

DAFTAR PUSTAKA

- Aladwani, A. M. (2018). A quality-facilitated socialization model of social commerce decisions. *International Journal of Information Management*, 1 - 7.
- Aslam & Brown, Affordance theory in game design : A guide toward understanding players, 2020
- Baihaqi, F., & Burhanudin. (2022). Peran Guidance Shopping Affordance pada Social Commerce Intention. *Assets Jurnal Ekonomi Manajemen dan Akuntansi*, 12(2), 175 -194.
- Dong, X., & Wang, T. (2018). Social tie formation in Chinese online social commerce: The role of IT Affordance. *International Journal of Information Management*, 49 - 64.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariat dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hudha, I. A. (2021). Keterjangkauan Teknologi Informasi Dalam Live Streaming Shopping Untuk Menciptakan Minat Pembelian Pada E-Commerce Shopee. *Skripsi*.
- Hulu, Y. J., & Christiani, R. (2023). Pengaruh Live Streaming Shopping Terhadap Penjualan Barang Thrifshop Di Kota Batam: Live Streaming Shopping. *Jurnal Wawasan Manajemen*, 11(1), 73 - 90.
- Indonesia, K. K. (2023). *Ekonomi Digital Sebagai Buffer dan Akselerator Perekonomian Nasional*. FEKDI 2023.
- Isnain, M. F., & Rubiyanti, R. N. (2021). Pengaruh Brand Ambassador Terhadap Minat Beli Tiket.Com Di Jawa Barat. *Skripsi*, 164.
- Jonsson, E., Källström, P., & Wallander, E. (2019). Why do we purchase from e-retailers? - An explanatory study of the e-loyalty antecedents. *Bachelor's Thesis*.
- Kotler, P. d. (2018). *Prinsip-Prinsip Pemasaran* . Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2019). *A Framework for Marketing Management*. Pearson Education.
- Li, C. -Y. (2019). How social commerce constructs influence customers' social shopping intention? An empirical study of a social commerce website. *Technological Forecasting & Social Change*.

- Liu, L., Cheung, C. M., & Lee, M. K. (2016). An empirical investigation of information sharing behavior on social commerce sites. *International Journal of Information Management*, 6(5), 686-699.
- Lu, Y., He, Y., & Ke, Y. (2023). The influence of e-commerce live streaming affordance on consumer's gift giving and purchase decision. *Data Science and Management*, 6(1), 13 - 20.
- Lu, Z., Xia, H., Heo, S., & Wigdor, D. (2018). You Watch, You Give, and You Engage : A Study of Live Streaming Practices in China. *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems - CHI '18*, 1 - 13.
- Mahshun, A., & Indarwati, T. A. (2022). Pengaruh Kualitas Produk dan Citra Merek terhadap Niat Beli Smartphone Xiaomi. *Jurnal Ilmu Manajemen*, 523-530.
- Mufti, A. (2020). Peran Ekonomi Digital di Tengah Wabah Covid-19. *Journal of Islamic Economics and Philantropy*.
- Permadi, T. Y. (2022). Analisis S-O-R Pada Penawaran Produk Melalui. *Skripsi*.
- Rafsandjani, R. F. (2018). Analyzing the Effect of Trust and Perceived Value on Purchase Intention. *Management and Economics Journal*, 2(1), 71 - 84.
- Ramadhina, A., & Mugiono. (2022). Pengaruh Desain Kemasan, Variasi Produk, Dan Kualitas Produk Terhadap Minat Beli Konsumen. *Jurnal Manajemen Pemasaran Dan Perilaku Konsum*, 59-67.
- Saffanah, L., Handayani, P. W., Sunarso, & Prinastiti, F. (2023). Actual purchases on Instagram Live Shopping: The influence of live shopping engagement and information technology affordance. *Asia Pacific Management Review*, 28(2), 204 - 214.
- Silaen, S. (2018). Metodologi Penelitian Sosial untuk Penulisan Skripsi dan Tesis. Bogor: In Media.
- Siregar, C. T. (2023). Influence Of Information Technology Affordance On Purchase Intention On Tiktok's Live Streaming Shopping. *Skripsi*.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- 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*.
- Sun, Y., Shao, X., Nie, K., Qi, Y., & Guo, Y. (2018). Why Do Customers Buy Products on Social Commerce Platform? A Study from Affordance Theory. *Proceedings of The 18th International Conference on Electronic Business*, 731 - 738.

- Tjiptono, F., & Diana, A. (2020). Pemasaran. Yogyakarta: Andi Offset.
- Wang, X., Lin, X., & Spencer, M. K. (2019). Exploring the effects of extrinsic motivation on consumer behaviors in social commerce: Revealing consumers' perceptions of social commerce benefits. *International Journal of Information Management*, 45, 163-175.
- Wirakusu, R. A., & Milanyani, H. (2022). The Effect of Social Media Marketing towards Consumer Purchase Intention with Consumer Engagement as Mediating Variable: Study Case on the Papandayan Hotel Consumers. *The International Journal Of Business & Management*, 10(8).
- Zellatifanny, C. M., & Mudjiyanto, B. (2018). Tipe Penelitian Deskripsi Dalam Ilmu Komunikasi. *Jurnal Diakom*, 83 - 90.