

DAFTAR PUSTAKA

- Adiningsih, R., & Yunani, A. (2023). Pengaruh Brand Ambassador Sehubungan Terhadap Minat Beli Konsumen Melalui Brand Image (Studi Kasus Brand Whitelab). *J-MAS (Jurnal Manajemen Dan Sains)*, 8(2), 1394. <https://doi.org/10.33087/jmas.v8i2.1294>
- Agrawal, S., Kapil, Y., & Singh, S. (2024). *Bridging Human Interface and Technology: A Critical Analysis of Artificial Intelligence for Hiring in the Healthcare Sector* (Vol. 1, Issue 1). https://link.springer.com/chapter/10.1007/978-981-97-9555-0_3
- Are, A. K. P., & Setyorini, R. (2019). Pengaruh Electronic Word Of Mouth dan Kepercayaan Konsumen terhadap Niat Beli Produk di Shopee Indonesia. *Dinamika Ekonomi Jurnal Ekonomi Dan Bisnis*, 12(2), 216–230. <https://stienas-y pb.ac.id/jurnal/index.php/jdeb/article/view/195>
- Arief, I., Hendratni, T. W., Apramilda, R., Risdiyanto, A., Riyanti, A., & Nurdiani, T. W. (2025). Analysis of the Influence of Live Streaming Interactivity , Perceived Usefulness , and Trust in Platform on Generation Z ' s Social Commerce Purchase Intention. *Journal of Innovative and Creativity*, 5(3), 12791–12797. <https://joecy.org/index.php/joecy/article/view/4112>
- Ashiq, R., & Hussain, A. (2024). Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty: insights from online shoppers in Pakistan. *Journal of Electronic Business & Digital Economics*, 3(2), 117–141. <https://doi.org/10.1108/JEBDE-09-2023-0019>
- Auliarahman, L. (2025). From impulse to loyalty : examining drivers of continuous purchase intention on the Tiktok live shopping platform. *BISMA (Bisnis Dan Manajemen)*, 17(2), 169–191. <https://journal.unesa.ac.id/index.php/bisma/article/view/38366>
- Barton, B., Zlatevska, N., & Oppewal, H. (2022). Scarcity tactics in marketing: A meta-analysis of product scarcity effects on consumer purchase intentions. *Journal of Retailing*, 98(4), 741–758. <https://doi.org/10.1016/j.jretai.2022.06.003>
- Chang, M. K., Cheung, W., & Tang, M. (2013). Building trust online: Interactions among trust building mechanisms. *Information and Management*, 50(7), 439–445. <https://doi.org/10.1016/j.im.2013.06.003>
- Diarya, A. F. G., & Raida, V. (2023). Pengaruh Live Streaming Tiktok Terhadap Kepercayaan Konsumen Produk Jims Honey Di Surabaya Dan Dampaknya Pada Keputusan Pembelian. *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(2), 125–133. <https://ejournal.unesa.ac.id/index.php/jptn/article/view/54750/43587>
- Duong, N. T., Lin, H. H., Wu, T. L., & Wang, Y. S. (2025). Understanding Consumer Trust Dynamics and Purchase Intentions in a Multichannel Live Streaming E-

- Commerce Context: A Trust Transfer Perspective. *International Journal of Human-Computer Interaction*, 41(14), 9123–9136.
<https://doi.org/10.1080/10447318.2024.2423332>
- Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2022). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hamid, N., Hapsari, I., Ekonomi, F., Kendari, U. M., Kh, J., & Dahlan, A. (2024). Stuck in the Experience : How Tiktok Shop Leverages Perceived Interactivity , Immersion , and Enjoyment in Purchase Decisions. *Jurnal Manajemen Dan Kewirausahaan*, 12(2), 123–131.
<https://jurnal.unmer.ac.id/index.php/jmdk/article/view/12913>
- Ilmi, S. H., Harianto, E., Mas'ud, R., & Azizurrohman, M. (2023). Does Digital Marketing Based on Brand Image and Brand Trust Affect Purchase Decisions in the Fashion Industry 4.0? *Jurnal Aplikasi Manajemen*, 21(3), 553–566.
<https://doi.org/10.21776/ub.jam.2023.021.03.01>
- Ilyas, G. B., Fadhel, M., Ginting, Y. M., Tai, Q. M., & Irfan, A. (2025). Swipe , watch , buy : the hidden power of enjoyment , urgency , and influencers in live shopping. *BISMA (Bisnis Dan Manajemen)*, 17(2), 217–242.
<https://doi.org/10.26740/bisma.v17n2.p217-242>
- Marhaeni, T. D. C., & Hayu, R. S. (2023). Interface Quality, Perceived Enjoyment, dan Perceived Trust terhadap Niat Pembelian Menggunakan Aplikasi E-commerce Lazada. *Jurnal Ilmu Manajemen*, 12, 264–274.
<https://doi.org/10.32503/revitalisasi.v12i2.4512>
- Marjerison, R. K., Hu, J., & Wang, H. (2022). The Effect of Time-Limited Promotion on E-Consumers' Public Self-Consciousness and Purchase Behavior. *Sustainability (Switzerland)*, 14(23).
<https://doi.org/10.3390/su142316087>
- Martien, N., Isyanto, P., & Sumarni, N. (2025). The Influence of Live Streaming and Discount on Purchase Decision on Tiktok Shop in Karawang Regency. *Jurnal Ekonomi Manajemen*, 10, 85–102.
<https://doi.org/10.30996/jem17.v10i1.131878>
- Nurhasanah, A., Day, S. C. P., & Sabri, S. (2023). Media Sosial Tiktok Sebagai Media Penjualan Digital Secara Live di Kalangan Mahasiswa Universitas Ahmad Dahlan. *JSSH (Jurnal Sains Sosial Dan Humaniora)*, 7(2), 69–77.
<https://doi.org/10.30595/jssh.v7i2.16304>
- Pramesti, P., Aminah, M., & Johan, I. R. (2025). Pengaruh Fitur Live Streaming E-Commerce terhadap Niat Beli Konsumen Pada UMKM Di Indonesia : Tinjauan Literatur Sistematis. *Manajemen IKM*, 20(2), 180–197.
<https://journal.ipb.ac.id/jurnalmpi/article/view/64342>
- Pratiwi, R. R. I. (2025). The dual-process model approach in processing product information and habitual behavior: its impact on consumer purchase intention and the significance of tiktok live streaming features in Indonesia? *Indonesian*

- Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(3), 9292–9305.
<https://e-journal.uac.ac.id/index.php/ijse/article/view/7320>
- Retnosari, M., & Nadlifatin, R. (2024). The Effect of Purchase Intention on TikTok E- Commerce Live Streaming: Generation Z Perspective with Customer Engagement. *Research Horizon*, 04(5), 211–224.
<https://journal.lifescifi.com/index.php/RH/article/view/420>
- Septiani, L. (2024). 80% Penjualan di TikTok Shop Indonesia via Live Streaming. <https://katadata.co.id/digital/e-commerce/669792c62d5f5/80-penjualan-di-tiktok-shop-indonesia-via-live-streaming>
- Setiawan, M., Aprianingsih, A., & Amalia, R. A. (2025). Live streaming commerce di Indonesia: peran ulasan, rekomendasi, dan komunitas dalam membangun kepercayaan konsumen. *Jurnal Ilmu Administrasi Bisnis*, 07(01), 674–685.
<https://doi.org/10.23969/bp.v7i1.22569>
- Sun, B., Zhang, Y., & Zheng, L. (2023). Relationship between time pressure and consumers' impulsive buying—Role of perceived value and emotions. *Heliyon*, 9(12), e23185. <https://doi.org/10.1016/j.heliyon.2023.e23185>
- Wijaya, A. P., Nurcahyani, A., & Kurniaty, D. (2024). The Impact Of Tiktok Live Information On Impulsive Buying Behavior. *Jurnal Ekonomi*, 13(04), 1173–1185. <https://doi.org/10.54209/ekonomi.v13i04>
- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information & Manajement*, 58(1). <https://doi.org/10.1016/j.im.2020.103283>
- Zhou, R. (2024). The impact of scarcity promotions in live streaming e-commerce on purchase intention: the mediating effect of emotional experience. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-04-2024-0475>