

DAFTAR PUSTAKA

- Aisyah, A., Fitri, A., & Syahbudin, F. (2021). Analysis of the Effect of Price and Product Reviews on *Online* Purchase Decisions Through Shopee in the Midst of the Covid-19 Pandemic (A Case Study: Shopee Consumers in Banjarnegara Regency, Central Java). *Jurnal Ekonomi Dan Perbankan Syariah*, 9(2), 16-45.
- Akbar, A. M., & Magdalena, M. (2023). Customer engagement dan Brand Trust Terhadap Keputusan Pembelian Produk Skintific Di Toko Miss Glam Padang. *Jurnal Mirai Management*, 8(3).
- Anindasari, A. P., & Tranggono, D. (2023). Pengaruh Live Streaming TikTok Terhadap Keputusan Pembelian Produk Skintific Pada Generasi Z Pengikut Akun@ skintific_id. *Jurnal Ilmiah Wahana Pendidikan*, 9(22), 13-26.
- Audina, P. K., Sakti, D. P. B., & Athar, H. S. (2023). The Effect of Live Streaming Shopping, Price, and Product Quality on Purchasing Decisions for Shopee Users in West Nusa Tenggara, Indonesia. *Path of Science*, 9(10), 2019-2027.
- Azizah, S. H. U., & Februadi, A. C. (2019, August). Motivasi Belanja Fesyen *Online*: Perspektif Generasi Y Wanita. In *Prosiding Industrial Research Workshop and National Seminar* (Vol. 10, No. 1, pp. 789-799).
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2018). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 85, 60-70. <https://doi.org/10.1016/j.jbusres.2017.10.025>
- Cai, J., & Wohn, D. Y. (2019). Live Streaming Commerce: Uses and Gratifications Approach to Understanding Consumers' Motivations. *Computers in Human Behavior*, 101, 352-359.
- Chan, S., & Asni, K. (2023). Encouraging Purchase Intention in TikTok Live Streaming: The Role of Live Streaming Shopping Attributes. *Journal of Accounting Research, Organization and Economics*, 6(1), 19-33.
- Chen, Shih-Chih & Lin, Chieh-Peng. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*. 140. 22-32. 10.1016/j.techfore.2018.11.025.. *Journal of Interactive Marketing*, 47, 123-135.

- Chen, M. F., & Lee, C. L. (2015). The impacts of green claims on coffee consumers' purchase intention. *British Food Journal*, 117(1), 195-209.
- Choi, J., & Kim, S. H. (2019). The impact of emotional engagement and personal experience on consumer brand interest. *Journal of Consumer Psychology*, 29(3), 478-491. <https://doi.org/10.1002/jcpy.1104>
- Dessart, Laurence et al. (2015). Consumer Engagement in *Online Brand Communities: A Social Media Perspective*. University of Glasgow. United Kingdom. Vol.24 No.1
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement: A construct of positively and negatively valenced engagement behaviors. In *Customer engagement* (pp. 102-123). Routledge.
- 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.
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2018). Consumer perceptions of information helpfulness and determinants of purchase intention in *online* consumer reviews of services. *Information & management*, 55(8), 956-970.
- Ghozali, I., & Latan, H. (2020). Partial Least Squares, Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Peneliti. Universitas Diponegoro.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., dan Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (Ed. 2). United States of America: SAGE Publications, Inc.
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27-41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Hsieh, Y. P., & Tseng, T. H. (2017). The influence of audience enthusiasm on social media content engagement. *Journal of Interactive Marketing*, 40, 27-39. <https://doi.org/10.1016/j.intmar.2017.07.001>
- Hsu, Y. H., Wang, J. W., & Chen, H. T. (2020). Customer satisfaction and its impact on the intention to recommend: A study in the context of consumer behavior. *Journal of Business Research*, 117, 432-441. <https://doi.org/10.1016/j.jbusres.2019.10.052>

- Iffan, M., Santy, R. D., & Radaswara, R. (2018). Pengaruh Proses Dan Bukti Fisik Terhadap Kepuasan Konsumen Di Hotel Santika Bandung. *JURISMA: Jurnal Riset Bisnis & Manajemen*, 8(2), 127-140.
- Japutra, A., & Molinillo, S. (2019). Responsible and active brand personality: On the relationships with brand experience and key relationship constructs. *Journal of Business Research*, 99, 464-471.
- Kang, J., Tang, L., & Fiore, A. M. (2020). Live streaming commerce: Interactivity, social presence, and shopping experience. *Journal of Research in Interactive Marketing*, 14(2), 175-192. doi:10.1108/JRIM-08-2019-0138
- Kim, J., Lee, H., & Ko, E. (2018). The role of *online* visual merchandising (VMD) in shaping consumer behavior: The case of fashion *e-commerce*. *Journal of Interactive Marketing*, 44, 12-25.
- Kotler, P., & Armstrong, G (2018). Principles of Marketing Global Edition 17th Edition. London: Pearson Education.
- Kotler, Philip dan Keller, K. L. (2018). Manajemen Pemasaran (Edisi 13). Erlangga.
- Kumparan.co.id. (2022). Survei Social Commerce Makin diminati, 86% Masyarakat Belanja Melalui Medsos. Diakses pada <https://m.kumparan.com/amp/kumparantech/survei-social-commerce-makin-diminati-86-masyarakat-belanja-melalui-medsos-1yuQIZYCRn6>
- Lee, D., Hosanagar, K., & Nair, H. S. (2018). Advertising content and consumer engagement on social media: Evidence from Facebook. *Management Science*, 64(11), 5105-5131. <https://doi.org/10.1287/mnsc.2017.2902>
- Liu, Y., Song, S., & Li, J. (2021). Feedback-driven improvement in *host* politeness and customer satisfaction in live streaming *e-commerce*. *Journal of Retailing*, 97(2), 174-188.
- Lu, Z., Xia, H., Heo, S., & Wigdor, D. (2018). You watch, you give, and you engage: a study of live streaming practices in China. In Proceedings of the 2018 CHI conference on human factors in computing systems (pp. 1-13).
- Meryawan, I. W., Suryawan, T. G. A. W. K., & Handayani, M. M. (2022). Perceived Value pada Customer Loyalty Peran Mediasi Customer engagement:(Studi Kasus Konsumen Trika Media Internet Access). *Jurnal Pendidikan Ekonomi Undiksha*, 14(2), 339-349.

- Misbakhudin, A., & Komaryatin, N. (2023). Content Marketing, Live Streaming, and *Online* Customer Reviews On Fashion Product Purchase Decisions. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 12(2), 293-307.
- Narimawati, Umi, Sri Dewi, Anggadini., Linna, Ismawati. (2011), Penulisan Karya Ilmiah, Edisi Pertama, Genesis. Pondok Gede, Bekasi.
- Nisa, M., Sudarno, S., & Sugito, S. (2021). Moderating Structural Equation Modeling Dengan Partial Least Square Pada Pemodelan Penerimaan Dan Penggunaan Dompot Digital Di Kota Semarang. *Jurnal Gaussian*, 10(1), 66–75.
- Nurivananda, S. M., & Fitriyah, Z. (2023). Pengaruh Content Marketing Dan Live Streaming Terhadap Keputusan Pembelian Pada Aplikasi Media Sosial Tiktok (Studi Pada Konsumen Generasi Z@ Scarlett_Whitening Di Surabaya). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(4), 3664-3671.
- Oktaheriyani Desy, M. Ali Wafa, Shen Shadiqien. (2020). Analisis Perilaku Komunikasi Pengguna Media Sosial Tiktok (Studi Pada Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik UNISKA MAB Banjarmasin)
- Oliver, R. L. (2019). Satisfaction: A Behavioral Perspective on the Consumer. Routledge.
- Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2020). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing*, 84(4), 1-17. <https://doi.org/10.1177/0022242920927660>
- Park, S., & Lee, Y. (2020). Visual attractiveness in *e-commerce*: Impact on perceived quality and purchase intention. *Journal of Retailing and Consumer Services*, 54, 101944.
- Pratiwi, C., Ratnaningtyas, A., & Adhandayani, A. (2022). Keputusan pembelian produk fashion secara *online* ditinjau dari motivasi emosional konsumen dewasa awal. *Jurnal Psikologi: Media Ilmiah Psikologi*, 20(2).
- Putri, D. O., & Suci, R. P. (2022). Peranan Consumer Engagement Sebagai Variabel Mediasi Atas Pengaruh Content Marketing Terhadap Keputusan Pembelian *Online* Di Era Digital Marketing (Studi Pada Konsumen Brand Fashion Realizm87). *Bulletin of Management and Business*, 3(1), 284-293.

- Rahmayanti, & Rizky Dermawan. (2023). Pengaruh Live Streaming, Content Marketing, dan *Online Customer Review* terhadap keputusan pembelian pada tiktok shop di surabaya. SEIKO : Journal of Management & Business.
- Santy, R. D., & Atika, S. D. (2020, January). Purchasing decisions in terms of perceived quality and product knowledge. In *International Conference on Business, Economic, Social Science, and Humanities–Economics, Business and Management Track (ICOBEST-EBM 2019)* (pp. 94-99). Atlantis Press.
- Saputra, G. G., & Fadhilah, F. (2022). The Influence of Live Streaming Shopping on Purchase Decisions through Customer engagement on Instagram Social Media. Budapest International Research and Critics Institute-Journal (BIRCI-Journal), 5(2), 12126-12137.
- Schiffman, Leon.G. dan Leslie Lazar Kanuk. (2020). Perilaku Konsumen. Edisi Ke-7. Diterjemahkan oleh Zoelkifli Kasip. PT. Indeks, Jakarta.
- Shafiq, M. A., Ziaullah, M., Kousar, T., Ali, M. A., & Abbas, Q. (2023). Enhancing E-Business Success: Unraveling the Effect of Customer engagement on Customer Citizenship Behavior and Purchase Decisions in Pakistan. *Journal of Asian Development Studies*, 12(3), 79-96.
- Smith, J. (2018). The diverse consumption patterns of employees. *Journal of Consumer Behavior*, 15(4), 123-134. doi:10.1002/cb.1724
- So, K. K. F., King, C. & Sparks, B. (2014). Customer engagement with Tourism Brands: Scale Development and Validation. *Journal of Hospitality & Tourism Research* 38(3), pp.304-329.
- Sofiana, A., & Dewanti, R. L. (2023, August). The Influence of Live Streaming, Content Marketing and Ease of Transactions on Purchasing Decisions MSME Culinary Snacks Products. In *Proceedings International Conference on Business, Economics & Management* (No. 1, pp. 12-20).
- Suara.com. (2024, March 21). Freveryoung Tak Melulu Anak Muda, FR James Bidik Pasar Pria Lanjut Usia. Diakses pada 3 Juli 2024, dari <https://www.suara.com/pressrelease/2024/03/21/102517/freveryoung-tak-melulu-anak-muda-fr-james-bidik-pasar-pria-lanjut-usia>.
- Sugiyono. (2019). Metodologi Penelitian Kuantitatif dan Kualitatif Dan R&D. Bandung: ALFABETA.
- Sumarwan, Ujang. (2018). Perilaku Konsumen (Edisi 2 Cetakan 2). Univesitas Terbuka, Tangerang Selatan.

- 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.
- Susilawati, E. (2024). Penerapan Strategi Promosi Melalui Media Sosial Tiktok Pada Umkm Binaan Kadin Kota Bandung. *Jurnal Pengabdian Kepada Masyarakat (Adi Dharma)*, 2(2), 112-119.
- Thompson, M. A. (2016). *Crafting and executing strategy: the quest for competitive advantage, concepts and readings*. New York: McGraw-Hill Education.
- TikTok. (2024). Mayoutfit. Diakses pada https://www.tiktok.com/@mayoutfitofficial?_t=8mceGgqgpdZ&_r=1
- Tjiptono, F. (2015). *Strategi Pemasaran*. Yogyakarta: Penerbit Andi.
- Ulandari, T., Khumairoh, S. F., & Setiawan, B. (2024). Pengaruh Globalisasi Trend Fashion terhadap Ciri Khas Mahasiswa FTIK di UIN Satu Tulungagung. *Maximal Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya dan Pendidikan*, 1(5), 233-239.
- Wang, R., Li, J., & Zhang, Q. (2018). Social Interaction and Purchase Intention in Social Commerce: The Moderating Role of Social Media Influencer. *Internet Research*, 28(3), 874-890.
- Wardhana, D. Y., & Harsono, H. (2020). Employees' Perceptions of Work Attire in the Workplace, Does It Matter?. *KINERJA*, 24(2), 205-220.
- 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.
- Wongsunopparat, S., & Deng, B. (2021). Factors influencing purchase decision of Chinese consumer under live streaming *E-commerce* model. *Journal of Small Business and Entrepreneurship*, 9(2), 1-15.
- Wulandari, N. T., Prihatini, A. E., & Farida, N. (2023). Pengaruh Emosi Positif Dan Promosi Penjualan Terhadap Perilaku Pembelian Impulsif Pada Konsumen Shopee (Studi Kasus Pada Mahasiswa Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 81-91. <https://doi.org/10.14710/Jiab.2023.37107>
- Yang, T., Yang, F., & Men, J. (2023). Recommendation content matters! Exploring the impact of the recommendation content on consumer decisions from the

means-end chain perspective. *International Journal of Information Management*, 68, 102589.

- Yi, J., Yoo, M., & Lee, J. (2021). Factors influencing repurchase intention: Beyond immediate product satisfaction. *Journal of Consumer Behavior*, 20(3), 451-462. <https://doi.org/10.1002/cb.1887>
- Yoon, S. J., Kim, S. Y., & Park, H. J. (2019). Factors leading to consumer uncertainty: The role of product experience and quality perception. *International Journal of Consumer Studies*, 43(5), 478-489. <https://doi.org/10.1111/ijcs.12504>
- Yudha, J. K., Komaladewi, R., & Yudha, R. T. B. (2022). Effect Of Live Streaming *E-commerce* In Building Customer Trust And Customer engagement (Study On Tokopedia Consumers). *Journal of Business Studies and Management Review*, 6(1), 101-108.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.
- 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>
- Zikra, R., & Yusra, Z. (2017). Kepuasan wanita berbelanja produk fashion berdasarkan cara membeli. *Jurnal RAP (Riset Aktual Psikologi Universitas Negeri Padang)*, 7(1), 55-66.