

DAFTAR PUSTAKA

- Alisa Kintan Giovani. (2024, December 30). *Review Mykonos Luminos: Parfum Glow in the Dark Pertama dengan Notes Blue Java Banana*. Beautyhaul.
https://www.beautyhaul.com/blog/review-mykonos-luminos-parfum-glow-in-the-dark-pertama-dengan-notes-blue-java-banana?utm_source=chatgpt.com
- Amory, J. D. S., Mudo, M., & J, R. (2025). Transformasi Ekonomi Digital dan Evolusi Pola Konsumsi: Tinjauan Literatur tentang Perubahan Perilaku Belanja di Era Internet. *Jurnal Minfo Polgan*, 14(1), 28–37. <https://doi.org/10.33395/jmp.v14i1.14608>
- Ariely, D. (2000). Controlling the Information Flow: Effects on Consumers' Decision Making and Preferences. In *JOURNAL OF CONSUMER RESEARCH, Inc.* • (Vol. 27).
- Arsenault, A. M. (2022). *UNDERSTANDING MEDIA RICHNESS AND SOCIAL PRESENCE: UNDERSTANDING MEDIA RICHNESS AND SOCIAL PRESENCE: EXPLORING THE IMPACTS OF MEDIA CHANNELS ON EXPLORING THE IMPACTS OF MEDIA CHANNELS ON INDIVIDUALS' LEVELS OF LONELINESS, WELL-BEING, AND INDIVIDUALS' LEVELS OF LONELINESS, WELL-BEING, AND BELONGING BELONGING*. <https://scholarworks.umt.edu/etd>
- Aulia Putriningtias. (2025, October 29). *Rekomendasi 5 Parfum Mykonos Populer dan Laris di 2025*. https://www.medcom.id/gaya/beauty/zNARelzb-rekomendasi-5-parfum-mykonos-populer-dan-laris-di-2025?utm_source=chatgpt.com#google_vignette
- 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, 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/jtaer18030081>
- Cheng, Z. (2024). *The Influence of Interactivity in E-commerce Live Streaming on Consumers' Online Purchase Intention*.
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. In *Journal of Retailing* (Vol. 77).
www.LivePlanet.com/home.html
- Cyr, D., Head, M., & Ivanov, A. (2009). Perceived interactivity leading to e-loyalty: Development of a model for cognitive-affective user responses. *International Journal of Human Computer Studies*, 67(10), 850–869. <https://doi.org/10.1016/j.ijhcs.2009.07.004>
- Daft, R. L., & Lengel, R. H. (1986). Organizational Information Requirements, Media Richness and Structural Design. *Management Science*, 32(5), 554–571.
<https://doi.org/10.1287/mnsc.32.5.554>
- Dennis, A. R., & Valacich, J. S. (1999). *Rethinking Media Richness: Towards a Theory of Media Synchronicity*.

- Dong, X., Liu, X., & Xiao, X. (2023). Understanding the influencing mechanism of users' participation in live streaming shopping: A socio-technical perspective. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1082981>
- Dong, X., & Wang, T. (2018). Social tie formation in Chinese online social commerce: The role of IT affordances. *International Journal of Information Management*, 42, 49–64. <https://doi.org/10.1016/j.ijinfomgt.2018.06.002>
- Frasca, K. J., & Edwards, M. R. (2017). Web-based corporate, social and video recruitment media: Effects of media richness and source credibility on organizational attraction. *International Journal of Selection and Assessment*, 25(2), 125–137. <https://doi.org/10.1111/ijsa.12165>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). *Gefen et al./Trust and TAM in Online Shopping TRUST AND TAM IN ONLINE SHOPPING: AN INTEGRATED MODEL1*.
- Guo, J., Li, Y., Xu, Y., & Zeng, K. (2021). How Live Streaming Features Impact Consumers' Purchase Intention in the Context of Cross-Border E-Commerce? A Research Based on SOR Theory. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.767876>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIAT DATA ANALISIS*. www.cengage.com/highered
- Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, 84, 58–67. <https://doi.org/10.1016/j.chb.2018.02.013>
- Hochreiter, V., Benedetto, C., & Loesch, M. (2023). The Stimulus-Organism-Response (S-O-R) Paradigm as a Guiding Principle in Environmental Psychology: Comparison of its Usage in Consumer Behavior and Organizational Culture and Leadership Theory 1. *Journal of Entrepreneurship and Business Development*, 3(1), 7–16. <https://doi.org/10.18775/jebd.2806-8661.2021.31.5001>
- Hoffman, D. L., & Novak, T. P. (1995). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. In *Research Program on Marketing in Computer*. <http://www.switch.ch/switch/Internet-Books.txt>.
- Hornung, J. M. E. (2015). *Revisiting Media Richness Theory: Social Cues Impact on Understanding in a Textual World A Doctoral Project Submitted in Partial Fulfillment of the Requirements of the Degree of Doctor of Psychology in the*.
- Hu, M., & Chaudhry, S. S. (2020). Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Research*, 30(3), 1019–1041. <https://doi.org/10.1108/INTR-03-2019-0082>
- 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. <https://doi.org/10.1016/j.chb.2017.06.006>
- Indriastuti, H., Hidayati, T., Asnawati, Martiyanti, D., Ayu, A. R. F., & Putit, L. (2024). How Real-Time Interactivity Influences Impulse Buying Behaviour in Generation Z's During Live Streaming Shopping: The Mediating Role of Perceived Enjoyment. *ECONOMICS -*

- Jiang, Z., & Benbasat, I. (2007). Investigating the Influence of the Functional Mechanisms of Online Product Presentations. In *Information Systems Research* (Vol. 18, Issue 4). <http://ssrn.com/abstract=1400823> Electronic copy available at: <http://ssrn.com/abstract=1400823>
- Kim, J., & Lennon, S. J. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention: Based on the stimulus-organism-response model. *Journal of Research in Interactive Marketing*, 7(1), 33–56. <https://doi.org/10.1108/17505931311316734>
- Koufaris, M. (2002). Applying the Technology Acceptance Model and flow theory to online Consumer Behavior. *Information Systems Research*, 13(2), 205–223. <https://doi.org/10.1287/isre.13.2.205.83>
- Lai, J. Y., & Chang, C. Y. (2011). User attitudes toward dedicated e-book readers for reading: The effects of convenience, compatibility and media richness. *Online Information Review*, 35(4), 558–580. <https://doi.org/10.1108/14684521111161936>
- Lea, M., Spears, R., & Watt, S. E. (2007). Visibility and anonymity effects on attraction and group cohesiveness. *European Journal of Social Psychology*, 37(4), 761–773. <https://doi.org/10.1002/ejsp.398>
- Li, H., Daugherty, T., & Biocca, F. (2002). Impact of 3-D advertising on product knowledge, brand attitude, and purchase intention: The mediating role of presence. *Journal of Advertising*, 31(3), 43–57. <https://doi.org/10.1080/00913367.2002.10673675>
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2018). *Statistical Techniques in BUSINESS & ECONOMICS The McGraw-Hill/Irwin Series in Operations and Decision Sciences*.
- Ling, S., Zheng, C., Cho, D., Kim, Y., & Dong, Q. (2024). The Impact of Interpersonal Interaction on Purchase Intention in Livestreaming E-Commerce: A Moderated Mediation Model. *Behavioral Sciences*, 14(4). <https://doi.org/10.3390/bs14040320>
- Liu, X., & Zhang, L. (2024a). Impacts of different interactive elements on consumers' purchase intention in live streaming e-commerce. *PLoS ONE*, 19(12). <https://doi.org/10.1371/journal.pone.0315731>
- Liu, X., & Zhang, L. (2024b). *Virtual streamer responsiveness and consumer purchase intention in live streaming commerce: Social presence as a mediator*.
- Liu-Thompkins, Y., & Rogerson, M. (2012). Rising to Stardom: An Empirical Investigation of the Diffusion of User-generated Content. *Journal of Interactive Marketing*, 26(2), 71–82. <https://doi.org/10.1016/j.intmar.2011.11.003>
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information and Management*, 58(7). <https://doi.org/10.1016/j.im.2021.103509>

- Lu, Z., Xia, H., Heo, S., & Wigdor, D. (2018). You watch, you give, and you engage: A study of live streaming practices in China. *Conference on Human Factors in Computing Systems - Proceedings, 2018-April*. <https://doi.org/10.1145/3173574.3174040>
- Luo, X., Lim, W. M., Cheah, J. H., Lim, X. J., & Dwivedi, Y. K. (2025). Live Streaming Commerce: A Review and Research Agenda. In *Journal of Computer Information Systems* (Vol. 65, Issue 3, pp. 376–399). Taylor and Francis Ltd. <https://doi.org/10.1080/08874417.2023.2290574>
- Malhotra, N. K. B. I. B. ; N. B. N. (2020). *Marketing Research An Applied Orientation (Naresh K. Malhotra) (Z-Library)_compressed*.
- Manajemen, S. P., Ekonomi, F., Bisnis, D., & Pelita Bangsa, U. (2025). *Pengaruh Gratis Ongkir, Live Streaming, dan Word of Mouth terhadap Keputusan Pembelian Sepatu 910 melalui TikTok Shop*. 4(3), 6923–6929. <https://doi.org/10.31004/riggs.v4i3.3049>
- Mehrabian, A. and R. J. A. (1974). *An approach to environmental psychology*.
- Norman, G. (2010). Likert scales, levels of measurement and the “laws” of statistics. *Advances in Health Sciences Education*, 15(5), 625–632. <https://doi.org/10.1007/s10459-010-9222-y>
- Novak, T. P., Hoffman, D. L., Graduate, O., & Yung Yiu-FaiYung, Y.-F. (1999). *Measuring the Customer Experience in Online Environments: A Structural Modeling Approach** *Measuring the Customer Experience in Online Environments: A Structural Modeling Approach*.
- Nur, I., & Maulani, I. (2024). *Live Streaming TikTok sebagai Media Komunikasi Pemasaran Digital TMADE Artisan Souvenir*.
- Otondo, R. F., Van Scotter, J. R., Allen, D. G., Palvia Otondo, P., & Scotter, V. (2008). *The complexity of richness: Media, message, and communication outcomes* (Vol. 40). <http://www.elsevier.com>
- Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 52. <https://doi.org/10.1016/j.jretconser.2019.101934>
- Ramdani, L., Komaladewi, R., Thomas, R., & Yudha, B. (2025). The Effect of Live Streaming Interaction 8384 THE EFFECT OF LIVE STREAMING INTERACTION ON CONSUMERS' PURCHASE INTENTION IN BANDUNG CITY: SOCIAL PRESENCE AS A MEDIATION FACTOR. In *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* (Vol. 8, Issue 3).
- Ratih Nurwalidah. (2025, February 17). 10 Rekomendasi Mykonos Parfum Terbaik (Terbaru Tahun 2025). *Mybest*. <https://id.my-best.com/139755>
- Rosita, R. (2023). FAKTOR YANG MEMPENGARUHI PERILAKU GEN Z TERHADAP KEPUTUSAN MEMBELI DALAM PENGGUNAAN APLIKASI TIK TOK. *JURNAL LENTERA BISNIS*, 12(3), 869. <https://doi.org/10.34127/jrlab.v12i3.967>

- Saadah, S., Tunnufus, Z., & Mukti, M. (2025). *The Asia Pacific Journal of Management Studies ANALISA PENGGUNAAN CONTENT VIDEO DAN LIVE STREAMING TIKTOK DALAM MEMPENGARUHI MINAT BELI GEN Z Video Content, Live Streaming and Purchase Interest*.
- Shao, Z., Zhang, L., Chen, K., & Zhang, C. (2020). Examining user satisfaction and stickiness in social networking sites from a technology affordance lens: uncovering the moderating effect of user experience. *Industrial Management and Data Systems*, 120(7), 1331–1360. <https://doi.org/10.1108/IMDS-11-2019-0614>
- Shao, Z., Zhang, L., Li, X., & Guo, Y. (2019). Antecedents of trust and continuance intention in mobile payment platforms: The moderating effect of gender. *Electronic Commerce Research and Applications*, 33. <https://doi.org/10.1016/j.elerap.2018.100823>
- Shen, K. N., & Khalifa, M. (2008). Exploring multidimensional conceptualization of social presence in the context of online communities. *International Journal of Human-Computer Interaction*, 24(7), 722–748. <https://doi.org/10.1080/10447310802335789>
- Sicilia, M., Ruiz, S., & Munuera, J. L. (2005). EFFECTS OF INTERACTIVITY IN A WEB SITE The Moderating Effect of Need for Cognition. *Journal of Advertising*, 34(3), 31–45.
- Sigit, D. M., Bidang, M., & Pemasaran, P. : (2023). *PENGARUH LIVE STREAMING SHOPPING PADA APLIKASI TIKTOK TERHADAP MINAT BELI SKINTIFIC Dosen Pembimbing*.
- Soerono, A. N., Tjahjono, M. E. S., & Sutjipto, H. (2019). Pengaruh Media Richness Terhadap User Trust Dan Persepsi Corporate Social Responsibility. *Jurnal Akuntansi : Kajian Ilmiah Akuntansi (JAK)*, 6(1), 20. <https://doi.org/10.30656/jak.v6i1.944>
- Song, J. H., & Zinkhan, G. M. (2008). Determinants of Perceived Web Site Interactivity. *Journal of Marketing*, 72, 99–113.
- Steuer, J. (1992). *Defining Virtual Reality: Dimensions Determining Telepresence*.
- 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>
- Tang, X., Hao, Z., & Li, X. (2023). The influence of streamers' physical attractiveness on consumer response behavior: based on eye-tracking experiments. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1297369>
- Tseng, C. H., & Wei, L. F. (2020). The efficiency of mobile media richness across different stages of online consumer behavior. *International Journal of Information Management*, 50, 353–364. <https://doi.org/10.1016/j.ijinfomgt.2019.08.010>
- Van Der Heijden, H. (2004). Van der Heijden/Hedonic Information Systems v iiicir c i Iv research n?te User Acceptance of Hedonic information systems1. In *Source: MIS Quarterly* (Vol. 28, Issue 4).
- Wang, H., Ding, J., Akram, U., Yue, X., & Chen, Y. (2021). An empirical study on the impact of e-commerce live features on consumers' purchase intention: From the perspective of flow

- experience and social presence. *Information (Switzerland)*, 12(8).
<https://doi.org/10.3390/info12080324>
- Wang, Y., & Yu, C. (2017). Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning. *International Journal of Information Management*, 37(3), 179–189. <https://doi.org/10.1016/j.ijinfomgt.2015.11.005>
- 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>
- Wu, Y. Y., Batool, H., & Yang, Y. J. (2024). Relationship between the Characteristics of e-Commerce Live Streaming and Purchase Intentions: Moderating Effect of Hedonistic Shopping Value. *Emerging Science Journal*, 8(3), 1097–1117.
<https://doi.org/10.28991/ESJ-2024-08-03-018>
- Xing, F., Peng, G., & Zhang, X. (2025). Key Factors Affecting Consumers' Purchase Intention in Live Streaming E-Commerce: An Empirical Study in China. *Journal of Global Information Management*, 33(1). <https://doi.org/10.4018/JGIM.373878>
- Xu, X., Wu, J.-H., & Li, Q. (2020). *WHAT DRIVES CONSUMER SHOPPING BEHAVIOR IN LIVE STREAMING COMMERCE?*
- Xue, J., Liang, X., Xie, T., & Wang, H. (2020). See now, act now: How to interact with customers to enhance social commerce engagement? *Information and Management*, 57(6).
<https://doi.org/10.1016/j.im.2020.103324>
- Yang, G., Chaiyasoonthorn, W., & Chaveesuk, S. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector. *Acta Psychologica*, 249.
<https://doi.org/10.1016/j.actpsy.2024.104415>
- Yim, M. Y. C., Chu, S. C., & Sauer, P. L. (2017). Is Augmented Reality Technology an Effective Tool for E-commerce? An Interactivity and Vividness Perspective. *Journal of Interactive Marketing*, 39, 89–103. <https://doi.org/10.1016/j.intmar.2017.04.001>
- Yoo, Y., Alavi, M., & Alavi, Y. &. (2001). Media and Group Cohesion: Relative Influences on Social Presence, Task Participation, and Group Consensus MIS Q La r te I MEDIA AND GROUP COHESION: RELATIVE INFLUENCES ON SOCIAL PRESENCE, TASK PARTICIPATION, AND GROUP CONSENSUS1. In *Source: MIS Quarterly* (Vol. 25, Issue 3).
- 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>

Zhang, Q., Wang, Y., & Ariffin, S. K. (2024). Consumers purchase intention in livestreaming e-commerce: A consumption value perspective and the role of streamer popularity. *PLoS ONE*, 19(2 February). <https://doi.org/10.1371/journal.pone.0296339>

