

DAFTAR PUSTAKA

- Ahmad, N. H. (2018). The application of partial least square-structural equation modeling (PLS-SEM) in assessing the relationship between financial development and economic growth in Nigeria. *Journal of Applied Accounting Research*.
- Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet Shopping malls. *Electronic Commerce Research and Applications*, 3(4), 405–420. <https://doi.org/https://doi.org/10.1016/j.elerap.2004.05.001>
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online Shopping. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Animesh, A., Pinsonneault, A., Yang, S.-B., & Oh, W. (2011). An Odyssey into Virtual Worlds: Exploring the Impacts of Technological and Spatial Environments on Intention to Purchase Virtual Products. *MIS Quarterly*, 35(3), 789–810. <https://doi.org/10.2307/23042809>
- Argyris, Y. A., & Monu, K. (2015). Corporate Use of Social Media: Technology Affordance and External Stakeholder Relations. *Journal of Organizational Computing and Electronic Commerce*, 25(2), 140–168. <https://doi.org/10.1080/10919392.2015.1033940>
- Babbie, E. (2014). *The Practice of Social Research*. Cengage Learning. Canada.
- Bansal, G., & Chen, L. (2011). If they Trust our E-commerce Site, Will They Trust our Social Commerce Site Too? Differentiating the Trust in E-commerce and S-commerce: The Moderating Role of Privacy and Security Concerns. *MWAIS 2011 PROCEEDINGS*. <https://aisel.aisnet.org/mwais2011/20>
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51 6, 1173–1182.
- Bimantari, C. (2018). Pengaruh kesadaran merek, kualitas yang dirasakan, dan sikap merek pada , niat beli biskuit oreo di Surabaya. *Journal of Business & Banking*. <http://dx.doi.org/10.14414/jbb.v8i2.1548>
- Bonner, J. M. (2010). Customer Interactivity and new product performance: Moderating effects of product newness and product embeddedness. *Industrial Marketing Management*, 39(3), 485–492. <https://doi.org/https://doi.org/10.1016/j.indmarman.2008.11.006>

- Bygstad, B., Munkvold, B. E., & Volkoff, O. (2016). Identifying Generative Mechanisms through *Affordances*: A Framework for Critical Realist Data Analysis. *Journal of Information Technology*, 31(1), 83–96. <https://doi.org/10.1057/jit.2015.13>
- Cabiddu, F., Carlo, M. de, & Piccoli, G. (2014). Social media *affordances*: Enabling customer engagement. *Annals of Tourism Research*, 48, 175–192. <https://doi.org/https://doi.org/10.1016/j.annals.2014.06.003>
- Chairunisa. (2022). *Apa itu TikTok Shop: Platform Jualan yang Kian Populer*. Dailysocial.Id. <https://dailysocial.id/post/apa-itu-tiktok-Shop>
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204–217. <https://doi.org/https://doi.org/10.1016/j.im.2016.06.001>
- Charoensukmongkol, P., & Sasatanun, P. (2017). Social media use for CRM and business performance satisfaction: The moderating roles of social skills and social media sales intensity. *Asia Pacific Management Review*, 22(1), 25–34. <https://doi.org/https://doi.org/10.1016/j.apmr.2016.10.005>
- Chen, A., Lu, Y., & Wang, B. (2017). Customers' purchase decision-making process in social commerce: A social learning perspective. *International Journal of Information Management*, 37(6), 627–638. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2017.05.001>
- Cohen, L., Manion, L., & Morrison, K. (2018a). *Research Methods in Education*. Routledge.
- Cohen, L., Manion, L., & Morrison, K. (2018b). *Research Methods in Education (8th ed.)*. Routledge.
- Creswell, J. W. (2014). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches (4th ed.)*. Sage Publications.
- Dabbous, A., Aoun Barakat, K., & Merhej Sayegh, M. (2020). Social Commerce Success: Antecedents of *Purchase Intention* and the Mediating Role of *Trust*. *Journal of Internet Commerce*, 19(3), 262–297. <https://doi.org/10.1080/15332861.2020.1756190>
- Databoks. (2023). *Lampau TikTok, Shopee Jadi Sarana Live Shopping Favorit di ASEAN*. <https://databoks.katadata.co.id/datapublish/2023/01/18/lampau-tiktok-shopee-jadi-sarana-live-shopping-favorit-di-asean>
- Dholakia, R., Zhao, M., Dholakia, N., & Fortin, D. (2000). *Interactivity and revisits to websites: a theoretical framework*. Retrieved June, 17, 2002.

- Diallo, M. F. (2012). Effects of store image and store brand price-image on store brand *Purchase Intention: Application to an emerging market*. *Journal of Retailing and Consumer Services*, 19(3), 360–367. <https://doi.org/https://doi.org/10.1016/j.jretconser.2012.03.010>
- Dimoka, A., Hong, Y., & Pavlou, P. A. (2012). On Product Uncertainty in Online Markets: Theory and Evidence. *MIS Quarterly*, 36(2), 395–426. <https://doi.org/10.2307/41703461>
- 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/https://doi.org/10.1016/j.ijinfomgt.2018.06.002>
- Dong, X., Wang, T., & Benbasat, I. (2016). *IT Affordances* in Online Social Commerce: Conceptualization Validation and Scale Development. *Americas Conference on Information Systems*.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Fang, Y., Qureshi, I., Sun, H., Mccole, P., Ramsey, E., & Lim, K. (2014). *Trust, Satisfaction, and Online RePurchase Intention: The Moderating Role of Perceived Effectiveness of E-commerce Institutional Mechanisms*. *MIS Quarterly*, 38, 407–427. <https://doi.org/10.25300/MISQ/2014/38.2.04>
- Fang, Y.-H. (2012). Does online *Interactivity* matter? Exploring the role of *Interactivity* strategies in consumer decision making. *Computers in Human Behavior*, 28(5), 1790–1804. <https://doi.org/https://doi.org/10.1016/j.chb.2012.04.019>
- Faqih, K. M. S. (2022). Internet *Shopping* in the Covid-19 era: Investigating the role of perceived risk, anxiety, gender, culture, and *Trust* in the consumers' purchasing behavior from a developing country context. *Technology in Society*, 70, 101992. <https://doi.org/https://doi.org/10.1016/j.techsoc.2022.101992>
- Farivar, S., Turel, O., & Yuan, Y. (2017). A *Trust-risk* perspective on social commerce use: an examination of the biasing role of habit. *Internet Research*, 27(3), 586–607. <https://doi.org/10.1108/IntR-06-2016-0175>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro.

- Gao, W., Liu, Y., Liu, Z., & Li, J. (2018). How does presence influence *Purchase Intention* in online *Shopping* markets? An explanation based on self-determination theory. *Behaviour & Information Technology*, 37(8), 786–799. <https://doi.org/10.1080/0144929X.2018.1484514>
- Gefen, D., & Straub, D. W. (2004). Consumer *Trust* in B2C *e-commerce* and the importance of social presence: experiments in e-Products and e-Services. *Omega*, 32(6), 407–424. <https://doi.org/https://doi.org/10.1016/j.omega.2004.01.006>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariete Dengan Program Ibm Spss 26* (Edisi 10). Badan Penerbit Universitas Diponegoro.
- Gibson, J. J. (1979). *The Theory of Affordances*. Lawrence Erlbaum Associates, Inc.
- Ginee.com. (2021). *Pengguna TikTok Indonesia Gempar, Potensi Cuan Menggelegar!* <https://ginee.com/id/insights/pengguna-tiktok/>
- Grange, C., & Benbasat, I. (2013). The Value of Social *Shopping* Networks for Product Search and the Moderating Role of Network Scope. *International Conference on Interaction Sciences*.
- Gray, P. H., Parise, S., & Iyer, B. (2011). Innovation Impacts of Using Social Bookmarking Systems. *MIS Quarterly*, 35(3), 629–643. <https://doi.org/10.2307/23042800>
- Greener, S., & Martelli, D. (2018). *An Introduction to Business Research Methods (3rd ed.)*. Bookboon.
- Grover, P., Kar, A. K., & Janssen, M. (2019). Diffusion of blockchain technology. *Journal of Enterprise Information Management*, 32(5), 735–757. <https://doi.org/10.1108/JEIM-06-2018-0132>
- Guo, L., Hu, X., Lu, J., & Ma, L. (2021). Effects of customer *Trust* on engagement in *live streaming* commerce: mediating role of swift *guanxi*. *Internet Research*, 31(5), 1718–1744. <https://doi.org/10.1108/INTR-02-2020-0078>
- Haimson, O. L., & Tang, J. C. (2017). What Makes Live Events Engaging on Facebook Live, Periscope, and Snapchat. *Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems*, 48–60. <https://doi.org/10.1145/3025453.3025642>
- Hair, Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hajli, N., & Sims, J. (2015). Social commerce: The transfer of power from sellers to buyers. *Technological Forecasting and Social Change*, 94, 350–358. <https://doi.org/https://doi.org/10.1016/j.techfore.2015.01.012>

- Hamilton, W. A., Garretson, O., & Kerne, A. (2014). Streaming on twitch: fostering participatory communities of play within live mixed media. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand *Trust* as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/https://doi.org/10.1016/j.jjime.2022.100102>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In R. R. Sinkovics & P. N. Ghauri (Eds.), *New Challenges to International Marketing* (Vol. 20, pp. 277–319). Emerald Group Publishing Limited. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Henseler, J., Ringle, C., & Sarstedt, M. (2012). Using Partial Least Squares Path Modeling in International Advertising Research: Basic Concepts and Recent Issues. In *Handbook of Research on International Advertising* (pp. 252–276). <https://doi.org/10.4337/9781848448582.00023>
- Hill, S., Provost, F., & Volinsky, C. (2006). Network-Based Marketing: Identifying Likely Adopters via Consumer Networks. *Statistical Science*, 21(2), 256–276. <https://doi.org/10.1214/088342306000000222>
- Hsin Chang, H., & Wen Chen, S. (2008). The impact of online store environment cues on *Purchase Intention*. *Online Information Review*, 32(6), 818–841. <https://doi.org/10.1108/14684520810923953>
- Hsu, M.-H., Chuang, L.-W., & Hsu, C.-S. (2014). Understanding online *Shopping* intention: the roles of four types of *Trust* and their antecedents. *Internet Research*, 24(3), 332–352. <https://doi.org/10.1108/IntR-01-2013-0007>
- 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/https://doi.org/10.1016/j.chb.2017.06.006>
- IDN Research Institute. (2022a). *Indonesia Gen-Z Report*. <https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2022.pdf>

- IDN Research Institute. (2022b). *Indonesia Millennial Report 2022*. <https://cdn.idntimes.com/content-documents/indonesia-millennial-report-2022.pdf>
- IPSOS. (2022). *Livestream Selling in Indonesia Market is Growing*. IPSOS SEA AHEAD W5. <https://www.ipsos.com/en-id/livestream-selling-indonesia-market-growing>
- Jacoby, J. (2008). Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*. https://doi.org/10.1207/S15327663JCP1201_05
- Kang, K., Lu, J., Guo, L., & Li, W. (2021). The dynamic effect of *Interactivity* on customer engagement behavior through tie strength: Evidence from *live streaming* commerce platforms. *International Journal of Information Management*, 56, 102251. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2020.102251>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/https://doi.org/10.1016/j.bushor.2009.09.003>
- Kar, A. K., & Kushwaha, A. K. (2021). Facilitators and Barriers of Artificial Intelligence Adoption in Business – Insights from Opinions Using Big Data Analytics. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-021-10219-4>
- Kemp, S. (2023, February). *DIGITAL 2023: INDONESIA*. Datareportal.Com. <https://datareportal.com/reports/digital-2023-indonesia>
- Kim, D., Park, S.-P., & Yi, S. (2021). Relevant and rich *Interactivity* under uncertainty: Guest reviews, host responses, and guest *Purchase Intention* on Airbnb. *Telematics and Informatics*, 65, 101708. <https://doi.org/https://doi.org/10.1016/j.tele.2021.101708>
- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (*s-commerce*) on consumers' *Trust* and *Trust* performance. *International Journal of Information Management*, 33(2), 318–332. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2012.11.006>
- Ko, H., Cho, C.-H., & Roberts, M. S. (2005). Internet Uses and Gratifications: A Structural Equation Model of Interactive Advertising. *Journal of Advertising*, 34(2), 57–70. <http://www.jstor.org/stable/4189297>
- Komiak, S. X., & Benbasat, I. (2004). Understanding Customer *Trust* in Agent-Mediated Electronic Commerce, Web-Mediated Electronic Commerce, and Traditional Commerce. *Information Technology and Management*, 5(1), 181–207. <https://doi.org/10.1023/B:ITEM.0000008081.55563.d4>

- Komiak, S. Y. X., & Benbasat, I. (2006). The Effects of Personalization and Familiarity on *Trust* and Adoption of Recommendation Agents. *MIS Quarterly*, 30(4), 941–960. <https://doi.org/10.2307/25148760>
- Koroleva, K., & Kane, G. C. (2017). Relational *affordances* of information processing on Facebook. *Information & Management*, 54(5), 560–572. <https://doi.org/https://doi.org/10.1016/j.im.2016.11.007>
- Kotler, P., Bowen, J. T., & Makens, J. C. (2014). *Marketing for Hospitality and Tourism* (5th edition). Pearson Prentice Hall.
- Latan, H. (2015). Confirmatory Factor Analysis: A Practical Guide for Researchers in Translation and Validation Studies. *Journal of Social Sciences, Humanities and Education*.
- Lee, S. M., & Lee, S. J. (2005). Consumers' Initial *Trust* toward Second-Hand Products in the Electronic Market. *Journal of Computer Information Systems*, 46(2), 85–98. <https://doi.org/10.1080/08874417.2006.11645887>
- Lee, T. (2005). THE IMPACT OF PERCEPTIONS OF *INTERACTIVITY* ON CUSTOMER *TRUST* AND TRANSACTION INTENTIONS IN MOBILE COMMERCE. *Journal of Electronic Commerce Research*, 6, 165.
- Leonardi, P. M. (2011). When Flexible Routines Meet Flexible Technologies: *Affordance*, Constraint, and the Imbrication of Human and Material Agencies. *MIS Quarterly*, 35(1), 147–167. <https://doi.org/10.2307/23043493>
- Liang, T.-P., & Turban, E. (2011). Introduction to the Special Issue Social Commerce: A Research Framework for Social Commerce. *International Journal of Electronic Commerce*, 16(2), 5–14. <https://doi.org/10.2753/JEC1086-4415160201>
- Liang, X., Liu, Q., Feng, Y., & Li, C. (2021). Development and validation of the Parental Technology Use Questionnaire. *Journal of Child and Family Studies*.
- Lin, J., Li, L., Yan, Y., & Turel, O. (2018). Understanding Chinese consumer engagement in social commerce. *Internet Research*, 28(1), 2–22. <https://doi.org/10.1108/IntR-11-2016-0349>
- 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, P., Li, M., Dai, D., & Guo, L. (2021). The effects of social commerce environmental characteristics on customers' *Purchase Intentions*: The chain mediating effect of customer-to-customer interaction and customer-perceived value. *Electronic Commerce Research and Applications*, 48, 101073. <https://doi.org/https://doi.org/10.1016/j.elerap.2021.101073>

- Lu, B., & Chen, Z. (2021). *Live streaming commerce and consumers' Purchase Intention: An uncertainty reduction perspective. Information & Management*, 58(7), 103509. <https://doi.org/https://doi.org/10.1016/j.im.2021.103509>
- Lu, Y., He, Y., & Ke, Y. (2022). The influence of *e-commerce live streaming affordance* on consumer's gift-giving and *Purchase Intention. Data Science and Management*. <https://doi.org/https://doi.org/10.1016/j.dsm.2022.10.002>
- Lu, Y., Zhao, L., & Wang, B. (2010). From virtual community members to C2C *e-commerce* buyers: *Trust in virtual communities and its effect on consumers' Purchase Intention. Electronic Commerce Research and Applications*, 9(4), 346–360. <https://doi.org/https://doi.org/10.1016/j.elerap.2009.07.003>
- Ma, Y. (2021a). Elucidating determinants of customer satisfaction with live-stream *Shopping: An extension of the information systems success model. Telematics and Informatics*, 65, 101707. <https://doi.org/https://doi.org/10.1016/j.tele.2021.101707>
- Ma, Y. (2021b). To *Shop* or not: Understanding Chinese consumers' live-stream *Shopping* intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and *Shopping* orientations. *Telematics and Informatics*, 59, 101562. <https://doi.org/https://doi.org/10.1016/j.tele.2021.101562>
- Majchrzak, A., Cherbakov, L., & Ives, B. (2009). Harnessing the Power of the Crowds with Corporate Social Networking Tools: How IBM Does It. *MIS Q. Executive*, 8.
- Marsden, P. (2010). *Social commerce: Monetizing Social Media*. Syzygy Group.
- Mehrabian, A., & Russell, J. A. (1974). An Approach to Environmental Psychology. *The MIT Press*.
- Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative research: A guide to design and implementation*. John Wiley & Sons.
- Miah, M. R., Hossain, A., Shikder, R., Saha, T., & Neger, M. (2022). Evaluating the impact of social media on online *Shopping* behavior during COVID-19 pandemic: A Bangladeshi consumers' perspectives. *Heliyon*, 8(9), e10600. <https://doi.org/https://doi.org/10.1016/j.heliyon.2022.e10600>
- 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>
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. PT Remaja Rosdakarya.

- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and *Interactivity* in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9), 919–925. <https://doi.org/https://doi.org/10.1016/j.jbusres.2009.05.014>
- Morling, B. (2017). *Research Methods in Psychology*. W. W. Norton & Company.
- Oh, J., Fiorito, S. S., Cho, H., & Hofacker, C. F. (2008). Effects of design factors on store image and expectation of merchandise quality in web-based stores. *Journal of Retailing and Consumer Services*, 15(4), 237–249. <https://doi.org/https://doi.org/10.1016/j.jretconser.2007.03.004>
- Oralhan, B., & Sarigül, S. S. (2022). Technology Development and Digital Transformation Conflicts. In F. Özsungur (Ed.), *Conflict Management in Digital Business* (pp. 107–126). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80262-773-220221008>
- Ou, C. X., Pavlou, P. A., & Davison, R. M. (2014). The Role of Computer-Mediated Communication Technologies. *MIS Quarterly*, 38(1), 209–230. <https://www.jstor.org/stable/26554875>
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer *Trust* in online buying behaviour. *Journal of Retailing and Consumer Services*, 29, 92–103. <https://doi.org/https://doi.org/10.1016/j.jretconser.2015.11.007>
- Parchoma, G. (2014). The contested ontology of *affordances*: Implications for researching technological *affordances* for collaborative knowledge production. *Computers in Human Behavior*, 37, 360–368. <https://doi.org/https://doi.org/10.1016/j.chb.2012.05.028>
- Pavlou, P., & Gefen, D. (2004). Building Effective Online Marketplaces with Institution-Based *Trust*. *Information Systems Research*, 15, 37–59. <https://doi.org/10.1287/isre.1040.0015>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). *Purchase Intention* and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284. <https://doi.org/https://doi.org/10.1016/j.heliyon.2020.e04284>
- Populix. (2022). *The Social Commerce Landscape in Indonesia*. <https://info.populix.co/report/the-social-commerce-in-indonesia/>
- Research and Market. (2022). *Indonesia Social Commerce Market Intelligence and Future Growth Dynamics Databook - 50+ KPIs on Social Commerce Trends by End-Use Sectors, Operational KPIs, Retail Product Dynamics, and Consumer Demographics - Q1 2022 Update*. <https://www.researchandmarkets.com/reports/5578573/indonesia-social-commerce-market-intelligence-and>

- Rousseau, D., Sitkin, S., Burt, R., & Camerer, C. (1998). Not So Different After All: A Cross-discipline View of *Trust*. *Academy of Management Review*, 23. <https://doi.org/10.5465/AMR.1998.926617>
- Saffanah, L., Handayani, P. W., & Sunarso, F. P. (2022). Actual purchases on Instagram Live *Shopping*: The influence of live *Shopping* engagement and information technology *affordance*. *Asia Pacific Management Review*. <https://doi.org/https://doi.org/10.1016/j.apmr.2022.09.002>
- Sherman, E., Mathur, A., & Smith, R. B. (1997). Store environment and consumer purchase behavior: Mediating role of consumer emotions. *Psychology & Marketing*, 14, 361–378.
- Shin, D.-H. (2013). User experience in social commerce: in friends we *Trust*. *Behaviour & Information Technology*, 32(1), 52–67. <https://doi.org/10.1080/0144929X.2012.692167>
- Sicilia, M., & Ruiz, S. (2007). The Role of Flow in Web Site Effectiveness. *Journal of Interactive Advertising*, 8(1), 33–44. <https://doi.org/10.1080/15252019.2007.10722135>
- Statista. (2023). *Countries with the largest TikTok audience as of January 2023*. Statista. <https://www.statista.com/statistics/1299807/number-of-monthly-unique-tiktok-users/#:~:text=Countries%20with%20the%20most%20TikTok%20users%202023&text=As%20of%20January%202023%2C%20the,around%20110%20million%20TikTok%20users.>
- Sugiyono. (2017a). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2017b). *Metodologi Penelitian Bisnis: Untuk Akuntansi dan Manajemen*. CV Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, dan Mixed*. CV Alfabeta.
- 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>
- The Information. (2023, January). *TikTok Parent ByteDance's E-commerce Volume Surged in 2022, Internal Data Show*. <https://www.theinformation.com/articles/tiktok-parent-bytedances-e-commerce-volume-surged-in-2022-internal-data-show>
- Tolstoy, D., Nordman, E. R., Hånell, S. M., & Özbek, N. (2021). The development of international *e-commerce* in retail SMEs: An effectuation perspective. *Journal of World Business*, 56(3), 101165. <https://doi.org/https://doi.org/10.1016/j.jwb.2020.101165>

- Treem, J. W., & Leonardi, P. M. (2013). Social Media Use in Organizations: Exploring the *Affordances* of Visibility, Editability, Persistence, and Association. *Annals of the International Communication Association*, 36(1), 143–189. <https://doi.org/10.1080/23808985.2013.11679130>
- Trusov, M., Bodapati, A. v, & Bucklin, R. E. (2010). Determining Influential Users in Internet Social Networks. *Journal of Marketing Research*, 47(4), 643–658. <https://doi.org/10.1509/jmkr.47.4.643>
- Tuncer, I. (2021). The relationship between *IT Affordance*, flow experience, *Trust*, and social commerce intention: An exploration using the S-O-R paradigm. *Technology in Society*, 65, 101567. <https://doi.org/https://doi.org/10.1016/j.techsoc.2021.101567>
- Turban, E., Outland, J., King, D., & Whiteside, J. (2017). *Introduction to Electronic Commerce and Social Commerce* (Fourth). springer : Cham, Switzerland. https://perpustakaan.setneg.go.id/index.php?p=fstream&fid=3281&bid=21233&fname=2017_Book_IntroductionToElectronicCommer.pdf
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2009). Consumers' responses to brand websites: an interdisciplinary review. *Internet Research*, 19(5), 535–565. <https://doi.org/10.1108/10662240920998887>
- Wagner Mainardes, E., de Almeida, C. M., & de-Oliveira, M. (2019). *e-commerce*: an analysis of the factors that antecede *Purchase Intentions* in an emerging market. *Journal of International Consumer Marketing*, 31(5), 447–468. <https://doi.org/10.1080/08961530.2019.1605643>
- Wang, R., Bush-Evans, R., Arden-Close, E., Bolat, E., McAlaney, J., Hodge, S., Thomas, S., & Phalp, K. (2023). Transparency in persuasive technology, immersive technology, and online marketing: Facilitating users' informed decision making and practical implications. *Computers in Human Behavior*, 139, 107545. <https://doi.org/https://doi.org/10.1016/j.chb.2022.107545>
- Wang, Y., & Chen, H. (2021). Self-presentation and *Interactivity*: luxury branding on social media. *Journal of Product & Brand Management*, 30(5), 656–670. <https://doi.org/10.1108/JPBM-05-2019-2368>
- Wohn, D. Y., Freeman, G., & McLaughlin, C. (2018). Explaining Viewers' Emotional, Instrumental, and Financial Support Provision for Live Streamers. *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems*, 1–13. <https://doi.org/10.1145/3173574.3174048>
- Wongkitrungrueng, A., & Assarut, N. (2018). 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/https://doi.org/10.1016/j.jbusres.2018.08.032>

- Wu, G. (2005). The Mediating Role of Perceived *Interactivity* in the Effect of Actual *Interactivity* on Attitude Toward the Website. *Journal of Interactive Advertising*, 5(2), 29–39. <https://doi.org/10.1080/15252019.2005.10722099>
- Xiao, B., & Benbasat, I. (2011). Product-Related Deception in *E-commerce*: A Theoretical Perspective. *MIS Quarterly*, 35(1), 169–195. <https://doi.org/10.2307/23043494>
- Xue, J., Liang, X., Xie, T., & Wang, H. (2020). See now, act now: How to interact with customers to enhance social commerce engagement? *Information & Management*, 57(6), 103324. <https://doi.org/https://doi.org/10.1016/j.im.2020.103324>
- 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(1), 89–103. <https://doi.org/10.1016/j.intmar.2017.04.001>
- Yoon, D., Choi, S. M., & Sohn, D. (2008). Building customer relationships in an electronic age: The role of *Interactivity* of *E-commerce* Web sites. *Psychology & Marketing*, 25, 602–618. <https://doi.org/10.1002/mar.20227>
- Zhao, J.-D., Huang, J.-S., & Su, S. (2019). The effects of *Trust* on consumers' continuous *Purchase Intentions* in C2C social commerce: A *Trust* transfer perspective. *Journal of Retailing and Consumer Services*, 50, 42–49. <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.04.014>
- 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, 101219. <https://doi.org/https://doi.org/10.1016/j.elerap.2022.101219>
- Zhou, L., Wang, W., Xu, J. (David), Liu, T., & Gu, J. (2018). Perceived information transparency in B2C *e-commerce*: An empirical investigation. *Information & Management*, 55(7), 912–927. <https://doi.org/https://doi.org/10.1016/j.im.2018.04.005>
- Zhu, B., Kowatthanakul, S., & Satanasavapak, P. (2020). Generation Y consumer online re*Purchase Intention* in Bangkok. *International Journal of Retail & Distribution Management*, 48(1), 53–69. <https://doi.org/10.1108/IJRDM-04-2018-0071>