

Investigate *Live Streaming Commerce* on Tiktok as Trends New *Online Shopping*: Exploration Perception and Intention Consumer

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Abstract

The Covid-19 pandemic has changed the way people interact with digital technology. The increased use of the internet is not limited to activities such as searching for information and communicating; it has also entered the realm of the economy with online trading of goods and services. Social media platforms like TikTok have become places not only for social interaction but also for direct purchasing. Guided by the Technology Acceptance Model and the Theory of Planned Behavior, this study explores consumers' perceptions and intentions regarding using the live-streaming commerce feature on TikTok for purchasing goods. Through semi-structured interviews with consumers who actively use this feature to shop for products, the research findings indicate that consumers have perceptions about using the live-streaming commerce feature on TikTok. External influences can affect consumers' interest in using TikTok's live-streaming commerce feature. Some barriers affect consumers' intentions to use the live-streaming commerce feature on TikTok. There is also perceived ease of use and usefulness in using TikTok's live streaming commerce feature. The implications of this research can help platform developers and businesses better understand the needs and preferences of consumers when using the live streaming commerce feature on TikTok and adjust their marketing strategies accordingly.

Keywords: Covid-19 pandemic, Increased internet usage, TikTok live streaming commerce platform, Technology Acceptance Model, Theory of Planned Behavior, Consumer perception, Influence of external factors, Barriers, Perceived Ease of Use and Perceived Usefulness, Platform developers and businesses.



INTRODUCTION

The COVID-19 pandemic has changed network interaction with the public and made it more adaptive to digital technology. The COVID-19 hit in 2020 has changed various facets of life, especially in affairs utilization, facility technology information, and communication. Initially, society used to participate in activities and socialize in a way that directed one another. However, the pandemic obliges the public to reduce physical contact and replace activities using digital platforms. The COVID-19 pandemic makes it mandatory for society to use digital platforms in activities, resulting in the fast use of technology, information, and communication in Indonesia, which is showing tremendous growth. Based on data from the Central Statistics Agency, Figure 1.1 shows that development technology develops information and communication in a way that is quickly seen in internet usage. The housing ladder reached 78.18 percent in 2020 and will continue to grow to 82.07 in 2021.

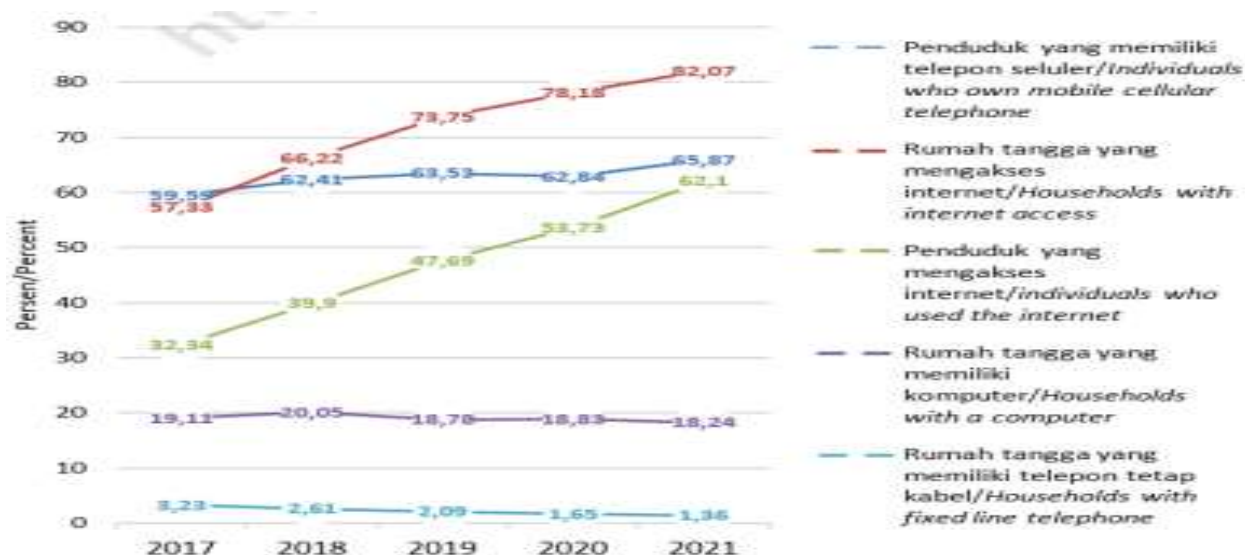


Figure 1.1 Development Technology Information and Communication in Indonesia, 2017 – 2021

(Source: Central Statistics Agency)

The picture also proves that Internet use in society is increasing during the pandemic Covid -19; as supporter activity increases, it is done in the network or online. Growth Individuals who use the Internet in Indonesia also continue to experience positive increases, from 53.73 percent in 2020 to 62.1 percent in 2021 (Sutarsih et al., 2022). The Internet is not only used by Indonesian people to look for information and communicate. On the contrary, it is also used for activity economy. System selling and buying goods and services can now done through a hand-based electronic network.

Its fast development economy based on electronics brings potency to Indonesia's economy. Support from increasing technology and infrastructure has given convenience and speed to the realm of the digital economy. Transformation This simplifies speeds up and changes pattern supply and requests perpetrator economy from various aspects, like marketing, purchasing, distribution of products, system payment, etc. According to the Bank Indonesia report, business trading projected digital-based growth to amount to 33.2 percent in 2020, reaching the mark of IDR 253 trillion and IDR 337 trillion in 2021, through the middle of the pandemic. Enhancement This is seen in the behavior of consumers everywhere who trade online, where digital transactions are experiencing enhancement along with many people living at home during the pandemic. The existence of increasing technology, accompanied by more transactions that are easy and fast, significantly helps accelerate digital growth.

Social commerce experienced growth fast, especially during the pandemic. *Social commerce* refers to trade activities involving buying and selling goods physically through integrated applications with social media platforms such as Facebook, Instagram, TikTok, and WhatsApp, as explained by (More than simply experiencing shopping new, social commerce reflects change patterns or deep model methods. Consumers interact with perpetrator businesses, creating more interactive,

entertaining, and complete situations. In *social commerce*, consumers can buy products directly from social media *platforms*. A study by (Lin et al., 2019) says that factors like interactivity, stickiness, and recommendations from mouth to mouth (word of mouth) have an impact on understanding together (mutual understanding), exchanging kind leads back (*reciprocal favor*), and harmony relationship (*relationship harmony*). This is the end to influence objective purchase consumers in the social commerce environment.

As a social media platform offering diverse video content, TikTok has become A platform featuring virtual shopping time. Users can exhibit and sell products they direct to customers through TikTok. *Platforms* These possible products can be added to basket shopping, and consumers can pay directly For the item they want. To get more product information, consumers can access specific products directly through broadcast or *live streaming* carried out by sellers on TikTok. Dynamics This creates a form of direct trading or live-streaming commerce that delivers an interactive shopping experience to consumers. *Live streaming commerce* combines live video (*streaming*) with trading electronic and involves the participation of consumers through chat or knob reaction. Research from (M. Zhang et al., 2020) shows that quality information, such as trustworthiness, usability, clarity, and quality interaction, like responsiveness, interaction time, honesty, and empathy, can form interpersonal relationships between buyers and sellers in *live streaming commerce*. This matter can influence the intention to buy online customers in the context of live-streaming commerce.

In the Indonesian market, direct selling opportunities through streaming show up-and-coming prospects. Results from Figure 1.2 in the Ipsos report entitled "*Livestream Selling in Indonesia Market is Growing*" show that as much as 78 percent of consumers in the Indonesian market already hear and know option shopping through *live streaming*. Seventy-one percent have access to it, and 56 percent confess that they Once purchased a product through *live streaming* during the pandemic. Fact This shows that Indonesia is a potential market For developing social commerce, including live-stream commerce.



Figure 1.2 Consumers in Indonesia Access Live Streaming
(Source: Ipsos Indonesia)

Research conducted by (Wongkitrungrueng et al., 2020) identifies various approaches and strategies for selling live streaming on Facebook Live, which the seller can implement To increase sales, increase involvement with consumers, and build more customer relationships. On the side, research conducted by (Wongkitrungrueng & Assarut, 2018) explores How live streaming on Facebook Live has potency. By creating mark shopping, you can increase the trust of consumers. Ultimately, this can influence consumers' decision to purchase more frequently and get involved more intensely with the seller.

TikTok has brought new dynamics to industry trade by trading direct or live-streaming commerce on social media platforms. However, it appeared that worries related to potency danger from the algorithm TikTok can lead to sales of products abroad and the practice of *predatory pricing*. To overcome this, the government issued Minister of Trade Regulation (Permendag) Number 50 of 2020, prohibiting social media platforms like TikTok from combining functional social media with e-commerce. As a result, TikTok must close feature transactions to sell and buy. However, TikTok officially returned the service after the period closing at the start of October. With the opening of the TikTok Shop, customers can now return to shop on TikTok through the feature. Opening return service trade TikTok Involves cooperation between TikTok and PT GoTo Gojek Tokopedia. In cooperation, PT Tokopedia will operate and manage feature service shopping in TikTok's application in Indonesia.

A study previously researched various approaches and strategies for possible sales used by sellers during live session *streaming*. In this study, the researcher aims to investigate comprehensively how consumers perceive and intend to use the live streaming commerce feature on TikTok as a new trend in online shopping. Besides that, research will also inspect the impact of the emergency return feature after cooperation with Tokopedia as a reception to new technology in experience shopping online. In the development study, the writer will utilize the theory of the Technology Acceptance Model (TAM) and Theory of Behavior Planned (TBP) to understand more deeply the factors that influence the perception and intention of consumers. The study will also investigate the impact of cooperation between TikTok and Tokopedia in the context of TAM and TBP theory research. This will explore how integration can influence consumers' perceptions and intentions. This matter covers cooperation. This can increase consumers' trust in using the feature of live streaming commerce on TikTok, as well as cooperation. This can expand the number of consumers who use TikTok from ecosystem consumer Tokopedia. Study This aims To give a more comprehensive insight into how live-streaming commerce on TikTok was developed and accepted by consumers in the context of shopping online, especially after changes in the cooperation between TikTok and Tokopedia.

As for the formulation problem from the study, This is how? What is the perception and intention of consumers to use feature *live streaming commerce* on the Platform TikTok?

RESEARCH METHODS

Study This adopts a descriptive qualitative approach. Researchers use method studies to analyze the perception and intention of consumers using live streaming commerce on the TikTok platform. Study This utilizes two types of data sources, i.e., primary and secondary. Study This utilizes the structured interview method to dig into the problem more openly, where the informant can convey their opinions and ideas. Several step techniques in qualitative data analysis that can be applied involve collecting, compiling, and interpreting data as follows.

DISPLAY OF DATA AND RESEARCH FINDINGS

Subject and Object Study

Study This involves consumers who actively use the live streaming commerce features on the TikTok platform as the subject study. In a study, several informants were involved, namely 13 informants, who had reached the point of being fed up or saturated in the retrieval process—sample source person For done interview. Thus, research will serve rich and varied perspectives about the practice of live streaming commerce on TikTok from the corner look at different consumers.

Data Exposure

Analysis interviews show that all the participants stated enough intention to use the live-streaming commerce feature on TikTok to shop for some products. Part This is related to the topic of the main study. The researcher carries out the coding process to find a theme.

1. Perception consumers on live streaming commerce feature on the TikTok platform

a) Live streaming commerce on TikTok is an online shopping platform that offers various price promotions attractive to customer

Informant in study This tends to identify that live streaming commerce features are available on TikTok as a platform that allows them to explore various products and services and interact directly with the seller. Through interaction directly here, the informant can submit questions, ask recommendations, and even watch demonstration products in real-time, creating a shopping experience that is more personal, interactive, and impressive.

b) Live streaming commerce on TikTok is an online shopping platform that offers various price promotions attractive to customer

Live streaming commerce on TikTok offers various attractive price promotions to customers, specifically for informant I5. By offering special and attractive promotions, this platform gives informants the experience of fun and economical shopping.

2. Influence party external to intention use feature *live streaming commerce* on Tiktok

a) Influence from environment family own role in forming intention consumer For use live streaming commerce feature on TikTok

Influence family in context intention: To shop online via live streaming commerce on TikTok covers factors like recommendations and experience. Family becomes a source of reference for individuals when purchasing goods.

b) Influence from Friend's role in forming intention consumers for the use of the live streaming commerce feature on TikTok

A friend often becomes a reference for informant I2 when making a purchase. Informant I2 said that friends who have had their own experience with shopping positively via live streaming on TikTok share their experiences and recommend products.

c) Trust the shop or seller's role in forming consumers' intention to use TikTok's live streaming commerce feature.

Informant I4 said they would purchase if they felt confident that the seller could trust them if they already had experience and shopped at the store. Informant I6 said they Already follow and buy products from some brands on other platforms, so he has good faith in quality products.

d) Carriage announcer when live streaming has a role in forming intention consumer For use live streaming commerce feature on TikTok

Informant I1 said they feel more enthusiastic and interested in buying goods when the sellers are expressive and enthusiastic in explaining their products when watching live streaming on TikTok. Informant I5 said the presence of live streaming that appears several times on the page's primary application, TikTok, can interest his attention. When informant I5 is interested in live-streaming content, then will click on it and see What was offered by the seller.

e) Celebritygram or artist's role in forming intention consumer For use live streaming commerce feature on TikTok

Informant I2 follows influencers such as Tasya Farasya. In live streaming, this influencer will display and sell their recommended products. Tasya Farasya and Abel Cantika often become influential influencers and decision informant I5 in maintaining skin and makeup products.

3. Perception obstacle using live streaming commerce feature on TikTok

a) Fight over product moment *live streaming* can change intention For buy product moment *live streaming commerce* on TikTok

Informant I3 felt the atmosphere of live streaming was competitive, so informant I3 was frequently tempted to chase available products with limited amounts and attractive discounts; I had done it before and desired to buy products displayed in the broadcast directly. This differs from what was conveyed by informant I7, a consumer at a time seller on *live streaming* TikTok.

Informant I7 did not feel hampered by problems stock Because they understand that a number of the offers given just strategy marketing,

- b) Left behind obtain a promotion or discount moment *live streaming* can change intention For buy product moment *live streaming commerce* on TikTok**

When informant I2 felt left behind from the chance To get a promo or discount moment shopping through live streaming commerce on TikTok, This often can become a consideration before making a purchase.

- c) Poor quality from feature applications can change intention For buy product moment *live streaming commerce* on TikTok**

Informant I1 felt poor quality from the feature live streaming commerce application on TikTok, so sometimes, users can bother to experience the moment of watching *live streaming*.

- d) Case fraud moment *live streaming* can change intention For buy product moment *live streaming commerce* on TikTok**

Informant I4 has seen cases of fraud that occurred moment broadcast directly on *live streaming commerce* TikTok. This matter causes informant I4 to be careful when shopping.

- e) Limitations internet quota available obstruct interest consumers for the use of *live streaming commerce* feature on TikTok**

Limitations: The available internet quota can be one inhibitor of interest. Informant I11 is for live streaming on TikTok for shops because they need sufficient internet access. If there is a Limited internet quota, consumers are reluctant To shop in features live streaming and have difficulties fluently accessing live streaming.

- f) Error in the delivery process can obstruct the interest of consumers In the use of the *live streaming commerce* feature on TikTok**

Delivery errors can be one exciting inhibitor, informant I10 because they cause disappointment in the shopping experience. As experienced by informant I10, accepting products that aren't by the order made informant I10 feel worried and afraid To use the live streaming commerce feature on TikTok. I10 informant always notices comments and reviews from other consumers before purchasing.

4. Perception convenience use feature *live streaming commerce* on TikTok

Consumers tend to be more interested in live-streaming commerce If they feel its use is easy and comfortable. When a platform has an intuitive interface or is easily understood and supports effective and responsive customer moment use feature live streaming commerce, consumers feel more confident in exploring products offered and performing transactions. They do not feel confused when looking for information or completing the purchasing process.

- a) Easy features are understandable and intuitive and play a role in forming intention consumers. For use, feature *live streaming commerce* on TikTok.**

Informant I1 said that the shopping process through live streaming commerce on TikTok felt easy. Because they were already used to online shopping. Informant I1 understood the necessary steps to be followed.

b) Feature effective and responsive support has a role in forming consumers' intention to use the feature for *live streaming commerce* on TikTok.

Informant I2 felt that sellers in live streaming TikTok often give information like instructions about methods of use or buying products.

5. Perception utility or perceived benefits of the use of feature *live streaming commerce* on TikTok

In the context of live streaming commerce on TikTok, if consumers feel that the feature helps them find their product interests or get the necessary information, they are more motivated to participate.

a) *Live streaming commerce* on TikTok features shopping online, which can speed up the transaction process.

In *live streaming commerce* on TikTok, Informant I2 said there is no need to leave the platform when you see products shown by broadcasters and listen to explanations about products that are up to the purchase.

b) *Live streaming commerce* on TikTok features online shopping and provides complete product information.

Perceived superiority informant I1 from the shop through live streaming TikTok is the ability to see the products directly in live streaming, like the shape, color, and other details without effect camera.

6. Joining TikTok with Tokopedia as a partnership

Based on the results of interviews with resource persons, consumers loyal to TikTok found out how they view their cooperation with Tokopedia. As for themes found about the Removal of feature live streaming commerce on TikTok by the government, usage of feature live streaming commerce on TikTok period length, activity live streaming commerce on TikTok after integration with Tokopedia, and the existence of perceived features after the second platform integration.

a) Removal Feature *Live Streaming Commerce* on Tiktok by the Government

Removal feature: *Live streaming commerce* on TikTok creates a shopping process that is more difficult and necessary for businesses to find return-appropriate items with need informant I1. When the feature lives streaming commerce TikTok Shop closed, some order informant I3 was moderate in the journey, so No can track, which caused panic. Informant I3 felt disturbed because they had to look for another e-commerce platform for shopping. However, the promotions and discounts offered are not as crazy as those on TikTok.

b) Activity *Live Streaming Commerce* on Tiktok After Integration with Tokopedia

Informant I2's view is that since TikTok Shop joined Tokopedia, activity on the TikTok Shop is visible more dimly. Some of the usual influencers active in

live streaming to sell products they recommend are now seldom seen active on TikTok.

c) Existence Features that are felt after TikTok and Tokopedia Integrate

Informant I3 revealed that there was a significant difference after TikTok joined Tokopedia. Changes are seen in addition to the color green and options for payment through GoPay; however, there is a significant change in the use of platforms as a whole.

d) Use Feature *Live Steaming Commerce* on Tiktok in Longterm

Informant I 1 said they could keep shopping through TikTok Shop in the future because cooperation makes the shopping experience suitable. Informant I2 plans To return to TikTok Shop because it offers unique and informative live-streaming experiences.

DISCUSSION

1. Perception consumers on feature *live streaming commerce* on the platform TikTok

Research results show that the perception of the feature of live streaming commerce on TikTok is that it is an online shopping platform capable of increasing interaction with customers. Based on the results, the interview found that feature live streaming commerce available on TikTok. These platforms allow users to look for various products and services and interact directly with the seller. Through direct interaction, consumers can submit questions, ask for recommendations and suggestions, and even watch demonstration products for a time, creating more personalized and interactive shopping. Consumers not only see picture products but can see products in a way that is direct in live streaming and get answers directly submitted by consumers.

2. Influence party external to intention use *live streaming commerce* feature on Tiktok

Research results show that influence party external like family in context intention For shopping online through live streaming commerce on TikTok covers factors like recommendation products and experiences. Recommendations from member families, such as parents and siblings, can influence consumers' decision to shop online through *live streaming commerce* on TikTok. If the member family has their own experience of the positive when shopping through the platform, then it is possible that big consumers will feel motivated To try To shop through feature *live streaming*.

3. Perception obstacle use feature *live streaming commerce* on TikTok

Research shows that fights over product moments in live streaming can become obstacles to intentional consumers. Live streaming commerce is available on TikTok for buying a product. In situations of frequent live streaming competition to get goods, consumers often feel hampered in getting available products in an amount limited. This matter happens because of intense competition between

consumers. To get products, especially when offering attractive discounts with available products, is limited.

4. Perception convenience use feature *live streaming commerce* on TikTok

Research results show that easy, understandable, and intuitive features play a role in forming intention consumers. For use feature *live streaming commerce* on TikTok. In context, *live streaming commerce on TikTok, an easy feature that is understandable and intuitive, can become attention To ensure consumers Can fluently interact with feature live streaming commerce*, e. A structured layout with Good allows consumers to find their desired products, follow session live streaming, and make purchases. When consumers feel convenience in understanding the features of live streaming, they tend to consider the application pleasant.

5. Perception utility or perceived benefits of using feature *live streaming commerce* on TikTok

Research results show that Live-streaming *commerce* on TikTok is an *online* platform that speeds up the transaction process—experience shopping in a direct, interactive, and efficient way. Make consumers TikTok feel convenient when looking for the item they want to purchase while watching broadcast *live streaming*. Feature *live-streaming commerce* allows consumers to get quick answers about the available goods from announcers. This matter creates a shopping process that becomes more efficient because users can continue transactions more quickly.

6. Joining TikTok with Tokopedia as a partnership

Research results show that the government's deletion of feature live-streaming commerce on TikTok brought up various consumer reactions to using feature live-streaming *commerce* on TikTok. The removal feature of live streaming commerce on TikTok makes the shopping process more challenging, feeling sad for several consumers. Consumers find it difficult to return appropriate items when needed after the feature is deleted. Besides that, some consumers keep several items in their basket shopping. However, several consumers feel That the deletion feature of live-streaming commerce on TikTok is not affected because they can switch to other *platforms*. Consumers realized different activities of live streaming commerce on TikTok after integration with Tokopedia. When TikTok Shop joined Tokopedia, it was visible that activity on the TikTok Shop was experiencing a decline in the algorithm. Some of the usual influencers active in live streaming are now seen as seldom active on TikTok.

CLOSING

Conclusion

The COVID-19 pandemic has changed the interactions between society and encouraged the enhancement of the utilization of digital technology. Phenomenon: This is reflected in the growth of internet use and the digital activity economy based in Indonesia. *Live streaming commerce* has become a trend in online shopping that influences consumers' perceptions and intentions. First, from perception, consumer

results study shows that consumers consider the feature of live streaming commerce on TikTok as a shopping platform online is possible to interact directly with sellers, improving the experience of shopping to become more personal and interactive. Second, from the influence party, external results show that family and friends play a role in growing the intention of consumers to use the feature of *live streaming commerce*. Recommendations from members, family, and friends can increase perception intention use. Besides trust in brand and appearance, Broadcasters also contribute to forming consumers' intentions. However, several possible obstacles influence the intention of consumers to use features. This is like competition. To get the product in limited numbers, left behind, and obtain promotion Because of limitations on time, quality, lousy application, risk of fraud, limitations in internet usage, and errors in the delivery of goods can become barriers for consumers. Featured live streaming commerce on TikTok also provides a benefit that is accessible features , understandable, and intuitive, which is essential in forming the intention of consumers to use feature *live streaming commerce* on TikTok. Integration of TikTok with Tokopedia as a partnership creates various consumer reactions.

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