

DAFTAR PUSTAKA

- Assauri, S. (2022). *Manajemen pemasaran: Dasar, konsep, dan strategi*. Jakarta: Rajawali Pers.
- 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. <https://doi.org/10.22178/pos.97-10>
- Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). New York, NY: McGraw-Hill Education.
- Bhisana, R. P., Tulung, J. E., & Saerang, R. T. (2024). Pengaruh Kredibilitas Host, Interaktifitas Dan Penawaran Waktu Terbatas Terhadap Keputusan Pembelian Fashion Di Tiktok Live Streaming Shopping. 12(1).
- Cai, J., & Wohn, D. Y. (2022). *Live streaming commerce: Uses and gratifications approach to understanding consumers' motivations and purchase intentions*. *Computers in Human Behavior*, 127, 107052. <https://doi.org/10.1016/j.chb.2021.107052>
- Chen, C. C., & Liao, Y. W. (2022). *The effect of time-limited promotions on impulse buying in live streaming commerce*. *Journal of Retailing and Consumer Services*, 68, 103042.
- Chen, S., & Zhang, J. (2023). *Influencer Credibility and Consumer Trust in Live Commerce*. *Journal of Interactive Marketing*.
- Chen, Y., Li, X., & Zhang, W. (2023). *The impact of promotional strategies on consumer engagement in live streaming commerce*. *Journal of Interactive Marketing*, 62(1), 61–75.
- Dewantara, R. Y., & Kurnia, N. F. I. (2025). Pengaruh Live-Streamer Credibility terhadap Purchase Intention melalui Consumer Trust. *Jurnal Manajemen dan Profesional*.
- Ezekwe, C. I. (2025). *International Journal Of Research And Innovation In Social Science (IJRISS)*. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.5065151>
- Faizza, T. D., & Roostika, R. (2024). *The role of product information quality and streamer credibility in building trust and purchase intention*. *Petra International Journal of Business Studies*, 7(2), 185–192.

- Fananiti, E. H., & Sholihah, D. D. (2025). Pemanfaatan live streaming untuk meningkatkan daya tarik konsumen dan penjualan produk body care. *Al-Khidmah Jurnal Pengabdian Masyarakat*, 5(1), 45–54. <https://doi.org/10.56013/jak.v5i1.3670>
- Faradiba, F., & Syarifuddin, D. (2021). Pengaruh interaktivitas live streaming terhadap minat beli konsumen pada platform e-commerce. *Jurnal Manajemen dan Bisnis*, 10(2), 145–156.
- Febriana, R. (2022). *Manajemen Pemasaran*. Yogyakarta: Deepublish.
- Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen* (Edisi 5).
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (Edisi 9).
- Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). *Pearson Education Limited*.
- Haqia, A., Mantala, R., Rustaniah, & Sya'rawi, H. (2025). Pengaruh popularitas dan kredibilitas influencer terhadap keputusan pembelian produk kosmetik di kalangan generasi Z pada platform TikTok. *Jurnal Bisnis dan Manajemen*. <https://doi.org/10.1234/bima.v4i2.15360>
- Hawkins, D. I., & Mothersbaugh, D. L. (2021). *Consumer Behavior: Building Marketing Strategy* (14th ed.). *McGraw-Hill Education*.
- Hossain, A., & Kalam, A. (2023). *The Power of Live-Streaming in Consumers ' Purchasing Decision*. (December), 1–18. <https://doi.org/10.1177/21582440231197903>
- Indryani, C., Listiawati, L., & Asrol, S. (2025). Pengaruh Live Streaming dan Harga Diskon Terhadap Keputusan Pembelian Produk Fashion Shella Saukia Pada E-Commerce Tiktok di Palembang. *Jurnal Ekonomi Bisnis Antartika*, 3(2). <https://doi.org/10.70052/jeba.v3i2.981>
- Kotler, P., & Keller, K. L. (2021). *Marketing management* (16th ed.). *Harlow: Pearson Education*.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). *Pearson Education*.
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (Global ed.). *Pearson Education*.

- Leriyani, V. A., Listyawati, I. H., Murtini, M., & Cahyono, E. (2025). Pengaruh Live Streaming, Flash Sale, dan Gratis Ongkir Terhadap Keputusan Pembelian pada Pengguna Shopee.
- Li, H., & Kim, J. (2021). *Assessing Interactivity and Consumer Engagement in Live Commerce: A Multi-Dimensional Scale*. *International Journal of Electronic Commerce Studies*, 12(1), 77–95.
- Li, X., & Wang, Y. (2022). *The Role of Streamer Credibility in Live Streaming Commerce*. *Journal of Digital Marketing Research*.
- Liu, F., Wang, Y., Dong, X., & Zhao, H. (2022). *Marketing by live streaming: How to interact with consumers to increase their purchase intentions*. *Frontiers in Psychology*
- Liu, X., Zhang, L., & Chen, Q. (2022). *The effects of tourism e-commerce live streaming features on consumer purchase intention: The mediating roles of flow experience and trust*. *Frontiers in Psychology*, 13, 995129.
- Mada, T. (2024). *Pengaruh Live Streaming Shopping Oleh Influencer Terhadap Keputusan Pembelian Di Tiktok Shop (Survei Pada Shopper Live Streaming @ Louissescarlettfamily)*. 8, 87–97.
- Manalu, F. V., & Nainggolan, N. P. (2023). Pengaruh Kualitas Produk, Daya Tarik dan Promosi Terhadap Loyalitas Pelanggan Harapan Jaya Dapur 12 Batam. *ECo-Buss*, 6(2), 509–520.
- Maulana, A., Pratiwi, A., & Nugroho, B. S. (2022). Pengaruh interaktivitas live streaming terhadap keputusan pembelian pada e-commerce. *Jurnal Ilmu Manajemen*, 10(1), 45–56
- Meizhen, P., Ming-Fook, L., Xiaoqing, L., & Chekima, B. (2025). *Promoting sales in e-commerce live streaming: How streamer credibility, attractiveness, and time pressure drive purchase decisions*. *International Journal of Research and Innovation in Social Science*, 9(8), 7046–7053.
- Melita, S., Rahayu, S., & Astuti, T. (2024). Daya Tarik Iklan Terhadap Keputusan Pembelian Di E- Commerce (Studi pada Pengguna Lazada di Kota Semarang). 13, 1–12.
- Michael R. Solomon. (2020). *Consumer Behavior: Buying, Having, and Being (13th ed.)*. Pearson Education.
- Netrawati, I. G. A. O., Sukaatmadja, I. P. G., & Yasa, N. N. K. (2022). Pengaruh kredibilitas host dan interaktivitas live streaming terhadap keputusan pembelian. *E-Jurnal Manajemen Universitas Udayana*, 11(6), 1120–1138.

- Netrawati, N., Sari, D., & Putra, R. (2022). Pengaruh live streaming terhadap minat beli dan keputusan pembelian konsumen. *Jurnal Manajemen dan Bisnis Indonesia*, 8(2), 210–220.
- Nurchayati, N., Hasyim, H., & Mardiyono, A. (2025). *The impact of live streaming, free shipping vouchers, and promotions on purchase decisions in TikTok Shop. Economic and Business Horizon*, 4(1), 1–12.
- Parwati, D., Nurchayati, N., Hasyim, H., & Mardiyono, A. (2025). *The impact of live streaming, free shipping vouchers, and promotions on purchase decisions in TikTok Shop. Economic and Business Horizon*, 4(1), 1–12.
- Pratama, R. A., Setiawan, D., & Kusuma, L. (2023). Pengaruh kualitas produk dan kepercayaan terhadap keputusan pembelian pada marketplace digital. *Jurnal Manajemen Pemasaran Indonesia*, 15(2), 101–112.
- Putro, D. W., Fadhillah, I., & Fitriyasaki, A. (2024). Pengaruh Kredibilitas dan Kualitas Pelayanan Host Live terhadap Minat Beli Konsumen di Aplikasi TikTok pada Masyarakat Kecamatan Wringinanom Gresik. 7(2), 564–574.
- Qonitah, Y. R., & Hayu, R. S. (2025). *Impulse buying in live streaming e-commerce: The role of social presence, social facilitation, and celebrity endorsement. Jurnal Fokus Manajemen Bisnis*, 15(2), 357–380. <https://doi.org/10.12928/fokus.v15i2.14041>
- Rahayu, N. A., & Damarwulan, L. M. (2025). *Meningkatkan Keputusan Pembelian Di E-Commerce: Peran Live Streaming Dan Flash Sale Pada Aplikasi Lazada*.
- Ratnaningrum, N. M., Sari, D. K., & Herwandito, S. (2025). Petanda: Jurnal Ilmu Komunikasi dan Humaniora Pengaruh Live Streaming dan Review Influencer terhadap Keputusan Pembelian Pengguna Tiktok Shop. 07(03), 420–442.
- Riverio, F., Pasaribu, L. N., Lie, S., & Garcia, A. R. (2025). *The influence of live streaming, influencer marketing, and discounts on purchasing decisions on Shopee in Medan City. Management Studies and Entrepreneurship Journal*, 6(6), 920–929. <https://journal.yrpioku.com/index.php/msej>
- Salsabila, S. A., & Hidayah, R. T. (2024). *The Effect of Streamer Credibility on Purchase Intention in Live Streaming Shopping. Al-Kharaj: Journal of Islamic Economic and Business*.
- Sangadji, E. M., & Sopiah. (2021). *Perilaku Konsumen: Pendekatan Praktis*. Andi Offset.
- Saputro, Y. B., Putri, R. A., & Wijaya, A. (2023). Pengaruh daya tarik promosi terhadap keputusan pembelian konsumen e-commerce. *Jurnal Ekonomi dan Bisnis Digital*, 5(1), 55–66.

- Sari, A. N., Khotimah, H., Ariyanti, N. I., & Tegar, A. (2025). Peran Interaktivitas Dan Kredibilitas Host Live Shopping Dalam Meningkatkan Minat Beli Konsumen Di Platform E-Commerce. 03(02), 18–26.
- Schiffman, L. G., & Wisenblit, J. L. (2020). *Consumer Behavior (12th ed.)*. Pearson Education.
- Shabrina, A. N., Sugiana, D., Dewi, Y., & Sunarya, R. (2024). Pengaruh Kredibilitas Host Live Streaming Tiktok terhadap Proses Keputusan Pembelian pada Penonton Live Streaming @ Skintific _ Id. 8, 15383–15395.
- Shabrina, A. N., Sugiana, D., & Sunarya, Y. D. R. (2024). Pengaruh kredibilitas host live streaming TikTok terhadap proses keputusan pembelian. *Jurnal Pendidikan Tambusai*, 8(1), 15383–15395.
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being (13th ed.)*. Pearson Education.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Sugiyono. (2020). *Metode penelitian kuantitatif, kualitatif, dan R&D (Cet. 2)*. Bandung: Alfabeta.
- Tjiptono, F. (2022). *Strategi Pemasaran*. Andi Offset.
- Tjiptono, F. (2023). *Manajemen Pemasaran*. Yogyakarta: Andi Offset.
- Sumarwan, U. (2020). *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Ghalia Indonesia.
- Utami, T., & Ahmadi, M. A. (2025). Pengaruh Fitur Live Streaming Dan Content Marketing Terhadap Keputusan Pembelian Konsumen Pada Tiktok Shop.
- Uwase, M. (2025). *Consumer behavior in digital marketing era*. *International Journal of Business and Social Science*, 16(2), 45–56.
- Wang, H., Ding, J., Akram, U., Yue, X., & Chen, Y. (2021). *An Empirical Study on the Impact of E-Commerce Live Features on Consumers' Purchase Intention: From the Perspective of Flow Experience and Social Presence*. *Information*, 12(8), 324. <https://doi.org/10.3390/info12080324>
- Wongkitrungrueng, A., & Assarut, N. (2022). *The role of live streaming features and host credibility in consumer trust and purchase intention*. *Journal of Retailing and Consumer Services*, 64, 102818. <https://doi.org/10.1016/j.jretconser.2021.102818>

Xu, H., & Zhao, M. (2024). *The Impact of Live Streaming Features on Consumer Purchase Behavior. Electronic Commerce Research and Applications.*

Xu, X., Wu, J. H., & Li, Q. (2022). *Live streaming commerce and relationship building mechanism in online retail. Internet Research, 32(5), 1683–1705.*

Zhang, L., Wang, Q., & Zhao, Y. (2024). *The role of price promotion and perceived value in online purchase decisions. Electronic Commerce Research and Applications, 65, 101401.*

Zhang, Q., Wang, Y., & Ariffin, S. K. (2024). *Consumers purchase intention in live-streaming e-commerce: A consumption value perspective and the role of streamer popularity. PLOS ONE, 19(2), e0296339.*
<https://doi.org/10.1371/journal.pone.0296339>