

Consumer Response to Live Streaming Shopping using the Stimulus, Organism and Response (SOR) Method Approach

*Stimulus, Organism
and Response (SOR)
Method*

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Submitted:
10 FEBRUARI 2024

Accepted:
1 MARET 2024

ABSTRACT

This study aims to examine and analyze consumer responses to live streaming shopping using the Stimulus, Organism, and Response (SOR) method approach. The indicators of the stimulus include financial bonds and social bonds. The indicator for the organism is trust. Meanwhile, the indicators for the response are customer engagement and purchase intention. The research method used is quantitative. The sample used in this study consists of 194 respondents. The sampling technique employed is purposive sampling. Data is analyzed using the Structural Equation Model (SEM) method. The results of this study indicate that financial bonds have a positive effect on trust. Social bonds have a positive effect on trust. Trust has a positive effect on customer engagement and on purchase intention. Furthermore, Electronic Word of Mouth (E-WOM) positively moderates the effect between trust and purchase intention. Additionally, customer engagement also has a positive effect on purchase intention.

Keywords: Financial Bonds; Social Bonds; Trust; Customer Engagement; Electronic Word of Mouth; Purchase Intention.

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis respon konsumen terhadap live streaming shopping: dengan pendekatan metode Stimulus, Organism & Response (SOR). Indikator dari stimulus diantaranya adalah financial bonds dan social bonds. Indikator dari organism adalah trust. Sedangkan indikator dari response adalah customers engagement dan purchase intention. Metode penelitian yang digunakan adalah metode kuantitatif. Sampel yang digunakan dalam penelitian ini berjumlah 194 responden. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Data dianalisis menggunakan metode Structural Equation Model (SEM). Hasil penelitian ini menunjukkan bahwa financial bonds berpengaruh positif terhadap trust. Social bonds berpengaruh positif terhadap trust. Trust berpengaruh positif terhadap customer engagement dan terhadap purchase intention. Lebih lanjut, Electronic Word of Mouth (E-WOM) berpengaruh positif dalam memoderasi pengaruh antara trust dan purchase intention. Selain itu, customer engagement juga berpengaruh positif terhadap purchase intention.

Kata kunci: Obligasi Keuangan; Ikatan Sosial; Memercayai; Keterlibatan Pelanggan; Informasi Elektronik dari Mulut ke Mulut; Niat Membeli.

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No. 3, 2024
pp. 691-700
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v11i2.1750

INTRODUCTION

Currently live-streaming shopping has become popular among the public where live-streamers promote and sell their products to consumers via social media channels (Tan et al., 2023). With rapid technological advances, it is easier for consumers to interact with sellers and view the desired products online via live-streaming. Online consumer behavior in searching for product information shows a tendency to have purchase intention before finally making a purchase. Consumers tend to enjoy searching for information via the internet when shopping online (Ilhamalimy & Ali, 2021). This live-streaming presence allows sellers to show their face, office/home, and personality, and brings interpersonal buyer-seller interactions and sales techniques used offline into the online world. Live-streaming strengthens social presence and interaction which can enhance the shopping experience, reduce buyer doubts, and increase the level of trust that consumers have in e-commerce sellers (Wongkitrungrueng & Assarut, 2020). For this reason, live streaming makes it easier for potential buyers to find information about the products they want to buy because potential buyers can ask about the products they want to buy and also potential buyers can ask the seller to show the product they want to buy by writing comments while the seller is live-streaming. Prospective buyers will unconsciously have confidence in online sellers about the products they want to buy.

However, the use of this live-streaming feature can also cause errors in interpreting questions between buyers and sellers because prospective buyers can only convey their questions through comments so that when the seller reads it, the seller may misunderstand the meaning of the prospective buyer's question. The relational bonds used in this research are financial bonds and social bonds as a stimulus. Financial bonds relate to financial incentives such as price discounts, promotional prices and points to increase loyalty. Meanwhile, social bonds focus more on interpersonal interactions such as interacting with live-streaming and identifying loyal customers (Parahyta & Sobari, 2022). Trust is a person's belief that other people will do things that are ethically and socially acceptable without malicious thoughts of taking action to take advantage of existing opportunities. In Stimulus, Organism & Response (SOR) theory, organisms are conceptualized as internal changes caused by a person's appraisal of stimuli. In this case, trust in live-streamers is an external stimulus that is considered an organism (Hu & Chaudhry, 2020). From the stimulus carried out and how consumers organize this stimulus, it produces a consumer response, where this response is customer engagement and purchase intention.

Customer's engagement refers to the extent of the relationship and participation in the purchasing process. Meanwhile, according to Khoirunnisa & Albari (2023), purchase intention is an action that arises in a person due to a positive view of a certain brand so that a person has the possibility, has a plan, and is willing to buy the brand's products or services in the future. If seen from consumer views, purchase intention refers to a person's plan to own a product. Meanwhile, purchase intention refers to consumer cognitive behavior regarding how consumers intend to buy a product or service. Several previous studies say that trust has a positive effect on purchase intentions (Wongkitrueng & Assarut, 2020). Meanwhile, research conducted by Tan et al. (2023), states that trust does not have a positive effect on purchase intentions. This research re-examine this inconsistency and the novelty of this research is the existence of the Electronic Word of Mouth (EWOM) variable as a moderator in the hypothesis that trust has a positive effect on purchase intentions. In this study, researchers used the Stimulus-Organism, and Response (SOR) theory, where the SOR theory can be used to understand the use of social media as a promotional medium that positively influences consumers' intentions to buy products (Panjaitan et al., 2023). The SOR theory in this research is used to determine the relationship between environmental stimuli (relational bonds), organism (trust), and response (consumer engagement and purchase intention) in live-streaming shopping. For this reason, this research is important to conduct to find out whether the popularity of live-streaming can increase purchase intention among young people by using relational bonds.

LITERATURE REVIEW

According to Kusumaningsih & Rianawati (2023), financial bonds are cost savings experienced by consumers when purchasing a product or service from a company. Consumers who receive benefits from financial ties can increase their engagement with service providers, and service providers believe that financial ties are a key motivating factor in building relationships with consumers. Financial bonds can also be explained as the efforts of a marketer or company to implement relationship marketing with a financial approach (Nikmah, 2017). For example, it involves giving discounts to loyal customers, lowering prices for large purchases, and other similar actions. Social bonds are an initiative from marketers to build long-term relationships by utilizing interpersonal and social connections, as is done in financial bonds (Djatkiko, 2013). Customers are not only seen as unknown clients, but as individuals whose needs need to be understood. The company is committed to knowing and understanding customer needs through continuous interaction, personal relationships and social ties between customers. Social bonds are emphasized in building interpersonal relationships between consumers and sellers through providing customized services, as well as providing personal attention to consumers, giving extra effort in answering their questions, sending invitations to promotional events or other exclusive events, and providing a friendly shopping experience can increase social ties (Tan et al., 2023). The advantages of live streaming platforms include the ability of live broadcasters to interact in real-time with consumers through comments or responses to their questions. This facility allows live broadcasters to connect with consumers, understand their needs, build good relationships, and provide social support.

Customer engagement is a business effort to build and maintain relationships with customers by increasing customer interaction and involvement with the brand, product or business they run (Erwin et al., 2023). Customer engagement has a key role in influencing customer purchasing decisions and forming brand loyalty. Every marketing activity is directed at attracting consumer attention with the aim of increasing customer closeness to the product or brand being marketed. Meanwhile, according to Panjaitan (2022), customer engagement is considered a voluntary and direct contribution from individual consumers, where companies receive feedback, suggestions or ideas as a basis for understanding consumer needs as a form of new added value for the company. Customer engagement is a strategic goal that aims to improve organizational performance, involving aspects such as sales, growth, competitive advantage, and profitability (Miryam & Antonio, 2022). Trust is the belief of certain parties in the integrity, rehabilitation and endurance of other individuals in a relationship which is believed to have a positive influence (Adhelia et al., 2022). For those who believe, such actions are considered a positive necessity. Trust also involves the knowledge acquired by consumers about themselves and all conclusions regarding the attributes, objects and benefits received by consumers. Trust comes from consumers' confidence in the products marketed by a company, and they will return to buy the same products from that company. According to Astuti & Bahrin (2022), trust is one party's belief in the reliability, resilience and integrity of another party in a relationship, as well as the belief that their decision to choose a product is the most appropriate decision and will produce positive results for the party they trust.

Purchase intention (interest in buying) occurs after consumers receive stimulation from the product they see, and from there the desire to buy it arises (Ahsanti & Suhud, 2022). For consumers, buying interest can arise spontaneously if they feel interested or respond positively to an offer from a seller and buying interest is the result of assessing the information that has been received by consumers. According to Manzil & Vania (2023), purchase intention is a feeling of interest felt by consumers towards a product or service, which is the first step in the purchasing decision making process. A positive image and experience of a store can trigger consumers' desire to make future purchases, provide recommendations to others, and spread positive information through word-of-

mouth communication. Indicators that can measure purchase intentions involve trust in the product, certainty in product selection, and confidence in the purchasing process. The willingness of customers to voluntarily recommend to other people to use or buy similar goods or services through the use of internet networks is the definition of electronic word of mouth (Putri & Junia, 2023). E-WOM uses various social media platforms which enable it to reach potential users widely. This E-WOM practice encourages natural interactions, known as promotions, which originate from lived experiences. In this way, the process of exchanging information regarding the description of the product to be marketed can occur. According to Stefanny et al. (2022), E-WOM refers to internet-based communication that contains positive or negative words originating from future, present or past consumers about a company or product and is addressed to a large number of people or organization. Good e-WOM is considered an important step to increase brand trust.

Based on the literature review, there are six variables that will be studied including financial bonds, social bonds, customer engagement, trust and purchase intention which are based on previous research by Tan et al. (2023).

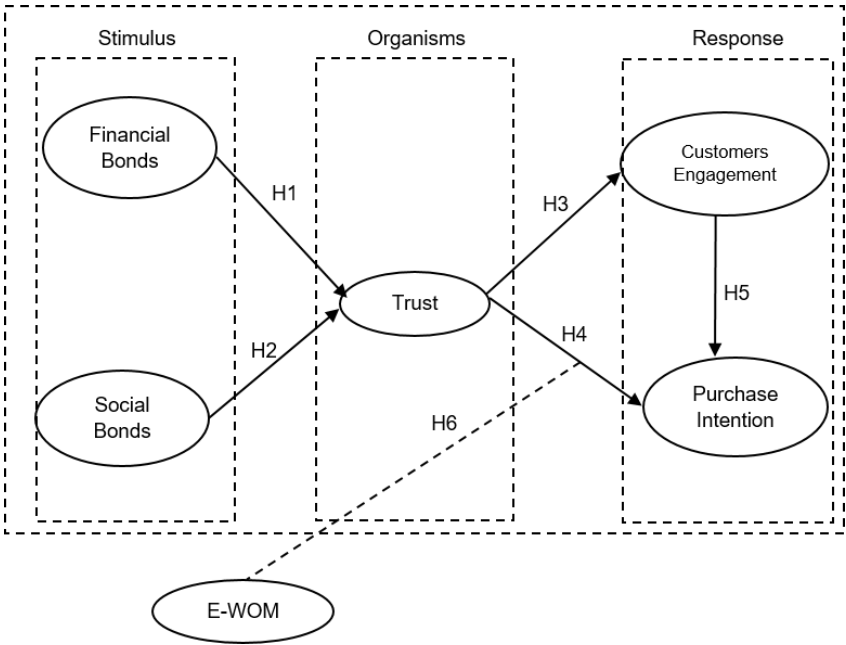


Figure 1. Consumer Response to Live Streaming Shopping

Financial bonds refer to special price offers or other financial incentives provided with the aim of increasing engagement with customers. Engagement in mutually beneficial financial transactions or joint investments can be the basis for establishing a solid trust. When there is financial involvement, the parties involved tend to have higher expectations of the integrity and trustworthiness of the other party. In other words, financial bonds not only create financial involvement, but also act as a key element in building and maintaining a level of trust between individuals or groups and other parties.

H1: Financial bonds has a positive influence on trust

Social bonds include elements such as getting to know each other, sharing experiences, and having personal relationships with certain people or entities. When individuals feel socially connected to others, this can form the basis for the development of trust. Positive social interactions and personal relationships can build trust because of a sense of mutual acquaintance and familiarity. Therefore, social bonds not only create

close social relationships, but can also be an important catalyst in building and strengthening trust between individuals or groups and other parties.

H2: Social bonds has a positive influence on trust

The understanding that consumers have of a product or service, where they believe that the product or service has the desired quality and benefits is the definition of trust (Mahdi et al., 2021). Customers who have a high level of trust in live streaming shopping tend to feel more comfortable, confident and safe in interacting with the platform. Trust can build customer comfort to actively engage in live streaming shopping, such as providing feedback, participating in polls, or sharing their experiences. Thus, a high level of trust can increase the level of customer engagement.

H3: Trust has a positive influence on customer engagement

Trust is confidence in the reliability, correctness, and ability of the parties involved in an exchange. In the context of online shopping, trust includes positive expectations that increase consumer confidence that no party will act in an unfavorable way (Primanda et al., 2020). A consumer's high level of trust in a website is directly related to the possibility that they have shopping intentions on that site, which will indicate a strong relationship between the level of trust and purchase intention (Alagarsamy et al., 2021).

H4: Trust has a positive influence on purchase intention

Trust is a key element in interactions between customers and businesses. A high level of trust can provide encouragement for customers to make purchases. Electronic Word of Mouth (E-WOM) refers to information or reviews disseminated via digital platforms by consumers to fellow consumers. In this situation, E-WOM functions as a moderating variable that has the potential to influence the strength of the relationship between trust and purchase intention. Customers may be more likely to trust a brand or product and have the intention to make a purchase if they feel support from positive testimonials or reviews delivered via digital platforms. Conversely, if E-WOM provides support, the level of trust can be further strengthened, which in turn can increase purchase intentions.

H5: E-WOM has a positive influence in mediating trust on purchase intention

Efforts to create, develop and improve relationships with customers, known as customer engagement, are a key factor in maintaining business performance in the future because of their close relationship with consumers. Research from Ulfah & Siregar (2019), emphasizes the importance of customer involvement when consumers make purchasing decisions. Other research also notes that purchase intention has a positive impact on a company's products when customers feel emotional involvement with the company (Putra et al., 2020). This shows that customer engagement has a vital role in creating consumer purchase intention.

H6: Customer engagement has a positive influence on purchase intention

METHOD

This research adopts a quantitative method aimed at determining consumer responses to live streaming shopping using the Stimulus, Organism, and Response (SOR) method. This study employs hypothesis testing with the unit of analysis being consumers who have purchased products via live streaming. Data was collected cross-sectionally through a Google Form questionnaire given to respondents. This

questionnaire consists of 36 items measuring 6 variables using a 5-point Likert scale, from Strongly Disagree (1) to Strongly Agree (5). The data used is primary data obtained directly from respondents who meet certain criteria, namely consumers who have purchased products via live streaming. The sampling technique used is non-probability sampling with a purposive sampling method, where researchers select respondents who have relevant information. The total sample taken was 194 respondents. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of SPSS. SEM was chosen because of its ability to analyze relationships between variables in a complex manner and test measurement and structural models simultaneously. Before testing the hypothesis, a goodness of fit test is carried out to ensure the proposed model is acceptable. This research develops indicators from previous research to measure existing variables. This approach allows researchers to understand how the stimulus from live streaming affects the organism (consumer perceptions and emotions) and ultimately produces a response (purchase action). The data collected is expected to provide insight into the factors that influence consumer purchasing decisions in the context of live streaming shopping.

RESULT

Based on the results of the descriptive analysis, it is known that the majority of the 194 respondents were female, namely 78.4%. In terms of age characteristics, it is known that most respondents were aged 21-23 years, namely 46.9%. If we look at education, most respondents had a bachelor's degree, namely 52.6%. Respondents had the highest average income < IDR 5.000.000, namely 49.0%. Furthermore, the majority of respondents had purchased live streaming on e-commerce media, 97.4%. The results of the validity test which were tested on 30 respondents in this study from 6 variables had a Pearson correlation value > 0.181 and a Cronbach's Alpha value > 0.60 so it can be concluded that all variables and question items are valid and suitable for use in this research.

Table 1. Validity and Reliability Test

	Item	Pearson Correlations	Cronbach's Alpha
Financial Bonds (Lin et al., 2003)	• E-commerce (Shopee, Tokopedia, and Lazada) provides discounts for regular customers.	0.801	0.666
	• E-commerce (Shopee, Tokopedia, and Lazada) provides offers to encourage future purchases.	0.744	
	• E-commerce (Shopee, Tokopedia, and Lazada) provides programmers with cumulative points.	0.582	
	• E-commerce (Shopee, Tokopedia, and Lazada) provides discounts if buy more than a certain amount.	0.464	
	• E-commerce (Shopee, Tokopedia, and Lazada) provides fast service for regular customers.	0.751	
Social Bonds (Lin et al., 2003)	• E-commerce (Shopee, Tokopedia, and Lazada) stay in touch with customer.	0.631	0.759
	• E-commerce (Shopee, Tokopedia, and Lazada) cares about customer needs.	0.738	
	• E-commerce employees (Shopee, Tokopedia, and Lazada) helped in solving personal problems.	0.805	
	• E-commerce (Shopee, Tokopedia, and Lazada) accommodate customer opinions about service.	0.724	
	• I receive greeting cards or gifts on special days.	0.665	
	• E-commerce (Shopee, Tokopedia, and Lazada) offers members the opportunity to exchange opinions.	0.493	
Customers Engagement (Wongkitrungrueng & Assarut, 2020)	• I spend more time on pages that have live video.	0.862	0.913
	• I will be a fan and follower of pages that use E-commerce (Shopee, Tokopedia, and Lazada) Live.	0.839	
	• I might try to track the activities of sellers who use E-commerce (Shopee, Tokopedia, and Lazada) Live.	0.758	
	• I will likely revisit the seller's page to watch their new live video in the near future.	0.887	
	• I tend to recommend sellers who use E-commerce (Shopee, Tokopedia, and Lazada) Live to friends.	0.875	
	• I encourage friends and relatives to do business with sellers who use E-commerce (Shopee, Tokopedia, and Lazada) Live.	0.627	
	• In the near future I will definitely buy products from sellers who use E-commerce (Shopee, Tokopedia, and Lazada) Live.	0.717	
	• I consider sellers who use E-commerce (Shopee, Tokopedia, and Lazada) Live as my first choice when buying this kind of product.	0.768	
Trust (Melorose et al., 2015)	• Based on experience with online vendors in the past, I know this is honest.	0.778	0.839
	• Based on experiences with online vendors in the past, I know they care about their customers.	0.739	
	• Based on previous experience with online vendors, I know it is not profitable.	0.602	
	• Based on experience with online vendors in the past, I know that these vendors provide good service.	0.817	
	• Based on experience with online vendors in the past, I know it's predictable.	0.725	
	• Based on experience with the online vendor in the past, I know it can be trusted.	0.762	
	• Based on experience with online vendors in the past, I know he knows his market.	0.680	
Purchase Intention (Arisman & Imam, 2022)	• I will purchase products or services via E-commerce (Shopee, Tokopedia, and Lazada) Live.	0.858	0.844
	• E-commerce (Shopee, Tokopedia, and Lazada) Live is my first choice for purchasing relative products or services.	0.929	
	• I will do more business with E-commerce (Shopee, Tokopedia, and Lazada) Live in the next few years.	0.835	
E-WOM (Kim & Hwang, 2022)	• I often recommend this service provider to others.	0.940	0.863
	• I commented positively about my experience.	0.378	
	• I leave positive reviews about the products I purchase.	0.478	
	• I recommend that others purchase this product.	0.854	
	• I commented negatively about my experience.	0.915	
	• I left a negative review about a product I purchased.	0.940	
	• I recommend that others do not purchase this product.	0.401	

Based on the normality test table for the six variables, it can be seen that the Asymp Sig. (2-tailed) > 0.05 so it can be concluded that all variables are normally distributed.

Table 2. Normality test

		FB	SB	CE	TR	PI	EWOM
N		194	194	194	194	194	194
Normal Parameters	Mean	20.4175	24.4742	32.5876	28.7732	12.3866	28.6186
	Std. Deviation	1.32958	1.55449	2.02703	1.90720	0.96037	1.92310
Most Extreme Differences	Absolute	0.469	0.465	0.418	0.451	0.460	0.446
	Positive	0.469	0.465	0.418	0.451	0.460	0.446
	Negative	-0.346	-0.329	-0.334	-0.332	-0.313	-0.333
Test Statistic		0.469	0.465	0.418	0.451	0.460	0.446
Asymp. Sig. (2-tailed)		.200 ^c	.199 ^c	.200 ^c	.200 ^c	.150 ^c	.057 ^c

Based on Table 3, the results of the hypothesis test t test and moderation test show that financial bonds have a positive effect on trust with a p value of 0.000 and a calculated t value > 1.65275. Social ties do not have a positive effect on trust with a p value of 0.087 and a calculated t value < 1.65275. Trust has a positive effect on customer engagement with a p value of 0.000 and a calculated t value of > 1.65275. Trust has a positive effect on purchase intentions with a p value of 0.000 and a calculated t value of > 1.65275. Electronic word of mouth does not have a moderating effect in influencing trust in purchasing intentions with a p value of 0.000 and a calculated t value < 1.65275. Customer involvement has a positive effect on purchase intentions with a p value of 0.000 and a calculated t value of > 1.65275.

Table 3. Partial Test (T Test) and Simultaneous Test (F Test)

Hypothesis	T test		F test	
	T Value	P-Value	F Value	p-Value
Financial Bonds → Trust	7.942	0.000	284.550	0.000
Social Bonds → Trust	1.720	0.087	284.550	0.000
Trust → Customer Engagement	20.681	0.000	427.683	0.000
Trust → Purchase Intention	17.811	0.000	317.226	0.000
E-WOM → Trust → Purchase Intention	1.278	0.203	106.116	0.000
Customer Engagement → Purchase Intention	14.312	0.000	204.825	0.000

Based on the results of the f test hypothesis test, it can be seen that financial bonds and social bonds have a positive and simultaneous effect on trust with a p value of 0.000 and a calculated f value of > 2.21. Trust has a positive and simultaneous effect on customer engagement with a p value of 0.000 and a calculated f value of > 2.21. Trust has a positive and simultaneous effect on purchase intention with a p value of 0.000 and a calculated f value of > 2.21. Electronic word of mouth has a moderating effect in influencing trust on purchase intention with a p value of 0.000 and a calculated f value of > 2.21. Customers' engagement has a positive and simultaneous effect on purchase intention with a p value of 0.000 and a calculated t value of > 2.21.

Table 4. Goodness of Fit Test

	Financial Bonds	Social Bond	Customers Engagement	Trust	Purchase Intention	E-WOM
Chi-Square	13936.134 ^a	17917.059 ^b	20236.848 ^c	15082.314 ^d	7753.982 ^c	15640.888 ^d
df	6	8	10	7	4	7
Asymp. Sig.	0.000	0.000	0.000	0.000	0.000	0.000

Based on the results of the goodness of fit test, since the Asymp. Sig. values for all variables are < 0.05, it can be concluded that all variables (Financial Bonds, Social Bond, Customers Engagement, Trust, Purchase Intention, and E-WOM) have a significant influence on the decisions in the proposed hypothesis. This indicates that the proposed model is able to explain the variability of the data well and supports the

hypothesis that stimuli from live streaming affect consumer perceptions and emotions, which ultimately result in a response in the form of purchase actions.

*Stimulus, Organism
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CONCLUSION

In studying consumer responses to live streaming shopping using the Stimulus-Organism and Response (SOR) method approach. In this approach, stimulus refers to external factors that influence consumers, organism refers to internal processes within consumers such as feelings and judgments, and response is the action taken by consumers as a reaction to the stimulus. The research results show several main findings. First, there is a positive influence of Financial Bonds on Trust. Financial Bonds include financial incentives offered by shopping platforms, such as discounts and promotions that can increase consumer confidence. Second, Social Bonds also have a positive influence on Trust. Social Bonds include social interactions and personal relationships between sellers and consumers built through live streaming, which helps increase consumer trust.

Trust gained through Financial Bonds and Social Bonds has a positive impact on Customer Engagement and Buy Intention. Customer Engagement refers to consumers' active involvement in shopping activities, such as participating in live streaming sessions, providing comments, or sharing experiences. Meanwhile, Buy Intention is the consumer's intention to make a purchase after being involved in this activity. In addition, Electronic Word of Mouth (E-WOM) acts as a mediator in the relationship between Trust and Buy Intention. E-WOM is a review or recommendation provided by consumers via digital platforms, which can influence the purchasing intentions of other consumers. With trust, consumers are more likely to provide a positive review, which in turn encourages other consumers' purchasing intentions. Research also finds that Customer Engagement has a positive influence on Buy Intention. Consumers' active involvement in live streaming activities can increase their desire to make a purchase, because they feel more connected to the product and seller.

However, this study acknowledges several limitations. The variables studied may not include all factors that influence consumer responses to live streaming shopping, so the results may not fully reflect the complexity of the factors involved. Sample sizes and sample selection methods may also have limitations, such as lack of representation of various demographic groups or consumer preferences. Further research is expected to provide practical guidance for live streaming shopping platforms, e-commerce, and marketers in optimizing consumer experiences. The findings of this research can encourage the development of new products or improvements to existing products to better meet consumer preferences and needs. Future research could examine more variables and use more diverse samples to gain a more comprehensive understanding of the factors that influence consumer responses to live stream shopping.

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