113–128.

Huang, X., Chen, C., & Wei, J. (2022). Digital immersion and brand experience in live streaming. *Computers in Human Behavior Reports*, 6, 100194.

Huang, Y., & Liao, J. (2023). Perceived value and customer retention in social commerce. *Electronic Commerce Research and Applications*, 55, 101237.

Huang, L., Wang, Y., & Chen, J. (2023). The evolution of social e-commerce. *Journal of Electronic Commerce Research*, 24(2), 145–160.

Huang, Z., Zhu, H., & Deng, Z. (2020). Social media-based commerce and purchase intention. *Journal of Retailing and Consumer Services*, 54, 102–115.

Hughes, D. J., & Chanta, P. (2020). Understanding users' social business intentions. *Computers in Human Behavior*, 108, 106308.

Jiang, Z., Zhang, H., & Han, J. (2022). Factors influencing immersive experience in e-commerce platforms. *Journal of Electronic Commerce Research*, 23(4), 415–430.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! *Business Horizons*, 53(1), 59–68.

Kementerian Perdagangan Republik Indonesia. (2022). *Laporan perkembangan e-commerce Indonesia*.

Kim, H., & Ko, E. (2012). Do social media marketing activities enhance customer equity? *Journal of Business Research*, 65(10), 1480–1486.

Kim, J., & Kim, M. (2020). Digital retail strategies and consumer adoption. *International Journal of Retail & Distribution Management*, 48(8), 835–852.

Kim, J., & Park, H. (2020). Social media interactivity and purchase continuity. *Journal of Business Research*, 112, 355–364.

Kim, S., Park, H., & Lee, J. (2021). Factors influencing continuous purchase intention in mobile shopping applications. *Telematics and Informatics*, 61, 101593.

Kotler, P., & Keller, K. L. (2021). *Marketing management* (16th ed.). Pearson.

Krisnawati, R., Putri, A., & Sari, D. (2024). Perceived value, immersive experience, and purchase intention. *Journal of Interactive Commerce*, 10(1), 44–59.

Lalitha, K., Narmadha, R., & Vignesh, R. (2022). Marketing strategies and purchase decision. *International Journal of Business and Management Research*, 10(1), 45–52.

Lee, M., & Chen, T. (2022). Interactive social media marketing and purchase intention. *Journal of Business Research*, 143, 189–201.

Lee, Y., & Chen, H. (2021). Live commerce and consumer engagement. *Computers in Human Behavior*, 124, 106–120.

Lemon, K., & Verhoef, P. (2021). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 85(1), 69–96.

Li, X., Zhao, S., & Wang, H. (2022). Perceived value, satisfaction, and loyalty. *Electronic Commerce Research and Applications*, 51, 101112.

Liang, Z., Wang, J., & Gao, H. (2023). Drivers of continuous purchase intention in social commerce. *Journal of Retailing & Consumer Services*, 75, 103612.

Malhotra, N. K. (2020). *Marketing research* (8th ed.). Pearson.

- McKinsey & Company. (2021). *The future of online retail in Asia*.
- Park, D., & Choi, J. (2023). The impact of immersive experience on engagement. *Journal of Interactive Advertising*, 23(2), 145–162.
- PwC Indonesia. (2021). *Global consumer insights survey 2021*.
- Qu, Y., Egelin, A., & Hoell, S. (2020). The role of social media features in customer experience. *Journal of Retailing Technology*, 14(2), 112–130.
- Rahman, M., Mannan, M., & Karim, A. (2021). Exploring social media in shaping Generation Z purchase decisions. *Journal of Business Research*, 135, 652–664.
- Sebastian, K., Lin, H., & Zhao, M. (2021). Social support and user participation. *Information Systems Frontiers*, 23(5), 1123–1142.
- Shen, K. N., & Khalifa, M. (2021). Immersive experience in online shopping. *Internet Research*, 31(4), 1293–1315.
- Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sun, Y. (2022). Immersion, social presence, and purchase intention. *Journal of Retailing and Consumer Services*, 66, 102900.
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). Live streaming influences purchase intentions. *Information & Management*, 56(6), 103–120.
- Ting, H., & Lee, Y. (2022). Factors affecting continuous purchase intention of fashion products. *Journal of Retailing and Consumer Services*, 69, 103–261.
- Wu, Y., Li, Y., & Wang, X. (2023). From engagement to immersion. *Journal of Retailing & Consumer Services*, 75, 103570.
- Yahia, I. B., Al-Neama, N., & Kerbach, L. (2021). Social media interactivity and engagement. *Journal of Retailing and Consumer Services*, 60, 102458.
- Zhang, T., Lu, C., & Wang, J. (2020). Exploring the impact of social media interactivity. *Computers in Human Behavior*, 112, 106443.
- Zhao, S., & Wang, M. (2021). The impact of online shopping experience. *Electronic Commerce Research*, 21(3), 659–684.

Badan Pusat Statistik. (2023). *Hasil Sensus Penduduk 2020: Komposisi Penduduk Indonesia Menurut Generasi*. Badan Pusat Statistik. <https://www.bps.go.id>

Media Indonesia. (2024). Survei: 62 persen Gen Z pilih belanja melalui live shopping. *Media Indonesia*. <https://mediaindonesia.com>

SIRCLO. (2023). Memahami tren belanja Gen Z untuk memenangkan hati 74 juta konsumen di Indonesia. *SIRCLO Insights*. <https://www.sirclo.com>

Statista. (2024). Generation Z online shopping behavior in Indonesia. *Statista Research Department*. <https://www.statista.com>

Statista. (2024). Social media usage among Generation Z in Indonesia. *Statista Research Department*. <https://www.statista.com>

