

DAFTAR PUSTAKA

- Adhini, A. Z., Hanum, F., Fahmi, T., & Syahputra, T. (2024). Analisis Strategi Promosi Erigo Store Brand Fashion Lokal Indonesia. *Jurnal Bisnis Corporate*, 8(2), 50–54. <https://doi.org/10.46576/jbc.v8i2.4221>
- Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational? *Journal of Retailing and Consumer Services*, 63(May), 102669. <https://doi.org/10.1016/j.jretconser.2021.102669>
- Alexander, M., & Jaakkola, E. (2015). Customer engagement behaviours and value co-creation. *Customer Engagement: Contemporary Issues and Challenges*, April, 3–20. <https://doi.org/10.4324/9781315725185-9>
- Alvara Research Center. (2022). GEN Z: MILLENNIAL 2.0? Perbedaan Karakter dan Perilakunya. *Alvara Beyond Insight*, 1–42. <https://alvara-strategic.com/wp-content/uploads/2022/06/GEN-Z : -MILLENNIAL-2.0 ? -Perbedaan-Karakter-dan-Perilakunya.pdf>
- Anugerah, D. T., & Setyorini, R. (2020). Pengaruh Value Proposition Terhadap Minat Beli (Studi Pada Pt . Niion Indonesia Utama Tahun 2020). *E-Proceeding of Management*, 7(2), 4166–4173.
- Arisman, A., & Imam, S. (2022). Does Live Stream Selling Affect Customer Engagement and Purchase Intention? The Shopee Live Platform Case Study. *ASEAN Marketing Journal*, 14(2). <https://doi.org/10.21002/amj.v14i2.1201>
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- Athanasopoulou, P. (2012). Relationship quality in services: Past, present, and future. *Customer-Centric Marketing Strategies: Tools for Building Organizational Performance*, 54(3), 171–190. <https://doi.org/10.4018/978-1-4666-2524-2.ch009>
- Bagyarta, S. D., & Dharmayanti, D. (2014). Analisa Pengaruh Hedonic dan Utilitarian Value Terhadap Repurchase Intention pada Industri Pusat Kebugaran Kelas Menengah Atas di Sidoarjo. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–11.
- Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761–784. <https://doi.org/10.1108/14684520910985710>
- CNN Indonesia. (2023). *No Title*. <https://www.cnnindonesia.com/ekonomi/20230819120416-625-987893/tak-sampai-10-menit-sesi-shopee-live-erigo-dan-raffi-ahmad-raih-rp5-m>
- Dewobroto, W. S., & Enrica, S. (2021). The Utilization of Live Streaming Technology to Improve the Shopping Experience that Generates Engagement and Buyer Trustworthiness in Indonesia. *Journal of Modern Manufacturing Systems and Technology*, 5(2), 78–87. <https://doi.org/10.15282/jmmst.v5i2.6859>
- Fardiana Putri, R., Fitriani, E. W., & Sartika, S. H. (2022). Analisis Strategi Pemasaran Erigo Store Brand Fashion Lokal Indonesia Yang Mendunia.

- Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(5), 213–220.
<https://doi.org/10.55047/transekonomika.v2i5.185>
- Fiore, A. N. N. M., Kim, J., Lee, H., & Lee, H. (2005). *EFFECT OF IMAGE INTERACTIVITY*. 19(3), 38–53. <https://doi.org/10.1002/dir.20042>
- Hamilton, W. A., Garretson, O., & Kerne, A. (2014). Streaming on twitch: Fostering participatory communities of play within live mixed media. *Conference on Human Factors in Computing Systems - Proceedings*, 1315–1324. <https://doi.org/10.1145/2556288.2557048>
- Hasdiana, U. (2018). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. *Analytical Biochemistry*, 11(1), 1–5. <http://link.springer.com/10.1007/978-3-319-59379-1%0Ahttp://dx.doi.org/10.1016/B978-0-12-420070-8.00002-7%0Ahttp://dx.doi.org/10.1016/j.ab.2015.03.024%0Ahttps://doi.org/10.1080/07352689.2018.1441103%0Ahttp://www.chile.bmw-motorrad.cl/sync/showroom/lam/es/>
- Hu, M., Zhang, M., & Wang, Y. (2017). Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework. *Computers in Human Behavior*, 75, 594–606. <https://doi.org/10.1016/j.chb.2017.06.006>
- Junior Hendri Wijaya, Achmad Zulfikar, & Iman Amanda Permatasari. (2019). Implementasi Sistem E-voting Untuk Meningkatkan Kualitas Demokrasi di Indonesia. *Jurnal Pemerintahan Dan Kebijakan (JPK)*, November, 51–59.
- Kala'lembang, A. (2022). Terhadap Niat Beli Konsumen Melalui Trust Sebagai Variabel Intervening Pada Online Shop Shopee. *Journal of Business and Applied Management*, 15(1), 49–60. <https://databoks.katadata.co.id/>
- KUSNANTO, D., OKTAVIANY, R. A., & RAHMA, R. (2020). Pengaruh Trust Dan E-Service Quality Terhadap Keputusan Pembelian Pada Online ShopShopee Di Fakultas Ekonomi Dan Bisnis Universitas Singaperbangsa Karawang. *Jurnal Ecoment Global*, 5(1), 40–47. <https://doi.org/10.35908/jeg.v5i1.912>
- Latifah, N., Widayani, A., & Normawati, R. A. (2020). Pengaruh Perceived Usefulness Dan Trust Terhadap Kepuasan Konsumen Pada E- Commerce Shopee. *BISMA: Jurnal Bisnis Dan Manajemen*, 14(1), 82. <https://doi.org/10.19184/bisma.v14i1.13550>
- Leong, J., May Yee, K., Baitsegi, O., Palanisamy, L., & Ramasamy, R. K. (2023). Hybrid Project Management between Traditional Software Development Lifecycle and Agile Based Product Development for Future Sustainability. *Sustainability (Switzerland)*, 15(2). <https://doi.org/10.3390/su15021121>
- Ma, L., Gao, S., & Zhang, X. (2022). *How to Use Live Streaming to Improve Consumer Purchase Intentions : Evidence from China*. 1–20.
- Mauludin, M. S., Dewa Saputra, A., Zulfika Sari, A., Munawaroh, I., & Pramesti Regita, E. (2022). Analysis of Consumer Behavior in Transactions in E-Commerce. *Proceedings of Islamic Economics, Business, and Philanthropy*, 1(1), 108–123. <https://jurnalfebi.iainkediri.ac.id/index.php/proceedings>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). Model of Trust Theory. *The Academy of Management Review*, 20(3), 709–734.

- Norhermaya, Y. A., & Soesanto, H. (2019). Analisis Pengaruh Kepuasan Pelanggan Terhadap Kepercayaan Dan Loyalitas Pelanggan Untuk Meningkatkan Minat Beli Ulang (Studi Pada Online Store Lazada.Co.Id). *Diponegoro Journal of Management*, 5(3), 1–13.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*, November, 587–632. https://doi.org/10.1007/978-3-319-57413-4_15
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253–272. <https://doi.org/10.1108/00251741211203551>
- Scarpi, D. (2020). Hedonism, utilitarianism, and consumer behavior: Exploring the consequences of customer orientation. In *Hedonism, Utilitarianism, and Consumer Behavior: Exploring the Consequences of Customer Orientation*. <https://doi.org/10.1007/978-3-030-43876-0>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, 38(3), 304–329. <https://doi.org/10.1177/1096348012451456>
- Sobari, N. (2022). the Effect of Live Streaming on Purchase Intention of E-Commerce Customers. *International Conference on Family Business and Entrepreneurship*, 282–290.
- Stathopoulou, A., & Balabanis, G. (2016). The effects of loyalty programs on customer satisfaction, trust, and loyalty toward high- and low-end fashion retailers. *Journal of Business Research*, 69(12), 5801–5808. <https://doi.org/10.1016/j.jbusres.2016.04.177>
- Sugiyono. (2003). *Metode Penelitian Pendekatan Kuantitatif Kualitatif* (Issue June).
- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- Wang, X., Wang, Y., Lin, X., & Abdullat, A. (2021). The dual concept of consumer value in social media brand community: A trust transfer perspective. *International Journal of Information Management*, 59(February 2020), 102319. <https://doi.org/10.1016/j.ijinfomgt.2021.102319>
- 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(November 2017), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Woodcock, N., Green, A., & Starkey, M. (2011). Social CRM as a business strategy. *Journal of Database Marketing and Customer Strategy Management*, 18(1), 50–64. <https://doi.org/10.1057/dbm.2011.7>
- Wu, Y., & Huang, H. (2023). Influence of Perceived Value on Consumers' Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust. *Sustainability (Switzerland)*, 15(5). <https://doi.org/10.3390/su15054432>

- 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. <https://doi.org/10.22437/jbsmr.v6i1.20102>
- Zaini, S. A., & Salim, S. A. (2023). The Role of Live Streaming towards Customer Engagement in Online Shopping. *Research in Management of Technology and Business*, 4(1), 500–516. <http://publisher.uthm.edu.my/periodicals/index.php/rmtb>
- Ziegler, C. N., & Golbeck, J. (2007). Investigating interactions of trust and interest similarity. *Decision Support Systems*, 43(2), 460–475. <https://doi.org/10.1016/j.dss.2006.11.003>

