

DAFTAR PUSTAKA

- Andrews, D. C., & Haworth, K. N. (2002). Online customer service chat: Usability and sociability issues. *Journal of Internet Marketing*, 2(1), 1–20.
- Arikunto. (2006). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Baethge, C., Klier, J., & Klier, M. (2016). Social commerce—state-of-the-art and future research directions. *Electronic Markets*, 26(3), 269–290. <https://doi.org/10.1007/s12525-016-0225-2>
- Billewar, S. R., Jadhav, K., Sriram, V. P., Arun, D. A., Mohd Abdul, S., Gulati, K., & Bhasin, D. N. K. K. (2022). The rise of 3D E-Commerce: the online shopping gets real with virtual reality and augmented reality during COVID-19. *World Journal of Engineering*, 19(2), 244–253. <https://doi.org/10.1108/WJE-06-2021-0338>
- Bründl, S. ;, Matt, C. ;, & Hess, T. (2017). *CONSUMER USE OF SOCIAL LIVE STREAMING SERVICES: THE INFLUENCE OF CO-EXPERIENCE AND EFFECTANCE ON ENJOYMENT*. http://aisel.aisnet.org/ecis2017_rphhttp://aisel.aisnet.org/ecis2017_rp/114
- Cambridge Dictionary. (n.d.). *Live Chat*. Cambridge Dictionary.
- Cao, H. (2020). Online review manipulation by asymmetrical firms: Is a firm's manipulation of online reviews always detrimental to its competitor? *Information and Management*, 57(6). <https://doi.org/10.1016/j.im.2019.103244>
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>
- Chung, D. S. (2008). Interactive features of online newspapers: Identifying patterns and predicting use of engaged readers. *Journal of Computer-Mediated Communication*, 13(3), 658–679. <https://doi.org/10.1111/j.1083-6101.2008.00414.x>
- Doha, A., Elnahla, N., & McShane, L. (2019). Social commerce as social networking. *Journal of Retailing and Consumer Services*, 47, 307–321. <https://doi.org/10.1016/j.jretconser.2018.11.008>
- Duan, W., Gu, B., & Whinston, A. B. (2008). Do online reviews matter? - An empirical investigation of panel data. *Decision Support Systems*, 45(4), 1007–1016. <https://doi.org/10.1016/j.dss.2008.04.001>

- Engel, Kollat, & Blackwell. (1968). *Consumer Behavior*. Dryden Press.
- Fatrina, D., Kamil, I., & Hasan, A. (2019). Pengaruh Live-Chat dan E-WOM Terhadap Pengambilan Keputusan Transaksi Online pada Marketplace E-Commerce. *Jurnal Nasional Teknologi Dan Sistem Informasi*, 5(3), 121–129. <https://doi.org/10.25077/TEKNOSI.v5i2.2019.121-129>
- Fernandes, S., Panda, R., Venkatesh, V. G., Swar, B. N., & Shi, Y. (2022). Measuring the impact of online reviews on consumer purchase decisions – A scale development study. *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103066>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley.
- 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>
- Frobenius, M. (2014). Audience design in monologues: How vloggers involve their viewers. *Journal of Pragmatics*, 72, 59–72. <https://doi.org/10.1016/j.pragma.2014.02.008>
- Gulo. (2010). *Metodologi Penelitian*. Grasindo.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, Marko. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hajli, N. (2015). Social commerce constructs and consumer’s intention to buy. *International Journal of Information Management*, 35(2), 183–191. <https://doi.org/10.1016/j.ijinfomgt.2014.12.005>
- Hamilton, W. A., Garretson, O., & Kerne, A. (2014). Streaming on twitch: Fostering participatory communities of play within live mixed media. *Conference on Human Factors in Computing Systems - Proceedings*, 1315–1324. <https://doi.org/10.1145/2556288.2557048>
- Hanaysha, J. R. (2018a). An examination of the factors affecting consumer’s purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>

- Hanaysha, J. R. (2018b). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hansen, T., Jensen, J. M., & Solgaard, H. S. (2004). Predicting online grocery buying intention: A comparison of the theory of reasoned action and the theory of planned behavior. *International Journal of Information Management*, 24(6), 539–550. <https://doi.org/10.1016/j.ijinfomgt.2004.08.004>
- 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>
- Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.01.005>
- Ismiyanto. (2003). *Metode Penelitian*. FBS UNNES.
- Jiang, Z., Chan, J., Tan, B. C. Y., & Chua, W. S. (2010). Effects of interactivity on website involvement and purchase intention. *Journal of the Association for Information Systems*, 11(1), 34–59. <https://doi.org/10.17705/1jais.00218>
- Kamble, Z., Doan, Q. T., Nguyen, H. N., Zeng, Z., & Liao Zihui, L. (2020). *Entrepreneurial Development and Innovation in Family Businesses and SMEs*. IGI Global.
- Kang, L., Wang, X., Tan, C. H., & Zhao, J. L. (2015). Understanding the Antecedents and Consequences of Live Chat Use in Electronic Markets. *Journal of Organizational Computing and Electronic Commerce*, 25(2), 117–139. <https://doi.org/10.1080/10919392.2015.1033935>
- Karimi, S., Holland, C. P., & Papamichail, K. N. (2018). The impact of consumer archetypes on online purchase decision-making processes and outcomes: A behavioural process perspective. *Journal of Business Research*, 91, 71–82. <https://doi.org/10.1016/j.jbusres.2018.05.038>
- Kashyap, R., Kesharwani, A., & Ponnamp, A. (2022). Measurement of online review helpfulness: a formative measure development and validation. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-022-09531-1>
- Kate Gellet. (2016, January 28). *Online Self Service Dominates Yet Again. Why? Its An Effortless Way To Get To Your Answers*. Forrester.

- Kusno, K., Deliana, Y., Sulistyowati, L., & Nugraha, Y. (2022). Determinant factors of online purchase decision process via social commerce: An empirical study of organic black rice in Indonesia. *International Journal of Data and Network Science*, 6(4), 1065–1076. <https://doi.org/10.5267/j.ijdns.2022.8.002>
- Laudon, K. C., & Traver, C. G. (2012). *E-commerce: Business, Technology, Society* (8th ed.). Pearson.
- Le, L. T., Ly, P. T. M., Nguyen, N. T., & Tran, L. T. T. (2022). Online reviews as a pacifying decision-making assistant. *Journal of Retailing and Consumer Services*, 64. <https://doi.org/10.1016/j.jretconser.2021.102805>
- Li, B., Hou, F., Guan, Z., & Yee-Loong Chong, A. (2018). *What Drives People to Purchase in Live Streaming What Drives People to Purchase Virtual Gifts in Live Streaming? The Mediating Role of Flow*.
- Li, K., Chen, Y., & Zhang, L. (2020). Exploring the influence of online reviews and motivating factors on sales: A meta-analytic study and the moderating role of product category. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102107>
- Liu, Y., & Whitman, M. J. (2006). Word of Mouth for Movies: Its Dynamics and Impact on Box Office Revenue. *Journal of Marketing*, 70, 74–89. <http://www.marketingpower.com/jmblog>.
- 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>
- Lv, Z., Jin, Y., & Huang, J. (2018). How do sellers use live chat to influence consumer purchase decision in China? *Electronic Commerce Research and Applications*, 28, 102–113. <https://doi.org/10.1016/j.elerap.2018.01.003>
- Madden, T., Ellen, P., & Ajzen, I. (1992). a comparison of the theory of planned behavior and the theory of reasoned action. *Personality and Social Psychology Bulletin*, 18(1), 3–9.
- Maier, E., & Dost, F. (2018). The positive effect of contextual image backgrounds on fluency and liking. *Journal of Retailing and Consumer Services*, 40, 109–116. <https://doi.org/10.1016/j.jretconser.2017.09.003>
- Mehrabian, A., & Russell, J. A. (1974). The Basic Emotional Impact of Environments. *Perceptual and Motor Skills*, 38(1), 283–301.
- Meisner, C., & Ledbetter, A. M. (2022). Participatory branding on social media: The affordances of live streaming for creative labor. *New Media*

and Society, 24(5), 1179–1195.
<https://doi.org/10.1177/1461444820972392>

Mero (Järvinen), J. (2018). The effects of two-way communication and chat service usage on consumer attitudes in the e-commerce retailing sector. *Electronic Markets*, 28(2), 205–217. <https://doi.org/10.1007/s12525-017-0281-2>

Mudambi, S. M., & Schuff, D. (n.d.). *Quarterly What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com*.
www.travelpost.com

Mudambi, S. M., & Schuff, D. (2010). What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com. *MIS Quarterly*, 34(1), 185–200. www.travelpost.com

Nazir. (2013). *Metode Penelitian*. Ghalia Indonesia.

Nikki Gilliland. (2017, March 15). *Seven retailers that use live chat to improve customer service*. Econsultancy.

Osawa, J. (2023, January 9). *TikTok Parent ByteDance's E-Commerce Volume Surged in 2022, Internal Data Show*. The Information.

Ou, C. X., & Davison, R. M. (2009). Technical opinion - Why eBay lost to TaoBao in China: The global advantage. *Communications of the ACM*, 52(1), 145–148. <https://doi.org/10.1145/1435417.1435450>

Peter, J. P., & Olson, J. (2013). *Perilaku Konsumen dan Strategi Pemasaran*. Salemba Empat.

Predicting Consumer Behavior in online purchase. (n.d.).
www.worldwidejournals.com

Psutka, J. V., & Psutka, J. (2019). Sample size for maximum-likelihood estimates of Gaussian model depending on dimensionality of pattern space. *Pattern Recognition*, 91, 25–33.
<https://doi.org/10.1016/j.patcog.2019.01.046>

Risselada, H., de Vries, L., & Verstappen, M. (2018). The impact of social influence on the perceived helpfulness of online consumer reviews. *European Journal of Marketing*, 52(3–4), 619–636.
<https://doi.org/10.1108/EJM-09-2016-0522>

Saputra, G. G., & Fadhilah. (2022). The Influence of Live Streaming Shopping on Purchase Decisions through Customer Engagement on Instagram Social Media. *Budapest International Research and Critics Institute Journal*, 5(2), 12126–12137. <https://doi.org/10.33258/birci.v5i2.5049>

- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behavior* (9th ed). Prentice Hall.
- Serra Cantallops, A., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41–51. <https://doi.org/10.1016/j.ijhm.2013.08.007>
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46, 58–69. <https://doi.org/10.1016/j.jretconser.2017.11.001>
- Sjöblom, M., & Hamari, J. (2017). Why do people watch others play video games? An empirical study on the motivations of Twitch users. *Computers in Human Behavior*, 75, 985–996. <https://doi.org/10.1016/j.chb.2016.10.019>
- Sofjan Assauri. (2004). *Manajemen Pemasaran*. Rajawali Press.
- Song, S., & Yoo, M. (2016). The role of social media during the pre-purchasing stage. *Journal of Hospitality and Tourism Technology*, 7(1), 84–99. <https://doi.org/10.1108/JHTT-11-2014-0067>
- Srivastava, V., & Kalro, A. D. (2019). Enhancing the Helpfulness of Online Consumer Reviews: The Role of Latent (Content) Factors. *Journal of Interactive Marketing*, 48, 33–50. <https://doi.org/10.1016/j.intmar.2018.12.003>
- Su, X. (2019). An empirical study on the influencing factors of e-commerce live streaming. *Proceedings - 2019 International Conference on Economic Management and Model Engineering, ICEMME 2019*, 492–496. <https://doi.org/10.1109/ICEMME49371.2019.00103>
- Sugiyono. (2019). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sun, H., Chen, J., & Fan, M. (2021). Effect of Live Chat on Traffic-to-Sales Conversion: Evidence from an Online Marketplace. *Production and Operations Management*, 30(5), 1201–1219. <https://doi.org/10.1111/poms.13320>
- Sutama. (2016). *Metode Penelitian Pendidikan: Kuantitatif, Kualitatif, PTK, R & D*. Fairuz Media.
- Tan, X., Wang, Y., & Tan, Y. (2019). Impact of live chat on purchase in electronic markets: The moderating role of information cues. *Information Systems Research*, 30(4), 1248–1271. <https://doi.org/10.1287/isre.2019.0861>

- Thomas Smith, Marianna Obrist, & Peter Wright. (2013). Live-Streaming Changes the (Video) Game (Chair) In P. Paolini (Ed.). *Proceedings of the 11th European Conference on Interactive TV and Video*, 131–138.
- Umar, H. (2013). *Metode Penelitian Untuk Skripsi dan Tesis*. Rajawali.
- Wan, Y. (2015). The Matthew Effect in social commerce: The case of online review helpfulness. *Electronic Markets*, 25(4), 313–324. <https://doi.org/10.1007/s12525-015-0186-x>
- Wang, D., Luo, X. (Robert), Hua, Y., & Benitez, J. (2023). Customers' help-seeking propensity and decisions in brands' self-built live streaming E-Commerce: A mixed-methods and fsQCA investigation from a dual-process perspective. *Journal of Business Research*, 156. <https://doi.org/10.1016/j.jbusres.2022.113540>
- Wang, X., & Wu, D. (2019). Understanding User Engagement Mechanisms on a Live Streaming Platform. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 11589 LNCS, 266–275. https://doi.org/10.1007/978-3-030-22338-0_22
- Wang, Y., Lu, Z., Cao, P., Chu, J., Wang, H., & Wattenhofer, R. (2022). How Live Streaming Changes Shopping Decisions in E-commerce: A Study of Live Streaming Commerce. *Computer Supported Cooperative Work: CSCW: An International Journal*, 31(4), 701–729. <https://doi.org/10.1007/s10606-022-09439-2>
- Webster, F. E., & Wind, Y. (1972). A General Model for Understanding Organizational Buying Behavior. In *Source: Journal of Marketing* (Vol. 36, Issue 2).
- You, Y., Vadakkepatt, G. G., & Joshi, A. M. (2015). A meta-analysis of electronic word-of-mouth elasticity. In *Journal of Marketing* (Vol. 79, Issue 2, pp. 19–39). American Marketing Association. <https://doi.org/10.1509/jm.14.0169>
- Zhang, Y., Hua, L., Jiao, Y., Zhang, J., & Saini, R. (2023). More than watching: An empirical and experimental examination on the impacts of live streaming user-generated video consumption. *Information and Management*, 60(3). <https://doi.org/10.1016/j.im.2023.103771>
- Zhao, W., Hu, F., Wang, J., Shu, T., & Xu, Y. (2023). A systematic literature review on social commerce: Assessing the past and guiding the future. *Electronic Commerce Research and Applications*, 57. <https://doi.org/10.1016/j.elerap.2022.101219>
- Zhao, Y., Xu, X., & Wang, M. (2019). Predicting overall customer satisfaction: Big data evidence from hotel online textual reviews.

International Journal of Hospitality Management, 76, 111–121.
<https://doi.org/10.1016/j.ijhm.2018.03.017>

Zhepeng Lu, Xiaoshan Wang, & Jinghua Huang. (2016). Effect of instant messenger use on purchase decision of consumers. *In 13th International Conference on Service Systems and Service Management (ICSSSM)*, 1–6.

Zhu, D. H., Chang, Y. P., & Luo, J. J. (2016). Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model. *Telematics and Informatics*, 33(1), 8–16. <https://doi.org/10.1016/j.tele.2015.06.001>

