

DAFTAR PUSTAKA

- [1] “Video Streaming Software Market by Solutions (Video Analytics, Transcoding & Encoding), Streaming Type (Live Streaming, Video On-Demand Streaming), Mobile Devices, Monetization Model (Subscription-Based, Advertising-Based)” [Online]. Available: <https://www.marketsandmarkets.com/Market-Reports/video-streaming-market-181135120.html>
- [2] Singh, S., Singh, N., Kalinić, Z., & Liébana-Cabanillas, F. J. (2021). Assessing determinants influencing continued use of live streaming services: An extended perceived value theory of streaming addiction. *Expert Systems with Applications*, 168, 114241. Doi: <https://doi.org/10.1016/j.eswa.2020.114241>
- [3] DataIndonesia.id, “Cek Data Persaingan Pasar dan Layanan Video Streaming di Indonesia” [Online]. Available: <https://lifestyle.bisnis.com/read/20220814/254/1566534/cek-data-persaingan-pasar-dan-layanan-video-streaming-di-indonesia?.com>
- [4] Newzoo, Global Esports Market Report 2019, “2019_Free_Global_Esports_Market_Report” [Online]. Available: <https://www.yumpu.com/en/document/view/62597010/2019-free-global-esports-market-report/31>
- [5] TwitchTracker, “Twitch Indonesian Statistics” [Online]. Available: <https://twitchtracker.com/languages/Indonesian>
- [6] Sharmishta Sarkar, “What is Amazon Prime in Australia? Subscription cost, benefits and free trials” [Online]. Available: <https://www.techradar.com/news/amazon-prime-australia>
- [7] Twitch, “help.twitch.tv” [Online]. Available: https://help.twitch.tv/s/?language=en_US
- [8] Amanah, Dita, and Dedy Ansari Harahap. "Behavior in Using Video Streaming Technology: Facilitating Conditions and Habits." *Jurnal Ilmiah Poli Bisnis* 16, no. 1 (2024): 13-25. DOI: <https://doi.org/10.30630/jipb.v16i1.1306>

- [9] Hidayanto, Syahrul. "Eksistensi video game streaming dalam industri gaming Indonesia." *Jurnal Studi Komunikasi* 4, no. 2 (2020): 485-502. Doi: <https://doi.org/10.25139/jsk.v4i2.1995>
- [10] Laudon, Kenneth C., and Jane Price Laudon. *Management information systems: Managing the digital firm*. Pearson Educación, 2004.
- [11] Davis, Gordon B., and Margrethe H. Olson. *Management information systems: Conceptual foundations, structure, and development*. McGraw-Hill, Inc., 1984.
- [12] Mighty "Can I Livestream from My Mighty Network?" [Online]. Available: <https://faq.mightynetworks.com/en/articles/9140703-can-i-livestream-from-my-mighty-network>
- [13] Taylor, Tina L. "Watch me play: Twitch and the rise of game live streaming." (2018): 1-328.
- [14] Hilvert-Bruce, Zorah, James T. Neill, Max Sjöblom, and Juho Hamari. "Social motivations of live-streaming viewer engagement on Twitch." *Computers in human behavior* 84 (2018): 58-67. Doi: <https://doi.org/10.1016/j.chb.2018.02.013>
- [15] ohnson, M. R., & Woodcock, J. (2019). The impacts of live streaming and Twitch.tv on the video game industry. *Media, Culture & Society*, 41(5), 670–688. Doi: <https://doi.org/10.1177/0163443718818363>
- [16] Hamilton, William A., Oliver Garretson, and Andruid Kerne. "Streaming on twitch: fostering participatory communities of play within live mixed media." In *Proceedings of the SIGCHI conference on human factors in computing systems*, pp. 1315-1324. 2014. Doi: <https://doi.org/10.1145/2556288.2557048>
- [17] OLUWALEKE, AA. "PERFORMANCE METRICS EVALUATION AND TECHNICAL COMPARATIVE ANALYSIS OF 5G AND FIBRE OPTICS NETWORKS TECHNOLOGY FOR REAL-TIME VIDEO STREAMING." *Journal of Engineering Research and Development* (2025). Doi: 10.70382/bejerd.v8i5.008
- [18] Li, Ze-Nian, Mark S. Drew, and Jiangchuan Liu. *Fundamentals of multimedia*. Upper Saddle River (NJ):: Pearson Prentice Hall, 2004.

- [19] Zheng, Shiyong, Jiada Chen, Junyun Liao, and Hsin-Li Hu. "What motivates users' viewing and purchasing behavior motivations in live streaming: a stream-streamer-viewer perspective." *Journal of Retailing and Consumer Services* 72 (2023): 103240. Doi: 10.1016/j.jretconser.2022.103240
- [20] Hu, Mu, Mingli Zhang, and Yu Wang. "Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework." *Computers in human behavior* 75 (2017): 594-606. Doi: 10.1016/j.chb.2017.06.006
- [21] Speed, Abbie, Alycia Burnett, and Tom Robinson II. "Beyond the Game: Understanding why people enjoy viewing Twitch." *Entertainment Computing* 45 (2023): 100545. Doi: 10.1016/j.entcom.2022.100545
- [22] Sjöblom, Max, and Juho Hamari. "Why do people watch others play video games? An empirical study on the motivations of Twitch users." *Computers in human behavior* 75 (2017): 985-996. Doi: 10.1016/j.chb.2016.10.019
- [23] Ohannesian, K. (2014). How Twitch Hooked 45 Million Viewers To Watch 13 Billion Minutes Of Gaming a Month
- [24] Ottelin, Teo. "Twitch and professional gaming: Playing video games as a career." (2015).
- [25] Needleman, S. E. "Twitch Hack Reveals How Much Revenue the Platform's Biggest Streamers Make." *Wall Street Journal* (2021).
- [26] Venkatesh, Viswanath, Michael G. Morris, Gordon B. Davis, and Fred D. Davis. "User acceptance of information technology: Toward a unified view." *MIS quarterly* (2003): 425-478. Doi: 10.2307/30036540
- [27] Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. Doi: 10.2307/249008
- [28] Fishbein, Martin, and Icek Ajzen. "Belief, attitude, intention, and behavior: An introduction to theory and research." (1977).
- [29] Venkatesh, Viswanath, and Fred D. Davis. "A theoretical extension of the technology acceptance model: Four longitudinal field studies."

- Management science 46, no. 2 (2000): 186-204. Doi: 10.1287/mnsc.46.2.186.11926
- [30] Venkatesh, Viswanath, and Hillol Bala. "Technology acceptance model 3 and a research agenda on interventions." *Decision sciences* 39, no. 2 (2008): 273-315. Doi: 10.1111/j.1540-5915.2008.00192.x
- [31] Zeithaml, Valarie A. "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence." *Journal of marketing* 52, no. 3 (1988): 2-22. Doi: 10.1177/002224298805200302
- [32] Pal, Debajyoti, and Tuul Triyason. "User intention towards a music streaming service: A Thailand case study." *KnE Social Sciences* (2018): 1-16. Doi: 10.18502/kss.v3i1.1393
- [33] Sun, Yuan, Xiang Shao, Xiaotong Li, Yue Guo, and Kun Nie. "How live streaming influences purchase intentions in social commerce: An IT affordance perspective." *Electronic commerce research and applications* 37 (2019): 100886. Doi: <https://doi.org/10.1016/j.elerap.2019.100886>
- [34] Peng, Kuo-Fang, Yan Chen, and Kuang-Wei Wen. "Brand relationship, consumption values and branded app adoption." *Industrial Management & Data Systems* 114, no. 8 (2014): 1131-1143.
- [35] Sweeney, Jillian C., and Geoffrey N. Soutar. "Consumer perceived value: The development of a multiple item scale." *Journal of retailing* 77, no. 2 (2001): 203-220.
- [36] Sair, Shrafat Ali, and Rizwan Qaisar Danish. "Effect of performance expectancy and effort expectancy on the mobile commerce adoption intention through personal innovativeness among Pakistani consumers." *Pakistan Journal of Commerce and social sciences (PJCSS)* 12, no. 2 (2018): 501-520. Doi: 10419/188355
- [37] J. F. Hair Jr *et al.*, "An introduction to structural equation modeling," in *Partial Least Squares Structural Equation Modeling (PLS-SEM) using R: A Workbook*. Cham, Switzerland: Springer, 2021, pp. 1–29, doi: 10.1007/978-3-030-80519-7_1
- [38] Shmueli, Galit, Marko Sarstedt, Joseph F. Hair, Jun-Hwa Cheah, Hiram Ting, Santha Vaithilingam, and Christian M. Ringle. "Predictive model

- assessment in PLS-SEM: guidelines for using PLSpredict." *European journal of marketing* 53, no. 11 (2019): 2322-2347. Doi: 10.1108/EJM-02-2019-0189
- [39] Perwitasari, Indah, Emy Sri Purwani, and Meylin Azizah. "KEPUASAN BELANJA ONLINE lewat APLIKASI SHOPEE." *Journal Media Public Relations* 2, no. 2: 21-27.
- [40] Sari, Lina Maya, Luluk Musfiroh, and Ambarwati Ambarwati. "Restrukturisasi Kredit Bank Daerah X Pada Masa Pandemi Covid-19." *Jurnal Akuntansi serta Manajemen Mutiara Madani* 8, no. 1 (2020): 46-57.
- [41] Fadilah, Reny Nur, and Mohamad Arief Rafsanjani. "Pengaruh efikasi diri siswa terhadap hasil belajar ekonomi dalam pembelajaran daring." *Jurnal Paradigma Ekonomika* 16, no. 3 (2021): 581-588.
- [42] Maidiana, Maidiana. "Penelitian survey." *ALACRITY: Journal of Education* (2021): 20-29.
- [43] Suriani, Nidia, and M. Syahran Jailani. "Konsep populasi serta sampling serta pemilihan partisipan ditinjau dari kajian ilmiah pendidikan." *IHSAN: Jurnal Pendidikan Islam* 1, no. 2 (2023): 24-36.
- [44] Nofyat, Nofyat, Adelina Ibrahim, and Arisandy Ambarita. "Sistem Informasi Pengaduan Pelanggan Air Berbasis Website Pada Pdam Kota Ternate." *Indonesian Journal on Information Systems* 3, no. 1 (2018): 260170.
- [45] Bakhrudin, Habsy All. "Model konseling kelompok cognitive behavior untuk penanganan self-esteem siswa SMK." *J. Bimbingan. serta Konseling Terap* 1, no. 2 (2017): 86-102.
- [46] Oyedele, Adesegun, and Penny M. Simpson. "Streaming apps: What consumers value." *Journal of Retailing and Consumer Services* 41 (2018): 296-304. Doi: 10.1016/j.jretconser.2017.04.006
- [47] Imenda, Sitwala. "Is there a conceptual difference between theoretical and conceptual frameworks." *Journal of social sciences* 38, no. 2 (2014): 185-195.

- [48] Anderson, Rolph E., and Srini S. Srinivasan. "E-satisfaction and e-loyalty: A contingency framework." *Psychology & marketing* 20, no. 2 (2003): 123-138. Doi: 10.1002/mar.10063
- [49] Mathwick, Charla, Naresh Malhotra, and Edward Rigdon. "Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment☆." *Journal of retailing* 77, no. 1 (2001): 39-56. Doi: 10.1016/S0022-4359(00)00045-2
- [50] Lv, Jie, Cong Cao, Qianwen Xu, Linyao Ni, Xiuyan Shao, and Yangyan Shi. "How live streaming interactions and their visual stimuli affect users' sustained engagement behaviour—a comparative experiment using live and virtual live streaming." *Sustainability* 14, no. 14 (2022): 8907. Doi: <https://doi.org/10.3390/su14148907>.
- [51] Rippé, C. B., Smith, B., & Weisfeld-Spolter, S. (2019). Anxiety attachment and avoidance attachment: antecedents to self-gifting. *Journal of Consumer Marketing*. Vol. 36 No. 7, pp. 939-947
- [52] Nasr, N. (2019). The beauty and the beast of consumption: a review of the consequences of consumption. *Journal of Consumer Marketing*. Vol. 36 No. 7, pp. 911-925
- [53] Yang, H., & 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.
- [54] Wu, Yanyan, and Hongqing Huang. "Influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce—mediated by consumer trust." *Sustainability* 15, no. 5 (2023): 4432.
- [55] Mustikasari, Ati, Ratih Hurriyati, Bambang Widjajanta, Agus Rahayu, Lili Adi Wibowo, and Puspo Dewi Dirgantari. "Understanding the Impact of Perceived Value on Consumers' Continuous Purchase Intention in LiveStreaming E-Commerce Mediated by Consumer Trust and Online Shopping Satisfaction." In *8th Global Conference on Business, Management, and Entrepreneurship (GCBME 2023)*, pp. 467-473. Atlantis Press, 2024.

- [56] Dhiman, Neeraj, Aayushi Singh, and Roktim Sarmah. "How continuous intentions towards over the top platform are framed? Stimulus–organism–response model perspective." *Vision* (2022): 09722629221104202. Doi: 10.1177/09722629221104202
- [57] Jia, Xiaoyun, Yan Pang, Bingqi Huang, and Feng Hou. "Understanding consumers' continuance intention to watch streams: A value-based continuance intention model." *Frontiers in psychology* 14 (2023): 1073301. Doi: <https://doi.org/10.3389/fpsyg.2023.1073301>.
- [58] Alkawsi, Gamal, Nor'ashikin Ali, and Yahia Baashar. "The moderating role of personal innovativeness and users experience in accepting the smart meter technology." *Applied Sciences* 11, no. 8 (2021): 3297.
- [59] Qian, Tyreal Yizhou, Bo Yu, Robbie Matz, Lei Luo, and Chenglong Xu. "Gamification for consumer loyalty: An exploration of unobserved heterogeneity in gamified esports social live streaming." *Telematics and Informatics* 85 (2023): 102062.
- [60] M. Al-Khasawneh, A. Sharabati, S. Al-Haddad, R. Tbakhi, and H. Abusaimh, "The adoption of TikTok application using TAM model," *International Journal of Data and Network Science*, vol. 6, no. 4, pp. 1389–1402, 2022, doi: 10.5267/j.ijdns.2022.5.012.
- [61] V. Venkatesh, J. Y. Thong, and X. Xu, "Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology," *MIS Quarterly*, vol. 36, no. 1, pp. 157–178, 2012, doi: 10.2307/41410412.
- [62] E. M. Rogers, *Diffusion of Innovations*. New York, NY, USA: Simon and Schuster, 2010.
- [63] Yang, H., & 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.
- [64] Xu, F., & Du, J. T. (2018). Factors influencing users' perceived satisfaction and loyalty to digital libraries in Chinese universities. *Computers in Human Behavior*, 83, 64-72.

- [65] Bozkurt, S., & Gligor, D. (2019). Customers' behavioral responses to unfavorable pricing errors: the role of perceived deception, dissatisfaction and price consciousness. *Journal of Consumer Marketing*. Vol. 36 No. 6, pp. 760-771
- [66] Venkatesh, Viswanath, and Hillol Bala. "Technology acceptance model 3 and a research agenda on interventions." *Decision sciences* 39, no. 2 (2008): 273-315. Doi: 10.1111/j.1540-5915.2008.00192.x
- [67] Liu, Jiayi, Qinghai Yang, Gwendal Simon, and Weili Cui. "Migration-based dynamic and practical virtual streaming agent placement for mobile adaptive live streaming." *IEEE Transactions on Network and Service Management* 15, no. 2 (2017): 503-515.
- [68] Lim, Daeun, Yuna Ro, Saerom Lee, and Jungjoo Jahng. "Continuance Usage Intention on Subscription-based Streaming Service: Focusing on the Dedication-Constraint Model." *경영학연구* 51, no. 6 (2022): 1595-1618.
- [69] Grabowska, Justyna, Magdalena Jaciow, and Artur Strzelecki. "The impact of TikTok on consumers' purchase intentions." *Journal of Economics & Management/University of Economics in Katowice* 47 (2025): 385-412.
- [70] Rubio, N., Villaseñor, N., & Yagüe, M. J. (2019). Customer's loyalty and trial intentions within the retailer: the moderating role of variety-seeking tendency. *Journal of Consumer Marketing*. Vol. 36 No. 5, pp. 620-632
- [71] Ostlund, L. E. (1974). Perceived innovation attributes innovativeness. *Journal of consumer research*, 1(2), 23-29.
- [72] Holak, S. L., & Lehmann, D. R. (1990). Purchase intentions and the dimensions of innovation: An exploratory model. *Journal of Product Innovation Management: an international publication of the product development & management association*, 7(1), 59 73.
- [73] Kuss, D. J., & Lopez-Fernandez, O. (2016). Internet addiction and problematic Internet use: A systematic review of clinical research. *World journal of psychiatry*, 6(1), 143.

- [74] Sidhardhan, S. (2018). "Is online streaming the new addiction?" [Online]. Available: <https://timesofindia.indiatimes.com/city/kochi/is-online-streaming-the-new-addiction/articleshow/66215941.cms> assessed on 12 Jan, 2020.
- [75] Young, K. S., & De Abreu, C. N. (2011). Internet addiction. A handbook and guide to evaluation. New Jersey: John Wiley & Sons.
- [76] Shen, Yanmei, Xingyue Jin, Yaru Zhang, Chunxiang Huang, Jianping Lu, Xuerong Luo, and Xiang Yang Zhang. "Insomnia in Chinese college students with internet addiction: prevalence and associated clinical correlates." *Frontiers in psychiatry* 11 (2020): 596683.
- [77] Creswell, John W., and J. David Creswell. Research desing: qualitative, quantitative and mixed methods approaches. Vol. 54. United State of America: Sage Publications, 2014.
- [78] Sheth, J. N., Newman, B. I., & Gross, B. I. (1991). Consumption values and market choice. Cincinnati, OH: South Western Publishing Company
- [79] R. Agarwal and J. Prasad, "A conceptual and operational definition of personal innovativeness in the domain of information technology," *Information Systems Research*, vol. 9, no. 2, pp. 204–215, 1998, doi: 10.1287/isre.9.2.204.
- [80] U. Sekaran, *Research Methods for Business: A Skill Building Approach*. Hoboken, NJ, USA: John Wiley & Sons, 2016.
- [81] Twitchtracker, "Streamers with the most viewers Ranked by average concurrent viewers, Indonesian language" [Online]. Available: <https://twitchtracker.com/channels/viewership/indonesian>
- [82] Twitchmetrics, "The Most Watched Bahasa Indonesia Twitch Streamers" [Online]. Available: <https://www.twitchmetrics.net/channels/viewership>
- [83] S. Lemeshow, D. W. Jr. Hosmer, J. Klar, and S. K. Lwanga, *Adequacy of Sample Size in Health Studies*. New York, NY, USA: John Wiley & Sons, 1990.

- [84] Kock, Ned. "Hypothesis testing with confidence intervals and P values in PLS-SEM." *International Journal of e-Collaboration (IJeC)* 12, no. 3 (2016): 1-6.
- [85] L. A. Palinkas et al., "Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research," *Adm Policy Ment Health*, vol. 42, pp. 533–544, 2015, doi: 10.1007/s10488-013-0528-y.
- [86] Sugiyono, *Metode kajian Kuantitatif Kualitatif serta R&D*. Bandung, Indonesia: Penerbit Alfabeta, 2012.
- [87] Agung, Muhammad, and Fivia Eliza. "Validitas Modul Elektronik untuk Mata Kuliah Pengukuran serta Instrumen." *MSI Transaction on Education* 2, no. 2 (2021): 78-84.
- [88] S. Sumartini, K. S. Harahap, and S. Sthevany, "Kajian pengendalian mutu produk tuna loin precooked frozen memakai metode skala likert di perusahaan pembekuan tuna," *Aurelia Journal*, vol. 2, no. 1, pp. 29–38, 2020, doi: 10.15578/aj.v2i1.9392.
- [89] Haradhan, Mohajan. *Two Criteria for Good Measurements in Research: Validity and Reliability*, MPRA Paper No. 83458, posted 24. 2017.
- [90] Boateng, Godfred O., Torsten B. Neilands, Edward A. Frongillo, Hugo R. Melgar-Quinonez, and Sera L. Young. "Best practices for developing and validating scales for health, social, and behavioral research: a primer." *Frontiers in public health* 6 (2018): 149.
- [91] Singarimbun, M. Irvan Ramadan. "Hasil Belajar Pada Masa Pandemi lewat Model Student Facilitator And Explaining." *Jurnal Olahraga serta Kesehatan Indonesia* (2020).
- [92] S. Ningsih, A. F. Alwie, and K. Fitri, "Pengaruh Kejenuhan Kerja, Beban Kerja, serta Konflik Kerja terhadap Motivasi Kerja Perawat RSUD DR. RM. Pratomo Bagan Siapiapi Kabupaten Rokan Hilir," *Doctoral dissertation*, Riau University, Riau, Indonesia, 2017.
- [93] B. M. Byrne, *Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming*. New York, NY, USA: Routledge, 2016.

- [94] R. W. D. Paramita, N. Rizal, and R. B. Sulistyan, *Metode kajian Kuantitatif*, 3rd ed. Malang, Indonesia: Widyagama Press, 2021.
- [95] F. J. Gravetter and L. B. Forzano, *Research Methods for the Behavioral Sciences*, 4th ed. Boston, MA, USA: Cengage Learning, 2013.
- [96] E. Y. Sutopo and A. Slamet, *Statistik Inferensial*. Yogyakarta, Indonesia: Penerbit Andi, 2017.
- [97] J. Henseler, C. M. Ringle, and M. Sarstedt, "A new criterion for assessing discriminant validity in variance-based structural equation modeling," *Journal of the Academy of Marketing Science*, vol. 43, no. 1, pp. 115–135, 2015, doi: 10.1007/s11747-014-0403-8.
- [98] J. Nunnally and I. Bernstein, *Psychometric Theory*, 3rd ed. New York, NY, USA: McGraw-Hill, 1994.
- [99] D. P. Hinton, P. R. Hinton, I. McMurray, and C. Brownlow, *SPSS Explained*. London, UK: Routledge, 2004.
- [100] J. F. Hair, G. T. Hult, C. Ringle, and M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. 2017.
- [101] Z. Mufarrikoh, *Statistika Pendidikan (Konsep Sampling serta Uji Hipotesis)*. Cirebon, Indonesia: Jakad Media Publishing, 2019.
- [102] Rippé, C. B., Smith, B., & Weisfeld-Spolter, S. (2019). Anxiety attachment and avoidance attachment: antecedents to self-gifting. *Journal of Consumer Marketing*. Vol. 36 No. 7, pp. 939-947
- [103] J. F. Hair, C. M. Ringle, and M. Sarstedt, "PLS-SEM: Indeed a silver bullet," *Journal of Marketing Theory and Practice*, vol. 19, no. 2, pp. 139–152, 2011, doi: 10.2753/MTP1069-6679190202.
- [104] I. Ghozali and H. Latan, *Partial Least Square Konsep, Teknik serta Aplikasi Memakai Program SmartPLS 3.0*, 2nd ed. Semarang: Badan Penerbit Universitas Diponegoro, 2020.
- [105] Oktaviani, Rizki. "Investigating the impact of perceived value and customer satisfaction on repurchase intentions among female e-commerce customers." *Klabat Journal of Management* 5, no. 1 (2024): 34-48.

- [106] Yu, Jiajun, and Adele Lu Jia. "User donations in online social game streaming: The case of paid subscription in twitch. tv." In Companion Proceedings of the Web Conference 2022, pp. 215-218. 2022.
- [107] Zhou, Yingfan, and Rosta Farzan. "Designing to stop live streaming cyberbullying: a case study of twitch live streaming platform." In Proceedings of the 10th International Conference on Communities & Technologies-Wicked Problems in the Age of Tech, pp. 138-150. 2021.
- [108] Yum, Kyeongmin, and Jongnam Kim. "The influence of perceived value, customer satisfaction, and trust on loyalty in entertainment platforms." *Applied Sciences* 14, no. 13 (2024): 5763. DOI: <https://doi.org/10.3390/app14135763>.
- [109] Mohd-Any, Amrul Asraf, Heidi Winklhofer, and Christine Ennew. "Measuring users' value experience on a travel website (e-value) what value is cocreated by the user?." *Journal of Travel Research* 54, no. 4 (2015): 496-510.
- [110] Lu, Lu, and Christina Geng-qing Chi. "An examination of the perceived value of organic dining." *International Journal of Contemporary Hospitality Management* 30, no. 8 (2018): 2826-2844.
- [111] Wolff, Grace H., and Cuihua Shen. "Social live-streaming use and well-being: examining participation, financial commitment, social capital, and psychological well-being on Twitch. TV." *Social Science Computer Review* 42, no. 6 (2024): 1338-1358.
- [112] Zhang, Qi, Yuling Wang, and Shaizatulaqma Kamalul Ariffin. "Consumers purchase intention in live-streaming e-commerce: A consumption value perspective and the role of streamer popularity." *Plos one* 19, no. 2 (2024): e0296339. DOI: <https://doi.org/10.1371/journal.pone.0296339>
- [113] Wu, Yanyan, and Hongqing Huang. "Influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce—mediated by consumer trust." *Sustainability* 15, no. 5 (2023): 4432.

- [114] Yum, Kyeongmin, and Jongnam Kim. "The influence of perceived value, customer satisfaction, and trust on loyalty in entertainment platforms." *Applied Sciences* 14, no. 13 (2024): 5763. DOI: <https://doi.org/10.3390/app14135763>.
- [115] Twum, Kojo Kakra, Daniel Ofori, Gabriel Keney, and Bright Korang-Yeboah. "Using the UTAUT, personal innovativeness and perceived financial cost to examine student's intention to use E-learning." *Journal of Science and Technology Policy Management* 13, no. 3 (2022): 713-737.
- [116] Devi, R. Delshi Howsalya, S. Prabu, and N. Legapriyadharshini. "Sentimental Analysis for the Improved User Experience in the E-Commerce Platform with the Fuzzy Model." *Journal of Computer Allied Intelligence (JCAI, ISSN: 2584-2676)* 2, no. 3 (2024): 28-40.
- [117] Moldstud, "Interactive tutorials improve software adoption," *Moldstud.com*, 2024. [Online]. Available: <https://moldstud.com>
- [118] Al-Emran, Mostafa, Vitaliy Mezhuyev, and Adzhar Kamaludin. "Technology Acceptance Model in M-learning context: A systematic review." *Computers & Education* 125 (2018): 389-412.
- [119] Joo, Young Ju, Hyeon Woo Lee, and Yookyoung Ham. "Integrating user interface and personal innovativeness into the TAM for mobile learning in Cyber University." *Journal of computing in Higher Education* 26, no. 2 (2014): 143-158.
- [120] Kholilah, Kholilah, Hisky Ryan Kawulur, and Imam Subekti. "Perceived usefulness, perceived ease of use, facilitating condition, social influence, and personal innovativeness of accounting students cloud computing adoption." *Organum: Jurnal Saintifik Manajemen serta Akuntansi* 5, no. 2 (2022): 141-151.
- [121] Amelia, Emi, Ratih Hurriyati, Agus Rahayu, Lili Adi Wibowo, Bambang Widjajanta, and Christianingrum Christianingrum. "Perceived enjoyment and perceived usefulness to mobile payment users continuance intention." In 8th global conference on business, management, and entrepreneurship

- (GCBME 2023), pp. 522-530. Atlantis Press, 2024. doi: 10.2991/978-94-6463-443-3_68.
- [122] Kizgin, Hatice, Ahmad Jamal, Bidit Lal Dey, and Nripendra P. Rana. "The impact of social media on consumers' acculturation and purchase intentions." *Information Systems Frontiers* 20, no. 3 (2018): 503-514.
 - [123] Chen, Shih-Chih. "To use or not to use: Understanding the factors affecting continuance intention of mobile banking." *International Journal of Mobile Communications* 10, no. 5 (2012): 490-507. DOI:10.1504/IJMC.2012.048883.
 - [124] Susanto, Aries, Younghoon Chang, and Youngwook Ha. "Determinants of continuance intention to use the smartphone banking services: An extension to the expectation-confirmation model." *Industrial Management & Data Systems* 116, no. 3 (2016): 508-525. Doi: 10.1108/IMDS-05-2015-0195.
 - [125] Adanyin, Anthonette. "AI-driven feedback loops in digital technologies: Psychological impacts on user behaviour and well-being." *arXiv preprint arXiv:2411.09706* (2024).
 - [126] Babiker, Areej, Sameha Alshakhsi, Cornelia Sindermann, Christian Montag, and Raian Ali. "Examining the growth in willingness to pay for digital wellbeing services on social media: A comparative analysis." *Heliyon* 10, no. 11 (2024). doi: 10.1016/j.heliyon.2024.e32467.
 - [127] W. Abdillah, *Metode kajian terpadu sistem informasi*, Ed.1. Yogyakarta: Andi, 2018.
 - [128] Van den Broeck, Jan, Solveig Argeseanu Cunningham, Roger Eeckels, and Kobus Herbst. "Data cleaning: detecting, diagnosing, and editing data abnormalities." *PLoS medicine* 2, no. 10 (2005): e267.
 - [129] Van den Broeck, Jan, Solveig Argeseanu Cunningham, Roger Eeckels, and Kobus Herbst. "Data cleaning: detecting, diagnosing, and editing data abnormalities." *PLoS medicine* 2, no. 10 (2005): e267.
 - [130] Citra, Suryati Oka, Arif Imam Suroso, and Irman Hermadi.

"Model Utaut 2: Penerimaan dan Penggunaan Youtube di Indonesia." *Techno. com* 22, no. 4 (2023).

Halaman ini sengaja dikosongkan