

DAFTAR PUSTAKA

- Agatha, C., Emilio, S., Rahman, F., & Murniadi, K. (2023). *Pengaruh Flow Experience dan Parasocial Interaction pada Dorongan Pembelian Impulsif di Live Streaming Commerce*. 5(2), 99–125.
- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). *Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment*. <https://doi.org/10.3390/su10020352>
- Aslikhah. (2022). *PENGARUH HEDONIC SHOPPING MOTIVATION TERHADAP IMPULSE BUYING. DALAM E-COMMERCE PADA MAHASISWA PSIKOLOGI ISLAM ANGKATAN 2019 DI IAIN KEDIRI*.
- Beuckels, E., & Hudders, L. (2021). *An experimental study to investigate the impact of image interactivity on the perception of luxury in an online shopping context*. <https://doi.org/https://doi.org/10.1016/j.jretconser.2016.08.014>
- Bolun, Z., Yan, Z., & Minghui, J. (2024). The configurational impact of e-commerce live streaming interactivity on consumer engagement behavior. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/https://doi.org/10.1108/APJML-03-2024-0271>
- Cai, J., & Wohn, D. Y. (2019). *Live Streaming Commerce : Uses and Gratifications Approach to Understanding Consumers ' Motivations*. 6, 2548–2557.
- Candra, P. U. (2025). *THE EFFECT OF PERCEIVED INTERACTIVITY , INFORMATION USEFULNESS , AND ENJOYMENT ON IMPULSIVE BUYING THROUGH HEDONIC BROWSING* Ukie Putri Candra Universitas Ciputra University . Indonesia. 1(1), 21–30.
- Chen, L. ru, Chen, F. shing, & Chen, D. fa. (2023). *Effect of Social Presence toward Livestream E-Commerce on Consumers ' Purchase Intention*.
- Csikszentmihalyi, M. (1975). *Beyond Boredom and Anxiety*. Jossey-Bass Publishers.
- Csikszentmihalyi, M. (2008). *Flow – The Psychology of optimal experience*.
- Cui, Y., Liu, Y., & Gu, M. (2022). Investigating the Key Drivers of Impulsive Buying Behavior in Live Streaming. *Journal of Global Information Management (JGIM)*, 30(1), 1–18. <https://doi.org/10.4018/jgim.314226>
- Dong, W., Wang, Y., & Qin, J. (2023). *An empirical study on impulse consumption intention of livestreaming e-commerce: The mediating effect of flow experience and the moderating effect of time pressure*. January, 1–17. <https://doi.org/10.3389/fpsyg.2022.1019024>

- Effendi, S., Faruqi, F., Mustika, M., & Salim, R. (2020). *Pengaruh Promosi Penjualan , Electronic Word Of Mouth Dan Hedonic Shopping Motivation Terhadap Pembelian Impulsif Pada Aplikasi Shopee*. 17(02), 22–31.
- Enjelina, R., Masnita, Y., Ekonomi, F., & Trisakti, U. (2024). *Fenomena Live Streaming Shopping guna Meningkatkan Impulsive Buying Intention dalam E-commerce : Kajian SOR*. 1(1), 1913–1923.
- Fasyni, A., Budiarti, A. P., & Lasmini, R. S. (2021). *FAKTOR-FAKTOR YANG MEMPENGARUHI ONLINE IMPULS BUYING*. 10(2), 175–190.
- Francisco, J., & Martínez, L. (2020). Immediate Buying Behavior in Online Marketplaces: A Comparative Analysis of Product Presentation Formats. *Journal of Consumer Behavior*, 12(4), 567–581.
- Fransiska, V., & Paramitha, S. (2020). *Live Shopping dalam Industri Komunikasi Digital melalui Instagram*. <https://doi.org/10.24912/pr.v4i1.6435>
- Hair, J. F. (2019). *When to use and how to report the results of PLS-SEM*. 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Harahap, T. R., & Wahyuni, E. (2024). *The Effect of Expertise Time Constraints , Interactivity and Promotion on Impulse Purchases Live Streaming TikTok*. 12(1), 107–116. <https://doi.org/10.37641/jiakes.v12i1.2439>
- Henseler, J., & Sarstedt, M. (2013). *Goodness-of-fit indices for partial least squares path modeling*. 565–580. <https://doi.org/10.1007/s00180-012-0317-1>
- Herlina, & Widyaningrum, D. (2022). *Menakar Kecenderungan Perilaku Impulse Buying Belanja Online Generasi Millenial pada Masa Covid-19*. 1(3), 481–492.
- Hilall, M., & Negara, A. K. (2025). *PENGARUH SHOPPING LIFESTYLE DAN FASHION INVOLVEMENT TERHADAP IMPULSE BUYING (STUDI KASUS GENERASI Z PENGGUNA E-COMMERCE SHOPEE DI KOTA TANGERANG)*. 16(11).
- Hoang, V. T., & Dang, H. P. (2024). *Exploring How the Characteristics of Live Streaming Affect Impulse Buying Behaviour in Live Streaming Commerce : The Mediating Effect of Trust and Flow Experience*. 19(1).
- Hu, M., & Chaudhry, S. S. (2020). *Enhancing consumer engagement in e-commerce live streaming via relational bonds*. 30(3), 1019–1041. <https://doi.org/10.1108/INTR-03-2019-0082>
- Huo, C., Wang, X., & Sadiq, M. W. (2023). *Exploring Factors Affecting Consumer 's Impulse Buying Behavior in Live- Streaming Shopping : An Interactive Research Based Upon SOR Model*. 58, 1–15.

<https://doi.org/10.1177/21582440231172678>

- Hyun, H., Thavisay, T., & Lee, Suk, H. (2022). Enhancing the role of flow experience in social media usage and its impact on shopping. *Journal Of Retailing and Consumer Services*. <https://doi.org/https://doi.org/10.1016/j.jretconser.2021.102492>
- Indriawan, B. M., & Santoso, I. H. (2023). *Pengaruh Sales Promotion , Content Marketing , Dan Shopping Lifestyle Content Creator Tiktok Terhadap Keputusan Impulse Buying Pada E-Commerce Shopee*. 11(1), 905–914.
- Indriyani, T., & Herlina, R. (2021). *MAKNA INTERAKSI HOST DENGAN PENONTON SAAT LIVE*. 8(2).
- Joo, E., & Yang, J. (2023). How perceived interactivity affects consumers' shopping intentions in live stream commerce: roles of immersion, user gratification and product involvement. *Journal of Research in Interactive Marketing*. <https://doi.org/https://doi.org/10.1108/jrim-02-2022-0037>.
- Justin, F., & Amelinda, R. (2025). *Peran Daya Tarik dan Keahlian Streamer terhadap Niat Pembelian melalui Flow Experience*. 30(01), 88–110.
- Komala, C. (2018). *PERILAKU KONSUMSI IMPULSIVE BUYING PERSPEKTIF IMAM AL-GHAZALI*. 2(2), 248–266.
- Koponen, J. P., & Ryttsy, S. (2020). *Social presence and e-commerce B2B chat functions*. 54(6), 1205–1224. <https://doi.org/10.1108/EJM-01-2019-0061>
- Latief, F. (2025). *Peningkatan Impulse Buying Pengguna E-Commerce melalui Diskon Live Streaming Shopping Shopping Lifestyle dan Kemudahan Transaksi*. 11(1), 64–79.
- Li, M., Wang, Q., & Cao, Y. (2022). *Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce : A Stimulus-Organism-Response Framework*.
- Liu, G. G., Agyeiwaah, E., & Lei, S. S. I. (2020). *The impact of social media content on purchase intentions -The role of telepresence and social presence*.
- 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*. August, 1–14. <https://doi.org/10.3389/fpsyg.2022.995129>
- Liu, Y., & Shrum, L. J. (2002). *What is interactivity and is it always such a good thing ? Implications of de ...*
- Llustration, I., & Odekerken-schröder, G. (2009). *U SING PLS P ATH M*

MODELING FOR ASSESSING HIERARCHICAL CONSTRUCT MODELS : GUIDELINES AND EMPIRICAL. 33(1), 177–195.

- Lu, B., & Chen, Z. J. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management*, 58. <https://doi.org/https://doi.org/10.1016/j.im.2021.103509>
- Lu, B., & Fan, W. (2014). Social presence, trust, and social commerce purchase intention: An empirical research. *Pacific Asia Conference on Information Systems*. <https://doi.org/https://doi.org/10.1016/J.CHB.2015.11.057>
- Lu, Y., Chen, H., & Zhang, M. (2024). *The Impact of Live Streaming Commerce on Impulse Buying Behavior: Evidence from Fashion Category in Southeast Asia*. <https://doi.org/DOI: 10.1016/j.jretconser.2024.103456>
- Lutfia, N., & Wulandari, N. (2025). *ANALISIS DAMPAK DARI SOCIAL PRESENCE , INTERACTIVITY , ATTRACTIVENESS DAN EXPERTISE PADA FLOW TERHADAP PURCHASE INTENTION DAN CONTINUOUS WATCHING INTENTION LIVE STREAMING TIKTOK SHOP*. 377–394.
- Masitoh, M. R. H. A. W., Prihatma, G. T., & Miharja, D. T. (2024). *Pengaruh Interactivity , Online Customer Review , dan Trust terhadap Impulse buying Pengguna Shopee Live Streaming*. 06(1), 41–53.
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). *How social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory*. <https://doi.org/https://doi.org/10.1108/IJWIS-02-2021-0012>
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2022). *Effect of Social Presence toward Livestream E-Commerce on Consumers' Purchase Intention*.
- Nabela, A., & Prihandono, D. (2025). *THE INFLUENCE OF VISUAL APPEAL , DISCOUNT PRICE , AND PERCEIVED INTERACTIVITY ON IMPULSE BUYING WITH PERCEIVED ENJOYMENT AS A MEDIATING VARIABLE (Study on Marketplace Consumers in Semarang City)*. 2(1), 246–252.
- Ozkaraa, B. Y., Ozmena, M., & Kim, J. W. (2017). *Examining the effect of flow experience on online purchase: A novel approach to the flow theory based on hedonic and utilitarian value*. 37(February), 119–131.
- Paat, M. A., Mandey, S. L., & Kawet, R. C. (2025). *THE EFFECT OF FLOW EXPERIENCE , SITE TRUST AND VISUAL MERCHANDISING ON IMPULSE*. 16(1).
- Pelet, J.-éric, Ettis, S., Cowart, K., Pelet, J.-éric, Ettis, S., & Cowart, K. (2022). *Optimal experience of flow enhanced by telepresence : Evidence from social media use To cite this version : HAL Id : hal-03780918*.

- Prajana, A. M., Syafikarani, A., & Nastiti, N. E. (2021). *Pemanfaatan Video Streaming Sebagai Media Pemasaran Pada Fitur Shopee Live*.
- Putri, E., & Wardani, M. (2025). *Pengaruh Information quality , Social presence , dan Financial bonds Terhadap Impulsive buying behavior dalam Live streaming commerce yang Dimediasi oleh Flow experience*. 6(12), 4739–4753.
- Ranaa, N. A., Dirgantara, I. M. B., & Aryandika, A. A. (2023). *PENGARUH SOCIAL PRESENCE TERHADAP PERILAKU (Studi pada Merek Somethinc)*. 12, 1–14.
- Rupayana, I. K., & Suartina, I. W. (2021). *Pengaruh Kualitas Produk , Impulse Buying dan Electronic Word of Mouth (EWOM) terhadap Keputusan Pembelian pada Produk Smartphone Merek Oppo di Kota Denpasar*. 1(1), 233–247.
- Simanjuntak, O. D. P. (2022). *PENGARUH FLASH SALE PROMOTION DAN DISCOUNT TERHADAP ONLINE IMPULSIVE BUYING (STUDI PADA MAHASISWA PENGGUNA SHOPEE DI UNIVERSITAS SARI MUTIARA INDONESIA) Online Impulsive Buying*. 9(2), 383–387.
- Sugioyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Sutopo (ed.)). Alfabeta Bandung.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, kualitatif, dan R&D*. Alfabeta Bandung.
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2022). *How live streaming influences purchase intentions in social commerce: An IT affordance perspective*. <https://doi.org/https://doi.org/10.1016/j.elerap.2019.100886>
- Sundari, I. T. (2023). *PENGARUH SOCIAL PRESENCE TERHADAP AROUSAL UNTUK MENINGKATKAN IMPULSE BUYING PADA LIVE STREAMING E-COMMERCE (Studi Kasus Pengguna TikTok Live Shopping di Kab. Magetan)*. 1950210048.
- Tedry, A. K., & Tulipa, D. (2025). *Pengaruh Social Presence dan Scarcity Terhadap Impulse Buying Melalui Emotion pada Live Streaming E-Commerce Shopee Live*. 19(April), 31–45.
- Vernia, M., Marzuki, F., & Yuliniar. (2021). *Analisis faktor yang mempengaruhi perilaku impulse buying (studi kasus pada generasi z pengguna e-commerce)*. 2, 929–941.
- Wahyuni, R. S., & Setyawati, H. A. (2020). *Pengaruh Sales Promotion , Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying pada E-Commerce Shopee*. 2(April), 144–154.

Wathani, F. (2009). Perbedaan Kecenderungan Pembelian Impulsif Produk Pakaian Ditinjau dari Peran Gender. *Universitas Sumatera Utara*. <http://repository.usu.ac.id>

Zanuba, S. S. (2025). *Peran mediasi flow experience dalam pengaruh interactivity dan fear of missing out terhadap impulsive buying pada brand fashion crsl di live commerce shopee: fenomena fast fashion pada gen Z*.

Zhang, L., Wang, Y., & Li, H. (2024). *The Impact of Streamer Expressiveness on Consumer Engagement in Live Streaming Fashion Commerce: Mediating Role of Interpersonal Closeness*.

Zhao, Q., Chen, C.-D., Cheng, H.-W., & Wang, J.-L. (2017). Determinants of Live Streamers' Continuance Broadcasting Intentions on Twitch: A Self-Determination Theory Perspective. *Telematics and Informatics*, 35. <https://doi.org/10.1016/j.tele.2017.12.018>

Zhao, X., Li, Y., & Wang, J. (2023). *The Role of Perceived Interactivity in Live Streaming Commerce: Effects on Impulse Buying Intention Among Gen Z Consumers*.

Zusroni, E. (2021). *PERILAKU KONSUMEN* (R. A. Kusumajaya (ed.); Dewi Widya). Yayasan Prima Agus Teknik.

<https://www.teknovidia.com/profil-sejarah-shopee/> (Diakses pada tanggal 20 April 2026)

