

Referensi

- Abdul Ghoni, M., & Soliha, E. (2022). Pengaruh Brand Image, Online Customer Review dan Promotion Terhadap Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Mirai Management*, 7(2), 14–22. <https://doi.org/10.37531/mirai.v7i2.2007>
- Almana, A. M., & Mirza, A. A. (2013). The impact of electronic word of mouth on consumers' purchasing decisions. *International Journal of Computer Applications*, 82(9), 23–31.
- Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis*, 1–11.
- Cai, J., Wohn, D. Y., Mittal, A., & Sureshbabu, D. (2018). Utilitarian and hedonic motivations for live streaming shopping. *TVX 2018 - Proceedings of the 2018 ACM International Conference on Interactive Experiences for TV and Online Video*, 81–88. <https://doi.org/10.1145/3210825.3210837>
- Ceci, L. (2023). *Aplikasi seluler terkemuka di seluruh dunia pada tahun 2022*. Statista.Com. <https://www.statista.com/statistics/1285960/top-downloaded-mobile-apps-worldwide/>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Chou, S., Chen, C. W., & Lin, J. Y. (2015). Female online shoppers: Examining the mediating roles of e-satisfaction and e-trust on e-loyalty development. *Internet Research*, 25(4), 542–561.
- Eka, D., & Fikriyah, K. (2023). Pengaruh Live Streaming dan Online Customer Review terhadap Keputusan Pembelian Produk Fashion muslim. *Edunomika*, 7(1), 1–11.
- Faradiba, B., & Syarifuddin, M. (2021). Covid-19: Pengaruh Live Streaming Video Promotion Dan Electronic Word of Mouth Terhadap Buying Purchasing. *Economos : Jurnal Ekonomi Dan Bisnis*, 4(1), 1–9. <https://doi.org/10.31850/economos.v4i1.775>
- Farera, A., Diarya, G., & Raida, V. (2023). *PENGARUH LIVE STREAMING TIKTOK TERHADAP KEPERCAYAAN*. 11(2), 125–133.
- Ghozali, Imam. 2008. *Structural Equation Modeling Metode Alternatif dengan Partial Least Square PLS*, Edisi 2. Semarang: Badan Penerbit Universitas Diponegoro.
- Godes, D., & Mayzlin, D. (2004). Firm-created word-of-mouth communication: A field-based quasi-experiment. *Available at SSRN 569361*.
- Hou, F., Guan, Z., Li, B., & Chong, A. Y. L. (2020). Factors influencing people's continuous watching intention and consumption intention in live streaming: Evidence from China. *Internet Research*, 30(1), 141–163. <https://doi.org/10.1108/INTR-04-2018-0177>
- Iduozee, E. E. (2015). The Credibility of Online Consumer Reviews. *School of Management, UNIVERSITY OF TAMPERE*.
- Jaya, U. A., Bagja, S. I., & Somantri, B. (2020). Pengaruh Price dan Product Quality Terhadap Costumer Loyalty Internet Indosat Ooredoo di Sukabumi. *Cakrawala*, 3(1), 33–42.
- Juliana, H. (2023). Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6), 1517–1538. <https://doi.org/10.54443/sinomika.v1i6.754>
- Kartika, M., & Ganarsih, R. L. (2019). Analisis E-Wom, Online Shopping Experience dan Trust Terhadap Keputusan Pembelian dan Kepuasan Konsumen E-Commerce Shopee pada Mahasiswa Pascasarjana Universitas Riau. *Tepak Manajemen Bisnis*, XI(2), 289–307.
- Khotimah, K., & Febriansyah, F. (2018). Pengaruh Kemudahan Penggunaan, Kepercayaan Konsumen dan Kreativitas Iklan terhadap Minat Beli Konsumen Online-Shop. *Jurnal*

- Manajemen Strategi Dan Aplikasi Bisnis, 1(1), 19–26.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Edisi 12 jilid 1 dan 2. PT Indeks.
- Kotler, Philip dan Gary Armstrong. 2008. *Prinsip-Prinsip Pemasaran*. Jilid 1 Edisi Ke-12. Alih Bahasa oleh Bob Sabran. Erlangga. Jakarta.
- Kotler, Philip dan Kevin Lane Keller. 2007. *Manajemen Pemasaran*. Jilid 1 Edisi Ke-12. Alih Bahasa oleh Benyamin Molan. Indeks. Jakarta
- Kotler, Philip & Keller. (2008). *Manajemen Pemasaran*. Edisi 13 Jilid 1. Jakarta: Erlangga.
- KUSNANTO, D., OKTAVIANY, R. A., & RAHMA, R. (2020). Pengaruh Trust Dan E-Service Quality Terhadap Keputusan Pembelian Pada Online Shop Shopee Di Fakultas Ekonomi Dan Bisnis Universitas Singaperbangsa Karawang. *Jurnal Ecoment Global*, 5(1), 40–47. <https://doi.org/10.35908/jeg.v5i1.912>
- Latan, H., & Ghozali, I. (2012). *Partial least Squares: Concept and application path modeling using program XLSTAT-PLS for empirical research*. BP UNDIP.
- Lidwina, A. (2021a). *Belanja di E-Commerce, Transaksi Paling Banyak Dilakukan Anak Muda*. Databooks. <https://databoks.katadata.co.id/datapublish/2021/06/02/belanja-di-e-commerce-transaksi-paling-banyak-dilakukan-anak-muda>
- Lidwina, A. (2021b). *Penggunaan E-Commerce Indonesia Tertinggi di Dunia*. We Are Social. <https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia>
- Liputan6.com. (2021, Oktober 12). Tren Belanja Online Pacu Pertumbuhan E-Commerce di Indonesia. Liputan6.com. <https://www.liputan6.com/bisnis/read/4734045/tren-belanjaonline-pacu-pertumbuhan-e-commerce-di-indonesia>
- Lu, Z., Xia, H., Heo, S., & Wigdor, D. (2018). *You Watch, You Give, and You Engage*. 1–13. <https://doi.org/10.1145/3173574.3174040>
- Melati, R. S., & Dwijayanti, R. (2020). Pengaruh Harga dan Online Customer Review Terhadap Keputusan Pembelian Case Handphone Pada Marketplace Shopee (Studi Pada Mahasiswa Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(2), 882–888. <https://forms.gle/t44jvKgVK6XAiZwi8>.
- MOHAJAN, H. K. (2018). Qualitative Research Methodology in Social Sciences and Related Subjects. *Journal of Economic Development, Environment and People*, 7(1), 23. <https://doi.org/10.26458/jedep.v7i1.571>
- Mo, Z. L. Y. & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 8(June), 419–424.
- Mou, J., & Benyoucef, M. (2021). Consumer behavior in social commerce: Results from a meta-analysis. *Technological Forecasting and Social Change*, 167, 120734.
- Mulyati, Y., & Gesitera, G. (2020). Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(2), 173. <https://doi.org/10.30588/jmp.v9i2.538>
- Munadie, N. A., & Widodo, T. (2019). *Anteseden yang Mempengaruhi Mobile Game Loyalty dan Dampaknya terhadap In-App Purchase Intention*. 11(April), 131–154.
- Purwanto, N. (2021). Pengaruh E-Trust Dan Online Consumer Review Terhadap Keputusan Pembelian (Studi Pada Konsumen Tokopedia Di Jombang). *Jurnal EK&BI*, 4, 2620–7443. <https://doi.org/10.37600/ekbi.v4i2.357>
- Rusydi Abubakar, *Manajemen Pemasaran*, (Bandung: Alfabeta, 2018), Jilid 2
- Santoso, S., 2014, *Konsep Dasar dan Aplikasi SEM dengan AMOS 22*, PT GRAMEDIA KOMPUTINDO, Jakarta.
- Saputra, G. G., & Fadhilah. (2022). Pengaruh Live Streaming Shopping Instagram Terhadap

- Kepercayaan Konsumen Online dan Dampaknya pada Keputusan Pembelian. *Ekonomi, Keuangan, Investasi Dan Syariah*, 4(2), 442–452. <https://doi.org/10.47065/ekuitas.v4i2.2353>
- Setiyawan. (2017). Kepercayaan Sebagai Variabel Moderasi Kualitas Layanan Terhadap Niat Beli Ulang Online shop. *Journal STIE Malangkuçewara*, 19(2), 1–18.
- Song, C. ;, & Liu, Y.-L. (2021). The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China. *23rd Biennial Conference of the International Telecommunications Society (ITS)*, 1–18. <http://hdl.handle.net/10419/238054>
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*, Bandung : 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(August), 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Thamrin Abdullah dan Francis Tantri, Manajemen Pemasaran, (Jakarta: PT Raja Grafindo.
- Tjiptono, Fandy & Gregorius Chandra. (2017). *Pemasaran Strategik: Mengupas Pemasaran Strategik, Branding Strategy, Customer Satisfaction, Strategi Kompetitif hingga e-Marketing*, Edisi 3. Yogyakarta: Andi.
- Unaradjan, D. D. (2019). *Metode penelitian kuantitatif*. Penerbit Unika Atma Jaya Jakarta
- Vos, A., Marinagi, C., Trivellas, P., Eberhagen, N., Skourlas, C., & Giannakopoulos, G. (2014). Risk Reduction Strategies in Online Shopping: E-trust Perspective. *Procedia - Social and Behavioral Sciences*, 147, 418–423. <https://doi.org/10.1016/j.sbspro.2014.07.122>
- Wahyudi, T., & R, B. H. (2019). Online customer. *Jurnal Riset Manajemen*, 19, 1–7.
- Wongkitrungrueng, A., Dehouche, N., & Assarut, N. (2020). Live streaming commerce from the sellers' perspective: implications for online relationship marketing. *Journal of Marketing Management*, 36(5-6), 488-518.
- 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>
- Zhao, X. (Roy), Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6), 1343–1364. <https://doi.org/10.1108/IJCHM-12-2013-0542>
- Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on Sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, 74(2), 133–148. <https://doi.org/10.1509/jmkg.74.2.133>