

DAFTAR PUSTAKA

- Abdillah, L. A., Mappanyompa, Sabtohadhi, J., Isma, A., Effiyaldi, Mulyodiputro, M. D., Rela, I. Z., Wijayanti, N. S., Wuritimur, P. V., Pradana, I. P. Y. B., Tasman, A., D, R. O., Rudiansyah, Hasanuddin, R., & Darman. (2024). *Metode Penelitian Kuantitatif (Konsep dan Aplikasi)* (Leon A. Abdillah, Ed.; Joko Sabtohadhi). Mega Press Nusantara. https://www.google.co.id/books/edition/Metode_Penelitian_Kuantitatif_Konsep_dan/PYRDEQAAQBAJ?hl=id&gbpv=0
- Agrewal, S., Simon, A. M. D., Bech, S., Bærentsen, K. B., & Forchammer, S. (2020). Defining Immersion: Literature Review and Implications for Research on Audiovisual Experiences. *Journal of the Audio Engineering Society*, (6), 404–417. <https://doi.org/10.17743/jaes.2020.0039>
- Badan Pusat Statistik. (2025a). *Jumlah Penduduk menurut Wilayah, Klasifikasi Generasi, dan Jenis Kelamin, INDONESIA, 2020*. Badan Pusat Statistik. <https://gorontalokab.bps.go.id/id/news/2025/02/05/30/memahami-generasi-z--tantangan--perilaku--dan-peluang.html>
- Badan Pusat Statistik. (2025b). *Penduduk Menurut Kelompok Umur dan Jenis Kelamin (Proyeksi 2020-2035)*. <https://Bantulkab.Bps.Go.Id/>. <https://bantulkab.bps.go.id/id/query-builder>
- 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>
- Direktorat Statistik Keuangan, T. I. dan P. (2025). *Statistik Telekomunikasi Indonesia 2024* (T. I. dan P. Direktorat Statistik Keuangan, Ed.; Vol. 13). Badan Pusat Statistik.
- Dong, X., & Wang, T. (2018). Social tie formation in Chinese online social commerce: The role of IT affordances. *International Journal of Information Management*, 42(April 2017), 49–64. <https://doi.org/10.1016/j.ijinfomgt.2018.06.002>
- Dwiputra, M. N., Suhud, U., & Kusumaningtyas, D. P. (2025). Analisis Dampak Content Marketing Terhadap Purchase Intention Produk Suplemen Fitnes Di Social Commerce TikTok Shop. *JURNAL ILMIAH EKONOMI, MANAJEMEN, BISNIS DAN AKUNTANSI*, 2(5), 783–796. <https://doi.org/10.61722/jemba.v2i5.1492>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20, 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Jakpat. (2023). *Preferensi Platform Live Shopping Tiap Generasi*. Jakpat. <https://jakpat.net/info/preferensi-platform-live-shopping-tiap-generasi/>
- Kexin, Z., & Teo, P.-C. (2023). The Adoption of Stimulus-Organism-Response (SOR) Model in the Social Commerce Literature. *International Journal of Academic Research in Business and Social Sciences*, 13(7). <https://doi.org/10.6007/ijarbss/v13-i7/17290>
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information and Management*, 58(7). <https://doi.org/10.1016/j.im.2021.103509>
- Majchrzak, A., Faraj, S., Kane, G. C., & Azad, B. (2013). The Contradictory Influence of Social Media Affordances on Online Communal Knowledge Sharing. *Journal of Computer-Mediated Communication*, 19(1), 38–55. <https://doi.org/https://doi.org/10.1111/jcc4.12030>

- Mo, Y., & Wang, Q. (2021). Exploring the Influence of Live Streaming in Social Commerce on Impulse Buying from a Affordance Perspective. *AIS ELibrary*, 563. <https://aisel.aisnet.org/whiceb2021/64>
- Nazaruddin, L., Suryandari, E., & Sofyani, H. (2023). *Partial Least Square: Metode Analisis Data Berbasis Varians* (D. Supriyanto, Ed.). UMY Press.
- Nitzl, C. (2016). The use of partial least squares structural equation modelling (PLS-SEM) in management accounting research: Directions for future theory development. *Journal of Accounting Literature*, 37, 19–35. <https://doi.org/10.2139/ssrn.2469802>
- Puspawati, N. N. N., & Febrianta, Y. M. (2023). Analisis Pengaruh Keterjangkauan Teknologi Informasi dalam Live Shopping untuk Menciptakan Purchase Intention pada Live Shopping Tiktok. *JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 7(2), 2023.
- Putri, A. K., Fahmi, M., & Syah, J. (2024). The Role of Immersion as a Mediator Between Visibility, Meta Voicing, and Guidance Shopping on Purchase Intention. In *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* (Vol. 7, Number 1).
- Rahadi, D. R. (2023). *Pengantar Partial Least Squares Structural Equation Model (PLS-SEM)* (Wijonarko, Ed.). Lentera Ilmu Madani.
- Rainer, P. (2023). *Inilah Profil Penonton Live Shopping RI Berdasarkan Usia*. Goodstats Jakpat. <https://data.goodstats.id/statistic/inilah-profil-penonton-live-shopping-ri-berdasarkan-usia-Kbrui>
- Ronzhyn, A., Cardenal, A., & Rubio, A. (2023). Defining affordances in social media research: A literature review. *New Media & Society*, 25, 3165–3188. <https://doi.org/10.1177/14614448221135187>
- Salsabila, S., & Patrisia, D. (2024). Exploring the influence of technology affordance on purchase intention through immersion in Shopee live streaming shopping in Indonesia. *Marketing Management Studies*, 4(2), 206–218. <https://doi.org/10.24036/jkmp.v4i2.522>
- Shi, Y., Wang, X., Gong, J., & Wang, W. (2026). How the features of live streaming e-commerce affect consumer purchase intention: The mediating role of social presence. *Acta Psychologica*, 263, 106336. <https://doi.org/https://doi.org/10.1016/j.actpsy.2026.106336>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electron. Commer. Rec. Appl.*, 37(C). <https://doi.org/10.1016/j.elerap.2019.100886>
- Wulandari, Nurhidayati, & Zamrudi, M. F. Y. (2025). Peran Immersion Sebagai Mediator Visibility dan Metavoicing terhadap Niat Beli di Tiktok Shop. *Jurnal Ilmiah Sultan Agung*.
- Zorah, H.-B., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, 84, 58–67. <https://doi.org/https://doi.org/10.1016/j.chb.2018.02.013>