

DAFTAR PUSTAKA

- Adeola, O., Hinson, R. E., & Evans, O. (2019). Social media in marketing communications: A synthesis of successful strategies for the digital generation. In *Digital Transformation in Business and Society: Theory and Cases*. https://doi.org/10.1007/978-3-030-08277-2_4
- Adi, P. H., & Christiany, F. V. (2020). Religiosity and Purchase Intention of Purwokerto Halal Mart. *SHS Web of Conferences*, 86(1), 1–14.
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Ahn, T., Suh, Y. I., Lee, J. K., & Pedersen, P. M. (2014). Understanding purchasing intentions in secondary sports ticket websites. *International Journal of Sports Marketing & Sponsorship*, 16(1), 35–49.
- Ahsanti, S., Suhud, U., & Rahmi. (2022). Predicting factors that influence consumer purchase intention for online shopping when sellers live streaming on social media. *Jurnal Dinamika Manajemen Dan Bisnis*, 5(2), 105–120.
- Aisyah, D., & Engriani, Y. (2019). Pengaruh reputasi, kualitas informasi, dan e-wom terhadap minat beli pada situs jual beli online tokopedia yang dimediasi oleh kepercayaan pelanggan. *Jurnal Kajian Manajemen Dan Wirausaha*, 1(4), 48–59.
- Al-adwan, A. S., Kokash, H., Adwan, A. Al, Alhorani, A., & Yaseen, H. (2020). Building customer loyalty in online shopping : The role of online trust, online satisfaction and electronic word of mouth. *Int. J. Electronic Marketing and Retailing*, 11(3), 278–306. <https://doi.org/10.1504/IJEMR.2020.108132>
- Al Ulil Amri, M. I., Bahtiar, R. S., & Pratiwi, D. E. (2020). Dampak penggunaan gadget terhadap kemampuan interaksi anak sekolah dasar pada situasi pandemi covid-19'. *Trapsila: Jurnal Pendidikan Dasar*, 2(2), 14–23. <https://doi.org/10.30742/tpd.v2i2.933>
- Albayrak, M., & Ceylan, C. (2021). Effect of ewom on purchase intention: Meta-analysis. *Data Technologies and Applications*, 55(5), 810–840. <https://doi.org/10.1108/DTA-03-2020-0068>
- Alkan, Z., & Ulas, S. (2023). Trust in social media influencers and purchase intention: An empirical analysis. *Online Journal of Communication and Media Technologies*, 13(1), e202301. <https://doi.org/10.30935/ojcm/12783>
- Armawan, I., Sudarmiatin, Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop.

International Journal of Data and Network Science, 7(1), 141–152.
<https://doi.org/10.5267/j.ijdns.2022.11.008>

- Awad, N. F., & Ragowsky, A. (2014). Establishing trust in electronic commerce through online word of mouth : An examination across genders. *Journal of Management Information Systems*, 24(4), 101–121.
<https://doi.org/10.2753/MIS0742-1222240404>
- Awang, P. D. Z. (2015). SEM Made Simple: A Gentle Approach to Learning Structural Equation Modeling. In *MPWS Rich Publication*.
- Badan Pusat Statistik. (2021). *Hasil sensus penduduk 2020 provinsi DKI Jakarta*.
<https://jakarta.bps.go.id/pressrelease/2021/01/22/541/jumlah-penduduk-hasil-sp2020-provinsi-dki-jakarta-sebesar-10-56-juta-jiwa.html>
- Bajdor, P., & Pawełszek, I. (2021). *Analysis and Assessment of Sustainable Entrepreneurship Practices in Polish Small and Medium Enterprises*.
- Bakri, A. R., & Nasucha, J. A. (2021). Pengaruh bermain peran terhadap interaksi sosial anak usia dini. *Tafkir: Interdisciplinary Journal of Islamic Education*, 2(1), 58–79.
- Bambauer-sachse, S., & Massera, L. (2018). Effects of price promotions on purchase intentions in post-promotion periods. *JSTOR*, 72(2), 126–145.
<https://doi.org/10.5771/0042-059X-2018-2-126>
- Bao, H., Li, B., Shen, J., & Hou, F. (2016). Industrial Management & Data Systems Article information : Repurchase Intention in Chinese E-marketplace : Roles of Interactivity , Trust and Perceived Effectiveness of E-commerce Institutional Mechanisms. *Industrial Management & Data Systems*, 116(8), 1–31.
- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432.
<https://doi.org/10.5267/j.msl.2020.5.035>
- Bishop, M. (2019). Consumer informatics and digital health. In *In: Edmunds, M., Hass, C., Holve, E. (eds) Consumer Informatics and Digital Health* (pp. 61–86). <https://doi.org/10.1007/978-3-319-96906-0>
- Boellstorff, T. (2013). *Further thoughts on landscaping mobile social media and mobile payments in Indonesia*. Final report: Landscaping Mobile Social Media and Payments in Indonesia.
- BroadbandSearch. (2022). *Key internet statistics to know in 2022 (Including Mobile)*. BroadbandSearch. <https://www.broadbandsearch.net/blog/internet-statistics#post-navigation-1>
- Busser, J. A., & Shulga, L. V. (2019). *Involvement in consumer-generated advertising effects of organizational transparency and brand authenticity on*

loyalty and trust. 31(4), 1763–1784. <https://doi.org/10.1108/IJCHM-10-2017-0685>

- Büyükdağ, N., Soysal, A. N., & Kitapci, O. (2020). The effect of specific discount pattern in terms of price promotions on perceived price attractiveness and purchase intention: An experimental research. *Journal of Retailing and Consumer Services*, 55(February). <https://doi.org/10.1016/j.jretconser.2020.102112>
- Campbell, C. (2021). Shopping, pleasure and the sex war. *Consumption and Public Life*. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-83681-8_6
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review*, 32(6), 818–841. <https://doi.org/10.1108/14684520810923953>
- 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>
- Cheng, J. H., & Lin, L. W. (2022). The role of senses on purchase intention in social commerce. *Aslib Journal of Information Management*, 75(1), 44–67. <https://doi.org/10.1108/AJIM-12-2020-0387>
- Choi, M., Choi, Y., & Lee, H. (2023). Gen Z travellers in Instagram marketplace: Trust, influencer type, post type, and purchase intention. *Journal of Hospitality and Tourism Research*, 4(2), 1–15.
- Choi, M., Kim, Y., & Do-Yeon, C. (2023). Digital natives: internal defence mechanism to distrust tourism advertisements. *Current Issues in Tourism*, 26(16), 2692–2707. <https://doi.org/https://doi.org/10.1080/13683500.2022.2095508>
- Clement Addo, P., Fang, J., Asare, A. O., & Kulbo, N. B. (2021). Customer engagement and purchase intention in live-streaming digital marketing platforms: 实时流媒体数字营销平台中的客户参与和购买意向. *Service Industries Journal*, 41(11–12), 767–786. <https://doi.org/10.1080/02642069.2021.1905798>
- Cultural Insights in Asia. (2022). *Social media penetration in Indonesia [Research]*. Digital Business Lab. <https://digital-business-lab.com/2022/07/2-social-media-penetration-in-indonesia-research/#:~:text=Social Media User Penetration in,68.9%25 of the total population.>
- Elamri Trabelsi, R., & Mbarek, O. Ben. (2021). Impact of e-wom on user's purchase intention in film industry. *Recherches En Sciences de Gestion*, 145(4), 101–

118. <https://doi.org/10.3917/resg.145.0101>

- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: An empirical study in Egypt. *The Business and Management Review*, 7(5), 268–276. http://www.abrmr.com/myfile/conference_proceedings/Con_Pro_20588/conference_94542.pdf
- Eneizan, B., Alsaad, A., Alkhawaldeh, A., Rawash, H. N., & Enaizan, O. (2020a). E-wom, trust, usefulness, ease of use, and online shopping via websites: The moderating role of online shopping experience. *Journal of Theoretical and Applied Information Technology*, 98(13), 2554–2565.
- Eneizan, B., Alsaad, A., Alkhawaldeh, A., Rawash, H. N., & Enaizan, O. (2020b). E-WOM, trust, usefulness, ease of use, and online shopping via websites: The moderating role of online shopping experience. *Journal of Theoretical and Applied Information Technology*, 98(13), 2554–2565.
- Etemad-sajadi, R. (2016). Computers in human behavior the impact of online real-time interactivity on patronage intention : The use of avatars. *Computers in Human Behavior*, 61(1), 227–232. <https://doi.org/10.1016/j.chb.2016.03.045>
- Faiza, N. N., Suwardi, A. A., Octora, T. Y., & Widiyanto, P. (2022). Increasing the customer purchase intention of Sinar Jaya bus by using brand image and price. *Global Research on Sustainable Transport & Logistics*, 5, 237–248.
- Firman, A., Ilyas, G. B., Reza, H. K., Lestari, S. D., & Putra, A. H. P. K. (2021). The mediating role of customer trust on the relationships of celebrity endorsement and e-wom to instagram purchase intention. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(1), 107–126. <https://doi.org/10.24252/minds.v8i1.20594>
- Ghumman, A. M., Rahi, S., & Sair, S. A. (2023). Influence of electronic word of mouth on purchase intention of mobile phones through information quality : empirical evidence from Pakistan Influence of electronic word of mouth on purchase intention of mobile phones through information quality : empirica. *International Journal of Business Information Systems*, 43(2), 1–24. <https://doi.org/10.1504/IJBIS.2020.10034026>
- GSMA Intelligence. (2021). *As Indonesia's mobile speeds accelerate, access remains a barrier to many.* GSMA. <https://www.gsma.com/membership/resources/as-indonesias-mobile-speeds-accelerate-access-remains-a-barrier-to-many/>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis. In Multivariate Data Analysis, Multivariate Data Analysis B2 - Multivariate Data Analysis, Multivariate Data Analysis* (Eighth, Vo). Pearson Education Limited.
- Ham, M., & Lee, S. W. (2020). *Factors Influencing Viewing Behavior in Live*

Streaming : An Interview-Based Survey of Music Fans.

- Handi, H., Hendratono, T., Purwanto, E., & Ihalauw, J. J. O. I. (2018). The effect of -wom and perceived value on the purchase decision of foods by using the Go-Food application as mediated by trust. *Quality Innovation Prosperity*, 22(2), 112–128. <https://doi.org/10.12776/QIP.V22I2.1062>
- Harrigan, M., Feddema, K., Wang, S., Harrigan, P., & Diot, E. (2021). How trust leads to online purchase intention founded in perceived usefulness and peer communication. *Journal of Consumer Behaviour*, 20(5), 1297–1312. <https://doi.org/10.1002/cb.1936>
- HellowWorld. (2019). *2019 Loyalty Barometer Report*. <https://helloworld.com/whitepaper/2019-loyalty-barometer-report>
- Hertanu, R., & Wahyoedi, S. (2022). The influence of price and promotion moderated by service quality on purchase intention in PT Maybank Indonesia Finance. *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)*, 2(2), 93–101.
- Hult, G. T. M., Sharma, P. N., III, F. V. M., & Zhang, Y. (2019). Antecedents and consequences of customer satisfaction: Do they differ across online and offline purchases? *Journal of Retailing*, 95(1), 10–23. <https://doi.org/10.1016/j.jretai.2018.10.003>
- Ihsan, B. W., Abidin, Z., & Kuleh, J. (2022). The Effect of Electronic Word of Mouth Communication and Website Quality on Purchase Decisions through Trust as a Mediation Variable at Ruparupa.Com in Samarinda. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(2), 12776–12785. <https://bircu-journal.com/index.php/birci/article/view/5119>
- Indrabayu, A., & Destiwati, R. (2022). Pengaruh komunikasi intrapersonal dan *fear of missing out* terhadap hedonisme pada Generasi Z di Denpasar. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(4), 2169-2175.
- Irawan, N., Rizan, M., & Suhud, U. (2022). The role of service quality and perceived value on word of mouth for e-commerce application users. *The International Journal of ...*, 4(1), 382–397. <https://growingscholar.org/journal/index.php/TIJOSSW/article/view/242>
- Ivan, J., Waspada, A. E. B., & Jasjfi, E. F. (2021). Perancangan desain video materi pembelajaran untuk mahasiswa DKV dalam media digital Youtube. *Jurnal Seni Dan Reka Rancang: Jurnal Ilmiah Magister Desain*, 3(2), 257-283.
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Jasarai, L., Bakshi, I., & Sharma, A. (2022). An empirical study on the impact of e-

wom on purchase intention of green products. *Journal of Positive School Psychology*, 2022(3), 9765–9773. <http://journalppw.com>

- Jin, S. V., Ryu, E., & Muqaddam, A. (2021). I trust what she's endorsing on Instagram: moderating effects of parasocial interaction and social presence in fashion influencer marketing. *Journal of Fashion Marketing and Management*, 25(4), 665–681.
- Jing, K., Chen, L., & Mei, Y. (2022). The effectiveness of price promotions in purchasing affordable luxury products: An event-related potential study. *Frontiers in Neuroscience*, 16(1), 1–10.
- Johnson, M. R., & Woodcock, J. (2019). "And today's top donator is": How live streamers on Twitch.tv monetize and gamify their broadcasts. *Social Media+ Society*, 5(4), 1–11. <https://doi.org/10.1177/2056305119881694>
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>
- Kemp, S. (2022a). *Digital 2022: Indonesia*. DataReportal. <https://datareportal.com/reports/digital-2022-indonesia>
- Kemp, S. (2022b). *Tiktok statistics and trends*. DataReportal. <https://datareportal.com/essential-tiktok-stats>
- Khan, K., & Ali, M. (2017). Impact of Electronic Word of Mouth on Consumer Purchase Intention in Footwear Industry of Pakistan. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(12), 52–63. <https://doi.org/10.12816/0041755>
- Kim, A., Mcinerney, P., Smith, T. R., & Yamakawa, N. (2020). *What makes Asia – Pacific 's generation Z different ?* (Issue June).
- King, A. J., Lazard, A. J., & White, S. R. (2019). The influence of visual complexity on initial user impressions: testing the persuasive model of web design. *Behaviour and Information Technology*, 39(5), 497–510. <https://doi.org/10.1080/0144929X.2019.1602167>
- Kocic, M., & Radakovic, K. (2019). The implications of the electronic word-of-mouth communication in choosing a wellness offer. *Economic Horizons*, 21(1), 43–56. <https://doi.org/10.5937/ekonhor1901043K>
- Kristina, T., & Sugiarto, C. (2020). The role of trust mediates in the influence of social media marketing and electronic word-of-mouth on purchase intention. *Management and Entrepreneurship: Trends of Development*, 4(14), 102–113. <https://doi.org/10.26661/2522-1566/2020-4/14-08>
- Kunja, S. R., & GVRK, A. (2020). Examining the effect of ewom on the customer purchase intention through value co-creation (VCC) in social networking sites

(SNSs): A study of select Facebook fan pages of smartphone brands in India. *Management Research Review*, 43(3), 245–269. <https://doi.org/10.1108/MRR-04-2017-0128>

- Lazard, A. J., & King, A. J. (2020). Objective Design to Subjective Evaluations: Connecting Visual Complexity to Aesthetic and Usability Assessments of eHealth. *International Journal of Human-Computer Interaction*, 36(1), 95–104. <https://doi.org/10.1080/10447318.2019.1606976>
- Lee, H., Min, J., & Yuan, J. (2021). The influence of eWOM on intentions for booking luxury hotels by Generation Y. *Journal of Vacation Marketing*, 20(10), 1–15. <https://doi.org/10.1177/1356766720987872>
- Lee, J., & Hong, I. B. (2019). Consumer's electronic word-of-mouth adoption: The trust transfer perspective. *International Journal of Electronic Commerce*, 23(4), 595–627. <https://doi.org/10.1080/10864415.2019.1655207>
- Lee, K., Choi, J., Marakas, G. M., & Singh, S. N. (2019). Two distinct routes for inducing emotions in HCI design. *International Journal of Human Computer Studies*, 124(January 2018), 67–80. <https://doi.org/10.1016/j.ijhcs.2018.11.012>
- Leong, C. M., Tan, K. L., Puah, C. H., & Chong, S. M. (2021). Predicting mobile network operators users m-payment intention. *European Business Review*, 33(1). <https://doi.org/10.1108/EBR-10-2019-0263>
- Leonidou, L. C., Coudounaris, D. N., Kvasova, O., & Christodoulides, P. (2015). Drivers and outcomes of green tourist attitudes and behavior: Sociodemographic moderating effects. *Psychology and Marketing*, 32(6), 635–650. <https://doi.org/10.1002/mar.20806>
- Livrini, G. R. D., & Santos, M. J. Dos. (2021). The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiological Experiments. *Behav Sci*, 11(2), 1–16. <https://pubmed.ncbi.nlm.nih.gov/33504000/>
- Ling, A., Subramaniam, T., & Nordin, N. E. (2022). A study on factors influencing live streaming shopping among generation z in ipoh, perak. *International Journal of Management Studies and Social Science Research*, 4(6), 64–74.
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- Liu, X., Zhang, L., & Chen, Q. (2022). The effects of tourism e-commerce live streaming features on consumer purchase intention: The mediating roles of flow experience and trust. *Frontiers in Psychology*, 13(995129), 1–14. <https://doi.org/10.3389/fpsyg.2022.995129>
- Luong, A., & Sleggh, D. (2014). Hedonic product discounts : When is the price right? *Nankai Business Review International*, 5(4), 356–364.

<https://doi.org/10.1108/NBRI-03-2014-0018>

- Mahmudan, A. (2022). *Survei: Generasi Z Indonesia paling gandrung gunakan internet*. DataIndonesia.Id. <https://dataindonesia.id/digital/detail/survei-generasi-z-indonesia-paling-gandrung-gunakan-internet>
- Mclean, G., Osei-Frimpong, K., Wilson, A., & Pitardi, V. (2020). How live chat assistants drive travel consumers' attitudes, trust and purchase intentions The role of human touch. *International Journal of Contemporary Hospitality Management*, 32(5), 1795–1812. <https://doi.org/10.1108/IJCHM-07-2019-0605>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology* (The MIT Pr).
- Mehyar, H., Saeed, M., Baroom, H., Afreh, A. L. I. A., & Al-adaileh, R. (2020). The impact of electronic word of mouth on consumers purchasing intention. *Journal of Theoretical and Applied Information Technology*, 98(02), 183–193.
- Merriman, M. (2015). Rise of gen Z: New challenge for retailers. In *Ernst & Young LLP*. [http://www.ey.com/Publication/vwLUAssets/EY-rise-of-gen-znew-challenge-for-retailers/\\$FILE/EY-rise-of-gen-znew-challenge-for-retailers.pdf](http://www.ey.com/Publication/vwLUAssets/EY-rise-of-gen-znew-challenge-for-retailers/$FILE/EY-rise-of-gen-znew-challenge-for-retailers.pdf)
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory. *International Journal of Web Information Systems*, 17(4), 300–320. <https://doi.org/10.1108/IJWIS-02-2021-0012>
- Mohammed, A., & Ilkan, M. (2016). Impact of online wom on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 1–10. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Naszariah, R., Naseri, N., Esa, M. M., Abas, N., & Zamratul, N. (2021). An overview of online purchase intention of halal cosmetic product: A perspective from Malaysia. *Turkish Journal of Computer and Mathematics Education*, 12(10), 7674–7681.
- Nurittamont, W. (2021). The role of e-wom communication impact to consumer's purchasing intention to healthy food products: An empirical study to testing the mediator and moderator variables. *International Journal of Innovation, Creativity and Change. Www.Ijicc.Net*, 15(4), 2021. www.ijicc.net
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-wom) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- Pakapatpornpob, N., Vongurai, R., & Inthawadee, S. (2017). An influence of e-wom and a moderating role of brand attitude on it product purchase intention

in Bangkok, Thailand. *AU-GSB E-Journal*, 10(1), 56–66. https://search.proquest.com/docview/2384092117?accountid=168248%0Ahttp://www.yidu.edu.cn/educhina/educhina.do?artifact=&svalue=AU-GSB+E-Journal&stype=2&s=on%0Ahttp://pqdt.calis.edu.cn/Detail.aspx?pid=%0Ahttp://159.226.100.141/Reader/union_result.jsp?title

- Pamalingan, G. T. P., & Kristinawati, W. (2023). Pengaruh harga diri terhadap kecenderungan *body dysmorphic disorder* pada mahasiswi UKSW pengguna TikTok atau Instagram. *Jurnal Pendidikan dan Konseling (JPDK)*, 5(2), 2349–2363.
- Poan, R., Merizka, V. E., & Komalasari, F. (2021). The importance of trust factor in the intentions to purchase Islamic insurance (takaful) in Indonesia. *Journal of Islamic Marketing*, 13(12), 2630–2648. <https://doi.org/10.1108/JIMA-01-2021-0026>
- Popilux. (2022). *The social commerce landscape in Indonesia*. Popilux. <https://info.populix.co/report/the-social-commerce-in-indonesia/>
- Prasetyo, E. B., Sopiah, & Zen, F. (2020). The effect of discount price on purchasing intentions through consumer's perceived risk in the flash sale program at Shopee. *4th Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2019)*, 124(1), 633–643. <https://doi.org/10.2991/aebmr.k.200305.129>
- Priporas, C. V., Stylos, N., & Kamenidou, I. (Eirini). (2020). City image, city brand personality and generation Z residents' life satisfaction under economic crisis: Predictors of city-related social media engagement. *Journal of Business Research*, 119(1), 453–463. <https://doi.org/10.1016/j.jbusres.2019.05.019>
- Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1869363>
- Qing, C. L., Ming, K. Y., Ye, O. Z., Xing, T. J., & Hui, V. Y. (2019). Driving factors towards live-stream shopping lifestyle in Malaysia: An undiscovered gold mine? In *Doctoral dissertation, Tunku Abdul Rahman University*.
- Rafqi Ilhamalimy, R., & Ali, H. (2021). Model perceived risk and trust: E-wom and purchase intention (The role of trust mediating in online shopping in shopee Indonesia). *Dinasti International Journal of Digital Business Management*, 2(2), 204–221. <https://doi.org/10.31933/dijdbm.v2i2.651>
- Rakhmad, F. F., & Kusuma, Y. B. (2023). Pemanfaatan *live streaming* dalam optimalisasi penjualan di PT Behaestex (Studi kasus pada platform TikTok). *karya: Jurnal Pengabdian Kepada Masyarakat*, 3(2), 97-100.
- Rashid, A., Aina, N., Yusof, Y., & Noor, T. (2021). Uncertain Supply Chain

Management Mediation of inventory control practices in proficiency and organizational performance : State- funded hospital perspective. *Uncertain Supply Chain Management*, 9, 89–98. <https://doi.org/10.5267/j.uscm.2020.11.006>

- Ren, L. (2021). *How live stream shopping influences brand loyalty on Taobao Live : A perspective of parasocial interaction*. University of Twente.
- Rizaldi, H. (2022). The influence of brand popularity, perceived quality, price, and need on purchase intention iPhone products in Purwokerto. *Jurnal Akuntansi, Manajemen, Dan Ekonomi*, 24(2), 14–22.
- Rosara, N. A., & Luthfia, A. (2020). Factors Influencing Consumer ' s Purchase Intention on Beauty Products in Youtube *. *Journal of Distribution Science*, 18(6), 37–46. <https://doi.org/10.15722/jds.18.6.202006.37>
- Saleem, U., Yi, S., Bilal, M., Topor, D. I., & Căpușneanu, S. (2022). The impact of website quality on customer satisfaction and ewom in online purchase intention: The moderating role of gender in risk-taking. *Frontiers in Psychology*, 13(1), 1–14. <https://doi.org/10.3389/fpsyg.2022.945707>
- Santo, P. E., & Marques, A. M. A. (2022). Determinants of the online purchase intention: Hedonic motivations, prices, information and trust. *Baltic Journal of Management*, 17(1), 56–71. <https://doi.org/10.1108/BJM-04-2021-0140>
- Saputra, S., Barus, F. M., & Batam, U. I. (2020). Pengaruh electronic word of moutn (e-wom) dan citra merek terhadap minat belanja konsumen di Batam. *Jurnal Ilmiah Manajemen Dan Bisnis*, 5(1), 1–11.
- Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An empirical examination of the impact of ewom information on young consumers' online urchase intention: Mediating role of ewom information adoption. *SAGE Open*, 11(4), 1–12. <https://doi.org/10.1177/21582440211052547>
- Sari, A. N., Subanji, & Sisworo. (2021). Analisis interaksi siswa pada aktivitas diskusi kelompok dalam pembelajaran matematika secara daring. *Jurnal Cendikia: Jurnal Pendidikan Matematika*, 05(03), 2636–2651.
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-wom, trust, and brand equity: Focusing on users of airline social media. *Sustainability (Switzerland)*, 12(4), 1–18. <https://doi.org/10.3390/su12041691>
- Shang, Q., Ma, H., Wang, C., & Gao, L. (2023). Effects of background fitting of e-commerce live streaming on consumers ' purchase intentions : A cognitive-affective perspective. *Psychology Research and Behavior Management*, 16, 149 – 168. <https://doi.org/10.2147/PRBM.S393492>
- Shankar, A., Jebarajakirthy, C., & Ashaduzzaman, M. (2020). How do electronic word of mouth practices contribute to mobile banking adoption? *Journal of*

Retailing and Consumer Services, 52(1), 1–14.
<https://doi.org/10.1016/j.jretconser.2019.101920>

- Shidqi, H., Noor, Y. L., & Kirbrandoko. (2019). The effect of electronic word of mouth on online trust and purchase intention among millennials generation on Instagram. *RJOAS*, 1(85), 490–496. <https://doi.org/10.18551/rjoas.2019-01.60>
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63(1), 1–11. <https://doi.org/10.1016/j.techsoc.2020.101365>
- Song, S., Yao, X., & Wen, N. (2021). What motivates Chinese consumers to avoid information about the COVID-19 pandemic?: The perspective of the stimulus-organism-response model. *Information Processing and Management*, 58(1), 102407. <https://doi.org/10.1016/j.ipm.2020.102407>
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17–21. <https://doi.org/10.1016/j.copsyc.2015.10.016>
- Suciati, P. (2022). Social media-based public relations activities for the resilience of Indonesian micro, small, and medium-sized enterprises (MSMEs). *In Proceedings*, 83(1), 20.
- Suhud, U., & Willson, G. (2019). Low-Cost green car purchase intention: Measuring the role of brand image on perceived price and quality. *International Journal of Economics and Business Administration*, VII(3), 238–249.
- Sulistiawan, A., Yuliasesti, E., Sari, D., & Situmorang, N. Z. (2020). Validity and reliability of organizational commitment using Confirmatory Factor Analysis (CFA). *Jurnal Psikologi Dan Psikologi Islam*, 17(2), 134–144.
- 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(December 2018), 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2020). A 2020 perspective on “How live streaming influences purchase intentions in social commerce: An IT affordance perspective.” *Electronic Commerce Research and Applications*, 40(1), 1–2. <https://doi.org/10.1016/j.elerap.2020.100958>
- Sutil-Martín, D. L., & Rienda-Gómez, J. J. (2020). The Influence of Unconscious Perceptual Processing on Decision-Making: A New Perspective From Cognitive Neuroscience Applied to Generation Z. *Frontiers in Psychology*, 11(1), 1–7. <https://www.frontiersin.org/articles/10.3389/fpsyg.2020.01728/full>
- Syamsuri, A. R. (2022). The effect of discounts and free shipping on Shopee marketplace purchase decisions with advertising as intervening variable.

Budapest International Research and Critics Institute-Journal (BIRCI-Journal), 5(3), 21460–21471.

- Tabassum, S., Khwaja, M. G., & Zaman, U. (2020). Can narrative advertisement and ewom influence generation z purchase intentions? *Information (Switzerland)*, 11(12), 1–16. <https://doi.org/10.3390/info11120545>
- Taobangdan. (2019). *Taobao live streaming ecological development report*. Taobao Live Streaming. <http://www.199it.com/archives/855530.html>
- Tong, Xiao, & Su, J. (2018). Exploring young consumers' trust and purchase intention of organic cotton apparel. *Journal of Consumer Marketing*, 35(5), 522–532. <https://doi.org/10.1108/JCM-04-2017-2176>
- Tong, Xinjia, Chen, Y., Zhou, S., & Yang, S. (2022). How background visual complexity influences purchase intention in live streaming: The mediating role of emotion and the moderating role of gender. *Journal of Retailing and Consumer Services*, 67(18), 103031. <https://doi.org/10.1016/j.jretconser.2022.103031>
- Tsao, S. F., Chen, H., Tisseverasinghe, T., Yang, Y., Li, L., & Butt, Z. A. (2021). What social media told us in the time of COVID-19: a scoping review. *The Lancet Digital Health*, 3(3), e175–e194. [https://doi.org/10.1016/S2589-7500\(20\)30315-0](https://doi.org/10.1016/S2589-7500(20)30315-0)
- Vongurai, R., Elango, D., Phothikitti, K., & Dhanasomboon, U. (2018). Social media usage, electronic word of mouth and trust influence purchase-decision involvement in using traveling services. *Asia Pacific Journal of Multidisciplinary Research*, 6(4), 32–37.
- Vries, S. de. (2023). *The relationship between influencer marketing and purchasing intention*. University of Twente.
- Wang, H., Zhu, G., Chen, J., Lyu, L., & Dunne, M. (2020). *Factors that Influence Chinese Parents' Intentions to Use Physical Violence to Discipline Their Preschool Children*. 1–11.
- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and consumers' purchase intention in a social commerce platform: A meta-analytic approach. *SAGE Open*, 12(2), 1–15. <https://doi.org/10.1177/21582440221091262>
- Wang, Q., Ma, D., Chen, H., Ye, X., & Xu, Q. (2019). Effects of background complexity on consumer visual processing: An eye-tracking study. *Journal of Business Research*, 111(1), 270–280. <https://doi.org/10.1016/j.jbusres.2019.07.018>
- Wang, X., & Wu, D. (2019). Understanding User Engagement Mechanisms on a Live Streaming Platform. In *Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics): Vol. 11589 LNCS*. Springer International Publishing.

https://doi.org/10.1007/978-3-030-22338-0_22

- Wijoyo, H., Vensuri, H., Musnaini, Widiyanti, Sunarsi, D., Haudi, Prasada, D., Setyawati, L., Kristianti, Lutfi, A. M., & Akbar, I. R. (2020). *Digitalisasi UMKM*. Insan Cendikia Mandiri.
- Wiraandryana, I. M. J., & Ardani, I. G. A. K. S. (2021). The role of trust mediates effect of e-wom on consumer purchase decisions. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(1), 408–415.
- Wong, A. (2021). A Study Of Purchase Intention On Smartphones Of Collage Students In Hong ON SMARTPHONES OF COLLEGE STUDENTS IN HONG KONG. *Academy of Marketing Studies Journal*, 25(1), 1–15.
- Wong, W. P., Tan, K., Inkgo, I., & Chiu-yiong, B. (2019). The Effect of Technology Trust on Customer E-Loyalty in Online Shopping and The Mediating Effect of Trustworthiness. *Journal of Marketing Advances and Practices*, 1(2), 38–51.
- Xu, Y., & Ye, Y. (2020). Who Watches Live Streaming in China? Examining Viewers' Behaviors, Personality Traits, and Motivations. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.01607>
- Yen, Y. S. (2014). The interaction effect on customer purchase intention in e-commerce: A comparison between substitute and complement. *Asia Pacific Journal of Marketing and Logistics*, 26(3), 472–493. <https://doi.org/10.1108/APJML-07-2013-0080>
- Yeon, J., Park, I., & Lee, D. (2019). What creates trust and who gets loyalty in social commerce? *Journal of Retailing and Consumer Services*, 50(April), 138–144. <https://doi.org/10.1016/j.jretconser.2019.05.009>
- Zare, H., Nayebzadeh, S., Davodi, A., & Hatami-nasab, S. H. (2023). Identifying indicators and factors affecting consumers' purchase intention of cosmeceutical masks through content analysis and the Delphi technique. *International Journal of Nonlinear Analysis and Applications*, 1–25.
- Zayed, M. F., Gaber, H. R., & Essawi, N. El. (2022). Examining the Factors That Affect Consumers' Purchase Intention of Organic Food Products in a Developing Country. *Suistanability*, 14(10), 2–8.
- Zeng, Q., Guo, Q., Zhuang, W., Zhang, Y., & Fan, W. (2022). Do real-time reviews matter? Examining how bullet screen influences consumers' purchase intention in live streaming commerce. *Information Systems Frontiers*, 1–17. <https://doi.org/10.1007/s10796-022-10356-4>
- Zhang, Min, Sun, L., Qin, F., & Wang, G. A. (2020). E-service quality on live streaming platforms: Swift guanxi perspective. *Journal of Services Marketing*, 35(3), 312–324. <https://doi.org/10.1108/JSM-01-2020-0009>
- Zhang, Min, Sun, L., & Wang, G. A. (2021). *E-service quality on live streaming*

platforms: swift guanxi perspective. 3(September 2020), 312–324.
<https://doi.org/10.1108/JSM-01-2020-0009>

- Zhang, Mingli, Liu, Y., Wang, Y., & Zhao, L. (2022). How to retain customers: Understanding the role of trust in live streaming commerce with a socio-technical perspective. *Computers in Human Behavior*, 127(1), 1–14.
<https://doi.org/10.1016/j.chb.2021.107052>
- Zhang, Zongyi. (2021). Infrastructuralization of Tik Tok: Transformation, power relationships, and platformization of video entertainment in China. *Media, Culture and Society*, 43(2), 219–236.
<https://doi.org/10.1177/0163443720939452>
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020a). Electronic commerce research and applications electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41(1), 1–9. <https://doi.org/10.1016/j.elerap.2020.100980>
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020b). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41(1), 1–9. <https://doi.org/10.1016/j.elerap.2020.100980>
- Zhong, Y., Zhang, Y., Luo, M., Wei, J., Liao, S., Tan, K.-L., & Yap, S. S.-N. (2022a). I give discounts, I share information, I interact with viewers: A predictive analysis on factors enhancing college students' purchase intention in a live-streaming shopping environment. *Young Consumers*, 23(3), 1–20. <https://doi.org/10.1108/YC-08-2021-1367>
- Zhong, Y., Zhang, Y., Luo, M., Wei, J., Liao, S., Tan, K. L., & Yap, S. S. N. (2022b). I give discounts, I share information, I interact with viewers: a predictive analysis on factors enhancing college students' purchase intention in a live-streaming shopping environment. *Young Consumers*, 23(3), 449–467. <https://doi.org/10.1108/YC-08-2021-1367>
- Zhou, J., Zhou, J., Ding, Y., & Wang, H. (2019). The magic of danmaku: A social interaction perspective of gift sending on live streaming platforms. *Electronic Commerce Research and Applications*, 34, 1–27. <https://doi.org/10.1016/j.elerap.2018.11.002>