

## DAFTAR PUSTAKA

- Amalia, D., Ramli, A. H., & Larasati, A. (2024). *Hedonic Motive, Utilitarian Motive, Shopping Intention Dan Impulsive Buying Pada E-Commerce Shopee* (Vol. 06, Issue 01). Februari-Mei. <http://bisnisman.nusaputra.ac.id>
- Ayu Wijayanti, N., & Isa, M. (2025). Pengaruh Consumer Engagement Dalam Memediasi Interactivity dan Vividness Konten Marketing Tiktok terhadap Purchase Intention. *EKOMA : Jurnal Ekonomi*, 4(2).
- Christanti, M., Program, K., Pemasaran, S. M., Ubaya, P., & Abstrak, S. (2023.). *STRATEGI REBRANDING PADA MAKLON SEBAGAI BENTUK JASA PRODUKSI DAN PEMASARAN UNTUK MENINGKATKAN EKUITAS MEREK PADA PERUSAHAAN KOSMETIK DI INDONESIA*. <https://e-journal.naurendigiton.com/index.php/mj>
- Faruq, M. A. A., Bassalamah, M. R., Sudaryanti, D., & Azizah, N. N. (2023). Hedonic Values and Utilitarian Values to Improve Behavioral Intentions and Consumer Satisfaction on Product. *APTISI Transactions on Technopreneurship*, 5(3), 319–333. <https://doi.org/10.34306/att.v5i3.345>
- Fernandes, E., Semuel, H., & Adiwijaya, M. (2020). The Influence of Social Media Advertising on Purchase Intention Through Utilitarian and Hedonic Shopping Motivation: A Study at Beauty Care and Anti-Aging Clinic Service in Surabaya. *Petra International Journal of Business Studies*, 3(1), 23–36. <https://doi.org/10.9744/ijbs.3.1.23-36>
- Fuadah, B. N., Widodo, A., Rubiyanti, N., & Silvinita, A. (2025). The Effect of Utilitarian Value, Hedonic Value on Purchase Intention Through Attitude as a Moderating Variable (Case Study on Buttonsscarve Consumers); a Conceptual Paper. *East Asian Journal of Multidisciplinary Research*, 4(2). <https://doi.org/10.55927/eajmr.v4i2.46>

- Gunawan, H. M., & Sondakh, O. (2020). *International Journal of Science and Business How to Enhance Word of Mouth in the Era of E-commerce: Case study of Tokopedia*. <https://doi.org/10.5281/zenodo.3980775>
- Gunawan, H. M., & Sondakh, O. (2020). *The Impact of Hedonic Value and Utilitarian Value on Repurchase Intention Through Attitude Toward Brand: Comparison on Tokopedia and Shopee Marketplace*. <https://doi.org/10.5281/zenodo.4320294>
- 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>
- Hsu, C. L., & Chen, M. C. (2018). How gamification marketing activities motivate desirable consumer behaviors: Focusing on the role of brand love. *Computers in Human Behavior*, 88, 121–133. <https://doi.org/10.1016/j.chb.2018.06.037>
- Hulu, Y. J., & Christiarini, R. (2023). *PENGARUH LIVE STREAMING SHOPPING TERHADAP PENJUALAN BARANG THRIFSHOP DI KOTA BATAM*. 11.
- Kala'lembang, A. (2025). TERHADAP NIAT BELI KONSUMEN MELALUI TRUST SEBAGAI VARIABEL INTERVENING PADA ONLINE SHOP SHOPEE. In *Journal of Business and Applied Management* (Vol. 15, Issue 1). <https://databoks.katadata.co.id/>
- Khalikussabir, & Waris, A. (2021). The Impact of Utilitarian Value, Hedonic Value, and Brand Image of Modern Coffee Shop City of Malang on Customer Satisfaction. *Jurnal Ekonomi & Bisnis JAGADITHA*, 8(2), 172–178. <https://doi.org/10.22225/jj.8.2.2021.172-178>
- Khalikussabir, & Waris, A. (2021). The Impact of Utilitarian Value, Hedonic Value, and Brand Image of Modern Coffee Shop City of Malang on Customer Satisfaction. *Jurnal Ekonomi & Bisnis JAGADITHA*, 8(2), 172–178. <https://doi.org/10.22225/jj.8.2.2021.172-178>

- Kirana Wandira, R., Rohman, F., & Syamsuddin, M. T. (2019). How Does Hedonic Shopping Value Affect Impulsive Buying? An Empirical Study on E-Commerce in Indonesia. In *International Journal of Innovation, Creativity and Change*. [www.ijicc.net](http://www.ijicc.net) (Vol. 9, Issue 8). [www.ijicc.net](http://www.ijicc.net)
- Kushwaha, A. K., Kar, A. K., & Dwivedi, Y. K. (2021). Applications of big data in emerging management disciplines: A literature review using text mining. *International Journal of Information Management Data Insights*, 1(2). <https://doi.org/10.1016/j.jjime.2021.100017>
- Luh, N., Swari, A. P., Ayu, G., & Giantari, K. (2017). PERAN KEPUASAN KONSUMEN MEMEDIASI HUBUNGAN NILAI UTILITARIAN DAN NILAI HEDONIK DENGAN LOYALITAS KONSUMEN. 6(3), 1194–1220. [www.topbrand-award.com](http://www.topbrand-award.com)
- Maharani, A., P., & Masnita, Y. (2023). *Pengaruh Interaktivitas dan Social Presence Platform Terhadap Minat Beli Pada Live Stream Online Shopping di E-Commerce*.
- Maharani, S., & Dirgantara, I. M. B. (2023). Faktor-Faktor Yang Mempengaruhi Immersion Saat Live Streaming Syaria Shopping Serta Pengaruhnya Kepada Minat Pembelian (Studi Pada Social Commerce Tik Tok Indonesia). *Jurnal Ilmiah Ekonomi Islam*, 9(2), 2942. <https://doi.org/10.29040/jiei.v9i2.9854>
- Mulyaputri, V. M. (2021). PENGARUH VIRAL MARKETING DAN BRAND AWARENESS TERHADAP NIAT BELI MEREK KOPI KENANGAN DI KOTA SURABAYA. In *Jurnal Ilmu Manajemen* (Vol. 9).
- Najib, M. F., Fauziah, T., Djatnika, T., Saefulloh, D., & Purnamasari, D. (2022). Impact of Utilitarian and Hedonic Values on Hijab Buying Intentions: Evidence from Indonesia. *Journal of Marketing Innovation (JMI)*, 2(2). <https://doi.org/10.35313/jmi.v2i2.48>
- Novia Riani, G., & Gayatri, G. (2023). Turning fans into lovers: Content strategy for brand's social media pages to build stronger relationship. *Maret*, 16(1), 63–78. <https://doi.org/10.25105/jmpj.v16i1.15729>

- Novia Riani, G., & Gayatri, G. (2023). Turning fans into lovers: Content strategy for brand's social media pages to build stronger relationship. *Maret*, 16(1), 63–78. <https://doi.org/10.25105/jmpj.v16i1.15729>
- Penelitian, H., Natanael, J., Sugiarto, O., Wahyuni, H., Elgeka, S., & Tjahjoanggoro, A. J. (2021). *Hedonic and Utilitarian Motivation of Athlete Students with Purchase Intention in Second-hand Sport Equipment*. 14(1), 24–31. <https://doi.org/10.30813/psibernetika.v14i1.2642>
- Pirolli, P., & Card, S. K. (1999). *Information Foraging*.
- Purwianti, L., & Suryani, M. (2022). YUME : Journal of Management Pengaruh Utilitarian Value, Hedonic Value, Satisfaction, Word Of Mouth Terhadap Purchase Intention. *YUME : Journal of Management*, 5(2), 509–519. <https://doi.org/10.37531/yume.vxix.336>
- Purwianti, L., & Suryani, M. (2022). YUME : Journal of Management Pengaruh Utilitarian Value, Hedonic Value, Satisfaction, Word Of Mouth Terhadap Purchase Intention. *YUME : Journal of Management*, 5(2), 509–519. <https://doi.org/10.37531/yume.vxix.336>
- Rafi Eka Yudistira, M., Jatnika, D., Artikel, S., Pembelian, M., Tiktok Produk Fesyen, L., Tarik Streamer, D., Tarik Produk, D., & Hedonis, M. (2023). *Bridging: Journal of Islamic Digital Economic and Management* PENGARUH DAYA TARIK STREAMER DAN DAYA TARIK PRODUK TERHADAP MINAT PEMBELIAN PENONTON LIVE TIKTOK PADA PRODUK FESYEN DENGAN MOTIVASI HEDONIS SERTA UTILITARIAN SEBAGAI VARIABEL PENGHUBUNG INFO ARTIKEL ABSTRACT KATA KUNCI ABSTRAK. 1(1), 336–353. <https://journal.alshobar.or.id/index.php/bridging>
- Rahmad, R., 1a Astri, D., Sari, Y., 2b, M. M., & Author, C. (2024). HOW THE ROLE OF EMOTIONAL PLEASURE MEDIATES THE VALUE OF SHOPEE LIVE Bagaimana Peran Kesenangan Emosional Memediasi Nilai Pada Shopee Live. *Pendidikan Dan Humaniora*, 8(2). <https://doi.org/10.36526/js.v3i2.4708>

- Sinurat, R., Wulandari, D., Harahap, E. N., Syahna, M., & Nasution, M. I. (2023). Minat Beli Konsumen: Kualitas Pelayanan, Kualitas Produk dan Peran mediasi Kepuasan Konsumen. *Bisnis Digital Dan Kewirausahaan*, 2(1), 10–20. <https://doi.org/10.55983/inov.v2i1.392>
- 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, 100886. <https://doi.org/https://doi.org/10.1016/j.elerap.2019.100886>
- 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, D., Wang, X., & Ye, H. J. (2024). Transparentizing the “Black Box” of Live Streaming: Impacts of Live Interactivity on Viewers’ Experience and Purchase. *IEEE Transactions on Engineering Management*, 71, 3820–3831. <https://doi.org/10.1109/TEM.2023.3237852>