

DAFTAR PUSTAKA

- Akbar, R., dan Sugiarto, C. 2024. "Factors That Influence Impulse Buying in Live Commerce in Indonesia." *International Journal of Economics Development Research (IJEDR)*, 5(5), 4011–4034. <https://doi.org/10.37385/ijedr.v5i4.6451>.
- Akram, U., Hui, P., Khan, M. K., Tanveer, Y., Mehmood, K., dan Ahmad, W. 2018. "How website quality affects online impulse buying: Moderating effects of sales promotion and credit card use." *Asia Pacific Journal of Marketing and Logistics*, 30(1), 235-256.
- Andika, Anisah T. N., Najmudin, M., dan Sardi, A. E. 2023. "From Interaction to Transaction: Analyzing the Influence of Social Presence on Impulsive Purchasing in Live Streaming Commerce." *Jurnal Manajemen Teori dan Terapan*, 16(3).
- Applebaum, W. 1951. "Studying customer behavior in retail stores." *Journal of Marketing*, 16(2), 172-178.
- Belk, R. W. 1974. "An exploratory assessment of situational effects in buyer behavior." *Journal of Marketing Research*, 11(2), 156-163.
- Berne-Manero, C., dan Marzo-Navarro, M. 2020. "Exploring how influencer and relationship marketing serve corporate sustainability." *Sustainability*, 12(11), 4392.
- Cai, J., dan Wohn, D. Y. 2019. "Live streaming commerce: Uses and gratifications approach to understanding consumers' motivations."
- Cai, J., Wohn, D. Y., Mittal, A., dan Sureshbabu, D. 2018. "Utilitarian and hedonic motivations for live streaming shopping." Dalam *Proceedings of the 2018 ACM international conference on interactive experiences for TV and online video* (hlm. 81-88).
- Cuandra, F. 2022. "Determinants of online purchase intention: The role of live streaming shopping." *Keberlanjutan: Jurnal Manajemen dan Jurnal Akuntansi*, 7(2), 116–127.
- Chandruangphen, E., Assarut, N., dan Sinthupinyo, S. 2022. "The effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing." *Cogent Business & Management*, 9(1), 2034238.
- Chan, T. K., Cheung, C. M., dan Lee, Z. W. 2017. "The state of online impulse-buying research: A literature analysis." *Information & Management*, 54(2), 204-217.
- Chang, H. H., dan Chen, S. W. 2008. "The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator." *Online Information Review*, 32(6), 818-841.
- Chen, B., Wang, L., Rasool, H., dan Wang, J. 2022. "Research on the impact of marketing strategy on consumers' impulsive purchase behavior in

- livestreaming e-commerce.” *Frontiers in Psychology*, 13, 905531.
- Chea, S., dan Luo, M. M. 2008. “Post-adoption behaviors of e-service customers: The interplay of cognition and emotion.” *International Journal of Electronic Commerce*, 12(3), 29-56.
- Chen, C. C., dan Chang, Y. C. 2018. “What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness.” *Telematics and Informatics*, 35(5), 1512-1523.
- Chen, C. C., dan Yao, J. Y. 2018. “What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model.” *Telematics and Informatics*, 35(5), 1249-1262.
- Chen, J., Luo, J., & Zhou, T. 2024. “Research on Determinants Affecting Users’ Impulsive Purchase Intention in Live Streaming from the Perspective of Perceived Live Streamers’ Ability.” *Behavioral Sciences*, 14(3), 190.
- Chung, K. H., dan Shin, J. I. 2010. “The antecedents and consequents of relationship quality in internet shopping.” *Asia Pacific Journal of Marketing and Logistics*, 22(4), 473-491.
- Chung, S., dan Cho, H. 2017. “Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement.” *Psychology & Marketing*, 34(4), 481-495.
- Dang-Van, T., Vo-Thanh, T., Vu, T. T., Wang, J., dan Nguyen, N. 2023. “Do Consumers Stick with Good-Looking Broadcasters? The Mediating and Moderating Mechanisms of Motivation and Emotion.” *Journal of Business Research* 156: 113483.
- De Veirman, M., Cauberghe, V., dan Hudders, L. 2017. “Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude.” *International Journal of Advertising*, 36(5), 798-828.
- Diego, N.A.P. dan Hidayat, A., 2025. “The Impact of Using Live Streaming E-Commerce on Urge to Buy Impulsively.” *Economic Education Analysis Journal*, 14(1), pp.74-93.
- Dwivedi, Y. K., Tamilmani, K., Williams, M. D., dan Lal, B. 2014. “Adoption of M-commerce: examining factors affecting intention and behaviour of Indian consumers.” *International Journal of Indian Culture and Business Management*, 8(3), 345-360.
- Fang, Y. H. 2014. “Beyond the credibility of electronic word of mouth: Exploring eWOM adoption on social networking sites from affective and curiosity perspectives.” *International Journal of Electronic Commerce*, 18(3), 67-102.
- Fiore, A. M., dan Kim, J. 2007. “An integrative framework capturing experiential and utilitarian shopping experience.” *International Journal of Retail & Distribution Management*, 35(6), 421-442.

- Fitria, S., Mahrinasari, M., dan Fihartini, Y. 2024. "Impulsive Buying Behavior in E-Commerce Live Streaming Based on the Stimulus Organism Response (SOR) Framework in Women's Clothing Products (Study on Live Streaming Shopee)." *Journal of Economics, Finance and Management Studies*, 7(03), 1700-1706.
- Gan, C., dan Wang, W. 2017. "The influence of perceived value on purchase intention in social commerce context." *Internet Research*, 27(4), 772-785.
- Gupta, S., dan Kim, H. W. 2010. "Value-driven Internet shopping: The mental accounting theory perspective." *Psychology & Marketing*, 27(1), 13-35.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2022. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3rd ed.)*. Thousand Oaks, CA: Sage Publications.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., dan Kuppelwieser, V. G. 2014. "Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research." *European Business Review*, 26(2), 106-121.
- Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., dan Hamari, J. 2018. "Social motivations of live-streaming viewer engagement on Twitch." *Computers in Human Behavior*, 84, 58-67.
- Ho, C. I., Liu, Y., dan Chen, M. C. 2022. "Antecedents and consequences of consumers' attitudes toward live streaming shopping: an application of the stimulus-organism-response paradigm." *Cogent Business & Management*, 9(1), 2145673.
- Holbrook, M. B., dan Batra, R. 1987. "Assessing the role of emotions as mediators of consumer responses to advertising." *Journal of Consumer Research*, 14(3), 404-420.
- Huang, L. T. 2017. "Exploring consumers' intention to urge to buy in mobile commerce: the perspective of pleasure-arousal-dominance."
- Huang, L. T. 2016. "Flow and social capital theory in online impulse buying." *Journal of Business Research*, 69(6), 2277-2283.
- Huang, W., dan Chien, C. Y. 2011. "Consumer behavior analysis with fruit group-buying." *International Journal of Intelligent Technologies and Applied Statistics*, 4(1), 95-107.
- Huo, C., Wang, X., Sadiq, M. W., dan Pang, M. 2023. "Exploring factors affecting consumer's impulse buying behavior in live-streaming shopping: An interactive research based upon SOR model." *SAGE Open*, 13(2), 21582440231172678.
- Hu, M., dan Chaudhry, S. S. 2020. "Enhancing consumer engagement in e-commerce live streaming via relational bonds." *Internet Research*, 30(3), 1019-1041.
- Hu, M., Zhang, M., dan 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.
- Indriastuti, H., Hidayati, T., Martiyanti, D., Ayu, A. R. F., dan Putit, L. 2024. “How Real-Time Interactivity Influences Impulse Buying Behaviour in Generation Z’s During Live Streaming Shopping: The Mediating Role of Perceived Enjoyment.” *Economics-Innovative And Economics Research Journal*, 12(3), 279-291.
- Inews Bekasi. 2023. “Sejarah TikTok Shop di Indonesia, dari Dilarang hingga Hadir Kembali.” Diakses pada 15 Januari 2024, dari: <https://bekasi.inews.id/read/382453/sejarah-tiktok-shop-di-indonesia-dari-dilarang-hingga-hadir-kembali>.
- Ishita. 2022. “Live Shopping- Why it’s Trending in 2022?” Diakses pada 6 Desember 2024, dari: <https://www.muvi.com/blogs/live-shopping/>.
- Jakpat. 2023. “Preferensi Platform Live Shopping Tiap Generasi.” Diakses pada 13 Desember 2024, dari: <https://jakpat.net/info/preferensi-platform-live-shopping-tiap-generasi/>.
- Kamboj, S., Sarmah, B., Gupta, S., dan Dwivedi, Y. 2018. “Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response.” *International Journal of Information Management*, 39, 169-185.
- Kang, K., Lu, J., Guo, L., dan Li, W. 2021. “The dynamic effect of interactivity on customer engagement behavior through tie strength: Evidence from live streaming commerce platforms.” *International Journal of Information Management*, 56, 102251.
- Kim, A. J., dan Johnson, K. K. 2016. “Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook.” *Computers in Human Behavior*, 58, 98-108.
- Kim, J. H., dan Lennon, S. 2012. “Music and amount of information: do they matter in an online apparel setting?” *The International Review of Retail, Distribution and Consumer Research*, 22(1), 55-82.
- Koufaris, M. 2002. “Applying the technology acceptance model and flow theory to online consumer behavior.” *Information Systems Research*, 13(2), 205-223.
- KPMG. 2024. “Navigating the future of seamless commerce in Asia Pacific.” Diakses pada 13 Desember 2024, dari: <https://assets.kpmg.com/content/dam/kpmg/sg/pdf/2024/06/navigating-the-future-of-seamless-commerce-in-asia-pacific.pdf>
- Kristi, G. O., dan Aruan, D. T. H. 2023. “Factors affecting online impulse buying behavior of fashion products on live: Instagram Vs Tiktok.” *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 6(3), 2163-2185.
- Lam, Hugo K.S., Yeung, Andy C.L., Lo, Chris K.Y., dan Cheng, T.C.E. 2019. “Should Firms Invest in Social Commerce? An Integrative Perspective”.

- Information & Management*, 56 (8): 103164. doi:10.1016/j.im.2019.04.007. hdl:10397/89937.
- Leong, T. K., Meng, T. P., dan Alex, T. Y. J. 2022. "Impulse Buying in Live Stream Based on the Stimulus-Organism-Response Framework." *Jurnal Pengurusan*, 66.
- Lee, C. H., Chen, C. W. D., Huang, S. F., Chang, Y. T., dan Demirci, S. 2021. "Exploring consumers' impulse buying behavior on online apparel websites: An empirical investigation on consumer perceptions." *International Journal of Electronic Commerce Studies*, 12(1), 119-142.
- Lee, C. H., dan Chen, C. W. 2021. "Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework." *Information*, 12(6), 241.
- Lim, S. H., Lee, S., dan Kim, D. J. 2017. "Is online consumers' impulsive buying beneficial for e-commerce companies? An empirical investigation of online consumers' past impulsive buying behaviors." *Information Systems Management*, 34(1), 85-100.
- Li, M., Wang, Q., dan Cao, Y. 2022. "Understanding consumer online impulse buying in live streaming e-commerce: A stimulus-organism-response framework." *International Journal of Environmental Research and Public Health*, 19(7), 4378.
- Lin, S. W., dan Lo, L. Y. S. 2016. "Evoking online consumer impulse buying through virtual layout schemes." *Behaviour & Information Technology*, 35(1), 38-56.
- Liu, B. 2022. "How social presence affects viewers' impulse buying behavior in live streaming commerce." *Journal of Economics, Business and Management*, 11(3), 745-751.
- Liu, Y., Li, H., dan Hu, F. 2013. "Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions." *Decision Support Systems*, 55(3), 829-837.
- Li, G., Zhang, R., dan Wang, C. 2015. "The role of product originality, usefulness and motivated consumer innovativeness in new product adoption intentions." *Journal of Product Innovation Management*, 32(2), 214-223.
- Li, Y., Li, X., dan Cai, J. 2021. "How attachment affects user stickiness on live streaming platforms: A socio-technical approach perspective." *Journal of Retailing and Consumer Services*, 60, 102478.
- Lo, P. S., Dwivedi, Y. K., Tan, G. W. H., Ooi, K. B., Aw, E. C. X., dan Metri, B. 2022. "Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis." *Journal of Business Research*, 147, 325-337.
- Lou, C., dan Yuan, S. 2019. "Influencer marketing: How message value and credibility affect consumer trust of branded content on social media." *Journal*

of Interactive Advertising, 19(1), 58-73.

- Luo, J., Yang, K. Y., dan Wang, S. H. 2020. "Reconstructing the consumption scene of live e-commerce under the immersion communication perspective." *Modern Audiovisual*, 11, 48–51.
- Mahendra, R. A., Yusha, Y. B., Naulita, M. A., dan Simanjuntak, E. R. 2024. "Dynamics of Live-Stream Commerce: Unveiling External and Internal Factors in Impulse Buying Decisions in Live Shopping." *Eduvest-Journal of Universal Studies*, 4(11), 11138-11154.
- Ma, L., Gao, S., dan Zhang, X. 2022. "How to use live streaming to improve consumer purchase intentions: evidence from China." *Sustainability*, 14(2), 1045.
- Mehrabian, A., dan Russell, J. A. 1974. *An approach to environmental psychology*. Cambridge, MA: The MIT Press.
- Miranda, S., Borges-Tiago, M. T., Tiago, F., dan Tu, X. 2024. "To buy or not to buy? The impulse buying dilemma in livestream shopping." *Psychology & Marketing*, 41(5), 989-1005.
- Moldovan, S., Goldenberg, J., dan Chattopadhyay, A. 2011. "The different roles of product originality and usefulness in generating word-of-mouth." *International Journal of Research in Marketing*, 28(2), 109-119.
- Ning Shen, K., dan Khalifa, M. 2012. "System design effects on online impulse buying." *Internet Research*, 22(4), 396-425.
- Nisa, R. C. 2023. "SOR Analysis Of Live Streaming Product Promotions Technology Towards The Buying Impulses Of Muslim Consumers." *Jurnal Ekonomi dan Bisnis Airlangga*, 33(2).
- Ohanian, R. 1990. "Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness." *Journal of advertising*, 19(3), 39-52.
- Parboteeah, D. V., Taylor, D. C., dan Barber, N. A. 2016. "Exploring impulse purchasing of wine in the online environment." *Journal of Wine Research*, 27(4), 322-339.
- Parboteeah, D. V., Valacich, J. S., dan Wells, J. D. 2009. "The influence of website characteristics on a consumer's urge to buy impulsively." *Information Systems Research*, 20(1), 60-78.
- Park, E. J., Kim, E. Y., Funches, V. M., dan Foxx, W. 2012. "Apparel product attributes, web browsing, and e-impulse buying on shopping websites." *Journal of Business Research*, 65, 1583–1589.
- Park, H. J., dan Lin, L. M. 2020. "The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement." *Journal of Retailing and Consumer Services*, 52, 101934.

- Pew Research Center. 2019. "Defining generations: Where Millennials end and Generations Z begins." Diakses pada 25 Juli 2025, dari <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Populix. 2020. "Riset Populix: Tren Belanja Online Masyarakat Indonesia." Diakses pada 20 Juni 2025, dari <https://info.populix.co/articles/tren-belanja-online-masyarakat-indonesia/>
- Primadewi, S., dan Fitriasari, W. 2022. "Analisis Faktor Yang Mempengaruhi Pembelian Impulse Pada Live Streaming E-Commerce Berdasarkan SOR (Stimulus Organism Response) Framework." *Jurnal Sosial Teknologi*, 2(10), 846-856.
- Qadri, R. A., Sinambela, F. A., dan Marcella, K. 2024. "The Role of Perceived Social Interaction, Perceived Enjoyment, Perceived Utility, and Self-Presentation in Mediating Social Presence on Purchase Intention." *Wiga: Jurnal Penelitian Ilmu Ekonomi*, 14(2), 246-259.
- Qastholany, H., dan Alfanur, F. 2024. "The Influence of Celebrity Effect, Perceived Usefulness, Trust on Attitude Toward Influencers and Its Implications on Impulse Buying." *Economics and Business Journal (ECBIS)*, 3(1), 1-14.
- Reysen, S. 2005. "Construction of a new scale: The Reysen likability scale." *Social Behavior and Personality: an international journal*, 33(2), 201-208.
- Robert, D., dan John, R. 1982. "Store atmosphere: an environmental psychology approach." *Journal of Retailing*, 58(1), 34-57.
- Rook, D. W. 1987. "The buying impulse." *Journal of Consumer Research*, 14(2), 189-199.
- Rungtrakulchai, R., dan Nitiwanakul, W. 2023. "The Antecedent Factors Influence Tiktok Live Impulsive Purchase Behavior Application SOR Framework: A Case of Young Adults and Senior Consumers. *Journal of Business Administration and Languages (JBAL)*, 11(2), 38-47.
- Sarah, S., dan Sobari, N. 2022. "The effect of live streaming on purchase intention of e-commerce customers." *In Proceeding of the International Conference on Family Business and Entrepreneurship* Vol. 3, No. 1.
- Sheng, M. L., dan Teo, T. S. 2012. "Product attributes and brand equity in the mobile domain: The mediating role of customer experience." *International Journal of Information Management*, 32(2), 139-146.
- Sokolova, K., dan Kefi, H. 2020. "Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions." *Journal of Retailing and Consumer Services*, 53, 101742.
- Song, H. G., Chung, N., dan Koo, C. 2015. "Impulsive buying behavior of restaurant products in social commerce: A role of serendipity and scarcity message."

- Statista. 2024. "Main reasons for using social media among internet users in Indonesia as of the 3rd quarter of 2023." Diakses pada 27 Desember 2024, dari: <https://www.statista.com/statistics/1362065/indonesia-reasons-for-using-social-media/>.
- Statista. 2024. "Most commonly used social media platform for purchases during the last 12 months in Indonesia as of February 2023." Diakses pada 27 Desember 2024, dari: <https://www.statista.com/statistics/1373651/indonesia-social-media-platforms-used-for-social-commerce/>.
- Statista. 2024. "Number of social media users in Indonesia from 2020 to 2029." Diakses pada 27 Desember 2024, dari: <https://www.statista.com/forecasts/1144743/social-media-users-in-indonesia>.
- Statista. 2022. "Number of Tiktok accounts in Indonesia in 2022, by age group." Diakses pada 27 Desember 2024, dari: <https://www.statista.com/statistics/1377378/indonesia-number-of-tiktok-accounts-by-age-group/>.
- Statista. 2023. "Social commerce in Indonesia - statistics & facts." Diakses pada 27 Desember 2024, dari: <https://www.statista.com/topics/10743/social-commerce-in-indonesia/>.
- Stern, H. 1962. "The significance of impulse buying today." *Journal of Marketing*, 26(2), 59-62.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- Sugiyono. 2019. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sun, Y., Shao, X., Li, X., Guo, Y., dan Nie, K. 2019. "How live streaming influences purchase intentions in social commerce: An IT affordance perspective." *Electronic Commerce Research and Applications*, 37, 100886.
- Tertiény, U., Suhud, U., dan Wibowo, S. F. 2024. "Analysis of the Influence of Perceived Enjoyment and Perceived Usefulness on Impulse Buying in Live Streaming on Online Marketplaces." *Journal of Economics, Management and Trade*, 30(12), 51-63.
- TMO Group. 2024. *Southeast Asia eCommerce Outlook 2024*. Diakses pada 13 Desember 2024, dari: <https://www.tmogroup.asia/downloads/southeast-asia-e-commerce-outlook/>.
- To, P. L., Liao, C., dan Lin, T. H. 2007. "Shopping motivations on Internet: A study based on utilitarian and hedonic value." *Technovation*, 27(12), 774-787.
- Verhagen, T., dan Van Dolen, W. 2011. "The influence of online store beliefs on consumer online impulse buying: A model and empirical application."

Information & Management, 48(8), 320-327.

- Wells, J. D., Parboteeah, V., dan Valacich, J. S. 2011. "Online impulse buying: understanding the interplay between consumer impulsiveness and website quality." *Journal of the Association for Information Systems*, 12(1), 3.
- Wongkitrungrueng, A., dan 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.
- Woodworth, R. S. 1929. *Psychology* (2nd ed.). New York, NY: Henry Holt.
- Wu, L., Chen, K. W., dan Chiu, M. L. 2016. "Defining key drivers of online impulse purchasing: A perspective of both impulse shoppers and system users." *International Journal of Information Management*, 36(3), 284-296.
- Xiang, L., Zheng, X., Lee, M. K., dan Zhao, D. 2016. "Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction." *International Journal of Information Management*, 36(3), 333-347.
- Xiao, M., Wang, R., dan Chan-Olmsted, S. 2018. "Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model." *Journal of Media Business Studies*, 15(3), 188-213.
- Xu, X., Wu, J. H., dan Li, Q. 2020. "What drives consumer shopping behavior in live streaming commerce?" *Journal of Electronic Commerce Research*, 21(3), 144-167.
- Yang, H., dan Lee, H. 2018. "Exploring user acceptance of streaming media devices: an extended perspective of flow theory." *Information Systems and e-Business Management*, 16(1), 1-27.
- Yang, J., Cao, C., Ye, C., dan Shi, Y. 2022. "Effects of interface design and live atmosphere on consumers' impulse-buying behaviour from the perspective of human-computer interaction." *Sustainability*, 14(12), 7110.
- Yu, J., Lee, H., Ha, I., dan Zo, H. 2017. "User acceptance of media tablets: An empirical examination of perceived value." *Telematics and Informatics*, 34(4), 206-223.
- Zafar, A. U., Qiu, J., Li, Y., Wang, J., dan Shahzad, M. 2021. "The impact of social media celebrities' posts and contextual interactions on impulse buying in social commerce." *Computers in Human Behavior*, 115, 106178.
- Zhang, H. 2024. "Impact of Interactive Marketing on Jiangsu Consumers' Impulse Buying Intention in Coffee Product Live Broadcasts." *EBISTEK: Ekonomika, Bisnis dan Teknologi*, 7(1), 21-31.
- Zhang, H., Zheng, S., dan Zhu, P. 2024. "Why are Indonesian consumers buying on live streaming platforms? Research on consumer perceived value theory." *Heliyon*, 10(13).
- Zhang, M., Luo, M., Nie, R., dan Zhang, Y. 2017. "Technical attributes, health

- attribute, consumer attributes and their roles in adoption intention of healthcare wearable technology.” *International Journal of Medical Informatics*, 108, 97-109.
- Zhang, T., Tao, D., Qu, X., Zhang, X., Zeng, J., Zhu, H., dan Zhu, H. 2020. “Automated vehicle acceptance in China: Social influence and initial trust are key determinants.” *Transportation Research Part C: Emerging Technologies*, 112, 220-233.
- Zheng, X., Men, J., Yang, F., dan Gong, X. 2019. “Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing.” *International Journal of Information Management*, 48, 151-160.
- Zhou, R., dan Feng, C. 2017. “Difference between leisure and work contexts: The roles of perceived enjoyment and perceived usefulness in predicting mobile video calling use acceptance.” *Frontiers in Psychology*, 8, 350.
- Zhu, D. H., Wang, Y. W., dan Chang, Y. P. 2018. “The influence of online cross-recommendation on consumers’ instant cross-buying intention: The moderating role of decision-making difficulty.” *Internet Research*, 28(3), 604-622.
- Zuo, R., dan Xiao, J. 2021. “Exploring consumers’ impulse buying behavior in live streaming shopping.” Dalam *Proceedings of the Fifteenth International Conference on Management Science and Engineering Management: Volume 1* (hlm. 610-622). Springer International Publishing.