

DAFTAR REFERENSI

- Agustina, D. (2017). Fitur Social Commerce Dalam Website E-Commerce Di Indonesia. *Informatika Mulawarman : Jurnal Ilmiah Ilmu Komputer*, 12(1), 25. <https://doi.org/10.30872/jim.v12i1.219>
- Barsade, S. G., Coutifaris, C. G. V., & Pillemer, J. (2018). Emotional contagion in organizational life. *Research in Organizational Behavior*, 38, 137–151. <https://doi.org/10.1016/j.riob.2018.11.005>
- Becker, B. E., & Luthar, S. S. (2007). Peer-perceived admiration and social preference: Contextual correlates of positive peer regard among suburban and urban adolescents. *Journal of Research on Adolescence*, 17(1), 117–144. <https://doi.org/10.1111/j.1532-7795.2007.00514.x>
- Biantoro, D. P., Darpito, S. H., Tugiyono, T., & ... (2022). Pengaruh Social Commerce, Brand Image Dan Brand Trust Terhadap Minat Beli. *Student Conference On Accounting and Business*, 169–180. <http://www.jp.feb.unsoed.ac.id/index.php/scoab/article/view/3121%0Ahttp://www.jp.feb.unsoed.ac.id/index.php/scoab/article/viewFile/3121/2096>
- Caruelle, D., Shams, P., Gustafsson, A., & Lervik-olsen, L. (2023). Emotional arousal in customer experience : A dynamic view. *Journal of Business Research*, 170(January 2023), 114344. <https://doi.org/10.1016/j.jbusres.2023.114344>
- Chen, M., Xie, Z., Zhang, J., & Li, Y. (2021). Internet celebrities' impact on luxury fashion impulse buying. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2470–2489. <https://doi.org/10.3390/jtaer16060136>
- Cheng, F. F., Wu, C. S., & Yen, D. C. (2009). The effect of online store atmosphere on consumer's emotional responses - An experimental study of music and colour. *Behaviour and Information Technology*, 28(4), 323–334. <https://doi.org/10.1080/01449290701770574>
- Chua, R. Y. J., Ingram, P., & Morris, M. W. (2008). From the head and the heart: Locating cognition- and affect-based trust in managers' professional networks. *Academy of Management Journal*, 51(3), 436–452. <https://doi.org/10.5465/AMJ.2008.32625956>
- Du, J., Fan, X., & Feng, T. (2011). Multiple emotional contagions in service encounters. *Journal of the Academy of Marketing Science*, 39(3), 449–466. <https://doi.org/10.1007/s11747-010-0210-9>
- Ghozali I. (2011). Aplikasi Analisis Multivariante Dengan Program IBM SPSS 25 (Sembilan). In *Semarang, Universitas Diponegoro* (p. 490). Badan Penerbit Universitas Diponegoro. <https://api.semanticscholar.org/CorpusID:64890624>

- Ghozali I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM*. Badan Penerbit Universitas Diponegoro.
- Hartoyo, H., Manalu, E., Sumarwan, U., & Nurhayati, P. (2023). Driving success_ A segmentation of customer admiration in automotive industry. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100031. <https://doi.org/10.1016/j.joitmc.2023.100031>
- He, H., Chao, M. M., & Zhu, W. (2019). Cause-related marketing and employee engagement: The roles of admiration, implicit morality beliefs, and moral identity. *Journal of Business Research*, 95(January 2018), 83–92. <https://doi.org/10.1016/j.jbusres.2018.10.013>
- Herrando, C., & Constantinides, E. (2021). Emotional Contagion: A Brief Overview and Future Directions. *Frontiers in Psychology*, 12(July), 1–7. <https://doi.org/10.3389/fpsyg.2021.712606>
- Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M. J., & Constantinides, E. (2022). Emotional contagion triggered by online consumer reviews: Evidence from a neuroscience study. *Journal of Retailing and Consumer Services*, 67(January), 1–8. <https://doi.org/10.1016/j.jretconser.2022.102973>
- Hou, F., Guan, Z., Li, B., & Chong, A. Y. L. (2020). Factors influencing people's continuous watching intention and consumption intention in live streaming: Evidence from China. *Internet Research*, 30(1), 141–163. <https://doi.org/10.1108/INTR-04-2018-0177>
- Hsieh, S. H., Lee, C. T., & Tseng, T. H. (2021). Journal of Retailing and Consumer Services Branded app atmospherics : Examining the effect of pleasure – arousal – dominance in brand relationship building. *Journal of Retailing and Consumer Services*, 60(February), 102482. <https://doi.org/10.1016/j.jretconser.2021.102482>
- Hsu, C. L., Lin, J. C. C., & Miao, Y. F. (2020). Why Are People Loyal to Live Stream Channels? the Perspectives of Uses and Gratifications and Media Richness Theories. *Cyberpsychology, Behavior, and Social Networking*, 23(5), 351–356. <https://doi.org/10.1089/cyber.2019.0547>
- Jun, M., Han, J., Zhou, Z., & Eisingerich, A. B. (2023). When is celebrity endorsement effective? Exploring the role of celebrity endorsers in enhancing key brand associations. *Journal of Business Research*, 164(April), 113951. <https://doi.org/10.1016/j.jbusres.2023.113951>
- Kang, K., Lu, J., Guo, L., & 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(September), 102251. <https://doi.org/10.1016/j.ijinfomgt.2020.102251>
- Kotler, P. (2022). *Manajemen Pemasaran* (edisi ke s). Gramedia.

- Laudon, K. C., & Traver, C. G. (2016). E-Commerce 2016 Business, Technology, and Society. In *England: Britis Library Catalogint-in*.
- Lautenbacher, L. M., Eid, M., & Richter, D. (2023). Do narcissistic admiration and rivalry matter for the mental health of romantic partners? Insights from actor-partner interdependence models. *Journal of Social and Personal Relationships*, 40(8), 2683–2705. <https://doi.org/10.1177/02654075231159913>
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6), 1–17. <https://doi.org/10.3390/info12060241>
- Leong, L. Y., Hew, T. S., Ooi, K. B., Chong, A. Y. L., & Lee, V. H. (2021). Understanding trust in ms-commerce: The roles of reported experience, linguistic style, profile photo, emotional, and cognitive trust. *Information and Management*, 58(2), 103416. <https://doi.org/10.1016/j.im.2020.103416>
- Liu, X., Wang, D., Gu, M., & Yang, J. (2023). Research on the influence mechanism of anchors' professionalism on consumers' impulse buying intention in the livestream shopping scenario. *Enterprise Information Systems*, 17(7). <https://doi.org/10.1080/17517575.2022.2065457>
- Lo, P. S., Dwivedi, Y. K., Wei-Han Tan, G., Ooi, K. B., Cheng-Xi Aw, E., & 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(April), 325–337. <https://doi.org/10.1016/j.jbusres.2022.04.013>
- Luo, H., Cheng, S., Zhou, W., Yu, S., & Lin, X. (2021). A study on the impact of linguistic persuasive styles on the sales volume of live streaming products in social e-commerce environment. *Mathematics*, 9(13). <https://doi.org/10.3390/math9131576>
- Lv, Z., Jin, Y., & Huang, J. (2018). How do sellers use live chat to influence consumer purchase decision in China? *Electronic Commerce Research and Applications*, 28, 102–113. <https://doi.org/10.1016/j.elerap.2018.01.003>
- Meng, L. (Monroe), Duan, S., Zhao, Y., Lü, K., & Chen, S. (2021). The impact of online celebrity in livestreaming E-commerce on purchase intention from the perspective of emotional contagion. *Journal of Retailing and Consumer Services*, 63(December 2020), 102733. <https://doi.org/10.1016/j.jretconser.2021.102733>
- Mian, S. A., & Hattab, H. W. (2013). How individual competencies shape the entrepreneur's social network structure: Evidence from the MENA region. *International Journal of Business and Globalisation*, 11(4), 399–412. <https://doi.org/10.1504/IJBG.2013.056876>
- Putra, M., & Nurainun. (2021). Pengaruh Kemudahan, Kepercayaan dan Keamanan Pengguna Media Sosial Whatsapp Terhadap Minat Beli Konsumen Pada Mahasiswa Fakultas Ekonomi Dan Bisnis, Universitas Malikussaleh Di-

- Lhokseumawe. *Jurnal Visioner Dan Strategis*, 10(2), 41–47.
- Rathnayake, R., & Fernando, P. I. N. (2017). Do Emotional States of the Consumers play a mediating role amongst Visual Merchandising Strategies and Purchase Intention? *Journal of Management Matters*, 4(1), 59–74. https://www.researchgate.net/profile/Chaminda-Dassanayake-2/publication/327679735_Holiday_Behaviors_of_International_Students_in_New_Zealand/links/5b9e57dc45851574f7cf4876/Holiday-Behaviors-of-International-Students-in-New-Zealand.pdf#page=65
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian* (Edisi 6). Cetakan Kedua, Salemba Empat, Jakarta Selatan.
- Situmorang, M. K. (2018). Pengaruh Kesenangan (Pleasure), Kegairahan (Arousal) Dan Dominasi (Dominance) Terhadap Pembelian Tidak Terencana (Studi *Jurnal Regionomic*, 1–9. <http://portaluniversitasquality.ac.id:5388/ojssystem/index.php/REGIONOMIC/article/view/134>
- Song, D., Chen, X., Guo, Z., & Gao, X. (2021). What Drives Sales of E-commerce Live Streaming? Evidence from Taobao. *Proceedings of the 14th China Summer Workshop on Information Management*, 225–231. http://www.iresearchchina.com/content/details8_63671.html
- Steinert, S. (2021). Corona and value change. The role of social media and emotional contagion. *Ethics and Information Technology*, 23(s1), 59–68. <https://doi.org/10.1007/s10676-020-09545-z>
- Wang, S. (2023). *Why Male Streamers Sell ? A Study on the Attractiveness and Emotional Responses in Live Streaming*.
- Wongkitrungrueng, A., & Assarut, N. (2018). 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>
- Yuliasbar, Biby, S., Razif, & Siregar, W. V. (2021). *Millennial Generation and Smartphone Purchase Intention*. 2, 55–60.
- Zagidullin, M., Aziz, N., & Kozhakhmet, S. (2021). Government policies and attitudes to social media use among users in Turkey: The role of awareness of policies, political involvement, online trust, and party identification. *Technology in Society*, 67(March), 101708. <https://doi.org/10.1016/j.techsoc.2021.101708>
- Zhang, S., Liu, H., Mei, L., He, J., & Du, X. (2022). Predicting viewer's watching behavior and live streaming content change for anchor recommendation. *Applied Intelligence*, 52(3), 2480–2495. <https://doi.org/10.1007/s10489-021-02560-7>

- Zhou, J., Zhou, J., Ding, Y., & Wang, H. (2019). The magic of danmaku: A social interaction perspective of gift sending on live streaming platforms. *Electronic Commerce Research and Applications*, 34. <https://doi.org/10.1016/j.elrap.2018.11.002>
- Zhou, R., & Tong, L. (2022). A Study on the Influencing Factors of Consumers' Purchase Intention During Livestreaming e-Commerce: The Mediating Effect of Emotion. *Frontiers in Psychology*, 13(May), 1–15. <https://doi.org/10.3389/fpsyg.2022.903023>