

# THE INFLUENCE OF TIKTOK LIVE STREAMING AFFORDANCE ON CONSUMER'S GIFT-GIVING AND PURCHASE INTENTION ON SOMETHINC BEAUTY PRODUCTS

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## ABSTRACT

The popularity of live streaming on social media platforms and e-commerce, particularly on TikTok, has led to increased interest in purchasing products in Indonesia. Somethinc Beauty Products, a new brand established in 2019, has achieved remarkable sales and emerged as the top-selling beauty product in e-commerce. This study examines the impact of the Live Streaming strategy on TikTok on gift-giving and customer buying interest in Somethinc's beauty products. The research focuses on daily active TikTok users aged 16-55 who love shop online and have experience buying or watching Somethinc's live streaming within the past three months. A sample of 440 respondents was selected using purposive sampling. The data was collected through questionnaires and analyzed using SEM-PLS, considering variables such as Telepresence, Flow, Guidance Shopping, Metavoicing, Swift Guanxi, Purchase Intention, and Gift-Giving Intention. The findings indicate that Telepresence is negatively associated with Swift Guanxi, while Flow, Guidance Shopping, and Metavoicing are positively associated with Swift Guanxi. Swift Guanxi, in turn, positively influences both purchase intention and gift-giving intention. Future research should explore alternative indicators for the telepresence variable, consider different live streaming platforms and subjects, and incorporate additional variables for a more comprehensive understanding.

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## 1. INTRODUCTION

Purchase intention is an important issue to study in various industrial fields at this time (Xiao et al., 2018). Purchase intention is one of the concepts that reflects real purchasing behavior (Pandey & Srivastava, 2016). Understanding what consumers want and creating purchase intention in consumers is an effective strategy to deal with today's dynamic business environment (Pan & Chen, 2019). The influence of current technological developments has a major impact on society. Dissemination of content from various social media platforms makes it easy for the general people understand to get information. However, there is instability in customer purchase intention. Online consumers cannot see the physical condition of the goods and sellers directly (Shahnaz & Wahyono, 2016). Because product sales on the internet will change the way marketing purchases (Lupiyoadi, 2013).

The popularity of social media has been rapidly increasing recently, primarily because it can replicate the daily social interactions of individuals. Consequently, the logical next step involves incorporating social media usage into online retail activities. Utilizing social media platforms has the potential to enhance the intention to make online purchases, particularly within the context of a social media environment (Prasetio et al., 2017). A considerable number of individuals make use of easily accessible online shopping platforms to fulfill their purchasing needs. Engaging in online shopping is perceived to offer advantages in terms of time, cost and effort savings. In order to effectively promote their products, online businesses must carefully consider the lifestyles and attitudes of consumers when making purchasing decisions. This entails enabling entrepreneurs to develop strategies aimed at enhancing consumer satisfaction and ultimately boosting their revenue (Warayuanti & Suyanto, 2015). Therefore, the trend of selling through live streaming on social media platforms and even e-commerce is one of the best strategies that influence customer purchase intention, because consumers can see the physical condition of the goods and sellers directly.

Gift-giving, also referred to as donation involves giving virtual gifts to live streamers. Giving gifts in the context of live streaming is an effective way to get attention, especially when given a gift of high value. As a result, users often send virtual gifts to live streamers to improve their relationships and increase their sense of social status (Hamilton et al., 2014). The Live Streaming app includes a gifting feature in the interface, which allows viewers to react and express appreciation for live content in real-time. Giving gifts serves as a means to collect diamonds, which are awarded based on the popularity of live videos.

The authors of this study directed their attention towards a specific social media platform, namely TikTok. Indonesia holds a significant market share for the TikTok application, ranking second globally in terms of the number of active users, surpassing 22 million monthly active users (We Are Social, 2022). Based on observations of existing phenomena, TikTok is not only an entertainment medium, but also a trade promotion medium (Azizah et al., 2021). This research uses the TikTok application as the medium because TikTok has succeeded in becoming a favorite non-game application which is very popular for downloading by internet citizens and TikTok also has a perfect gift and purchase function. The social media communication initiated by companies has a statistically significant impact on the social media communication generated by users (Arinni & Sharif, 2022). Within the TikTok platform, brands deliver marketing content that exhibits a high level of communication, ensuring clarity and ease of comprehension for the audience. Additionally, brands demonstrate a remarkable level of creativity in crafting engaging content.

Ecommerce live streaming enhances traditional ecommerce practices in a number of ways, as highlighted by Sun et al. (2019) and Wang et al. (2018a). First, through real-time video, streamers offer consumers more comprehensive transaction details. Second, live streaming allows consumers to engage directly with streamers in real-time. Thirdly, live streaming plays a crucial role in facilitating personalized guidance services provided by streamers. By optimizing the several methods above, buyers can more easily determine and purchase the products they are interested in. Because with live streaming, buyers are less likely to buy the wrong product. As a form of appreciation for explanation assistance by the host of a live streaming, buyers or viewers can give gifts contained in the live streaming display.

One of the contents from social media marketing that is in great demand, especially for teenagers, is beauty content. Currently, the promotion of beauty products through social media is in full swing, all brands are competing to create strategies to win the market. In this research, we choose Somethinc Beauty Products. Somethinc is a brand of relatively recent origin, having been established in 2019. However, as a new brand, Somethinc managed to achieve total sales of IDR 53.2 billion and managed to occupy the first position in sales of the best-selling beauty products in E-Commerce in its first three years established as a beauty products brand in Indonesia (Compas, 2022). This is because the Somethinc brand is believed to be the mainstay of skincare for many people with powerful ingredients and benefits.

The social relationship between streamers and buyers is based on the guidelines of shared advantage and keeping up a concordant relationship, which is known as quick guanxi. This form of relationship building is characterized by its quick foundation, moo taken a toll, and centered objectives (Cheng et al., 2020). Swift guanxi speaks to the extension of conventional commerce connections, where social relations are shaped based on the trade of benefits to attain certain objectives (Ou et al., 2014). When streamers work for buyers, they regularly receive blessings in return, emphasizing the trade guidelines of benefits. Hence, quick guanxi plays an imperative part within the world of online exchanging (Liu et al., 2008).

Despite the fact that quick guanxi plays a critical part in forming the shopper decision-making handle amid online shopping, the component for the arrangement of quick guanxi between streamers and customers is still vague (Lin et al., 2019). Hence, this consider builds a hypothetical demonstration based on the hypothesis of reasonableness and quick guanxi hypothesis to test observationally the impact of the reasonableness of TikTok live spilling on the advancement of quick guanxi between streamers and buyers. Furthermore, it explores the ensuing impact on shopper buying behavior and gift-giving designs.

## 2. METHOD

### Scale Development

This employment considers a questionnaire-based study to gather information and test the hypothetical demonstrate beneath examination. The survey consists of two parts: a study capturing statistical characteristics and an overview evaluating intrigued builds. To guarantee the legitimacy of the survey, the scale used in this ponder was inferred from the existing writing, and the important estimation things were tried and re-examined to adjust to the e-commerce live streaming settings. Since the first

estimation things were in English, a back-translation strategy was utilized to create Indonesian measurement items, guaranteeing consistency between the Indonesian scale and the initial scale.

According to Sekaran and Bougie (2016), the interval scale is defined as a multipoint scale that measures differences, regularities, and degrees of equality between different responses. In this study, an interval scale was used, in which respondents rate different items with respect to a variable on a five-point (or other specified number of points) scale, which allows for summarization. The Likert scale, a commonly used interval scale, is used to measure opinions and attitudes. It captures the respondent's level of agreement or disagreement with the statements given in the questionnaire. The Likert scale is represented by Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

### Data Collection

This study selected TikTok live users as the survey sample due to the availability of suitable participants, given the robust gift-giving and purchase functionalities within TikTok live and the substantial user base. The questionnaire was disseminated through various channels, including the author's own social media platform, as well as assistance from the author's family and friends in sharing it on their social media platforms. To be eligible for participation, individuals must meet specific criteria: they have to be daily TikTok users in Indonesia, aged between 16 and 55 years, have a preference for online shopping, and have experience purchasing products or at least have observed live streaming products sales on the TikTok application within the past three months. A total of 450 questionnaires were collected from participants, and after applying screening criteria, invalid responses were eliminated. Ultimately, 440 valid questionnaires were included in the analysis.

Table 1. Measurement Scales

Variable	Sub-Variable	Indicators	No Item	
TikTok Live Streaming	Telepresence	While watching a live stream selling Somethinc products on the TikTok app, my body is in the room, but I feel my mind is in the world created by the host of the live stream.	TEP1	
		While watching a live stream selling Somethinc products on the TikTok application, I feel immersed in the world created by the host of the live stream.	TEP2	
		For me, the world generated by the host live stream selling Somethinc products on the TikTok app is 'somewhere I go' rather than 'something I see'.	TEP3	
		I feel more in the 'real world' than the 'computer world' when I watch a live stream selling Somethinc products on the TikTok application.	TEP4	
	Flow		While watching the live stream of Somethinc selling products on the TikTok app, I didn't notice how time flies	FLO1
			When watching live stream selling Somethinc products on the TikTok app, I often forget what I have to do	FLO2
			Watching a live stream of Somethinc selling products on the Tiktok app gives me a temporary escape from the real world	FLO3
			When watching a live stream selling Somethinc products on the TikTok app, I don't get distracted easily by anything else	FLO4
	Guidance Shopping		Host on the Somethinc product sale live broadcast on the TikTok app can give me information about all the alternative products I want to buy	GS1
			A live sale host of Somethinc products on the TikTok app can help me define my product needs without any restrictions	GS2

		A live sale host of Somethinc products on the TikTok app can help me identify which product attributes best suit my needs	GS3
		A live sale host of Somethinc products on the TikTok app were able to provide me with personal product customization based on my needs	GS4
		Shopping during a live sale of Somethinc products on the TikTok app allows me to comment on products live as well	ME1
		Shopping during a live sale of Somethinc products on the TikTok app allows me to react to host feedback about the product	ME2
	Metavoicing	Shopping during a live sale of Somethinc product on the TikTok app allows me to share my opinion with the host about the product	ME3
		Shopping during a live sale of Somethinc products on the TikTok app allows me to join in on the hosts' communal discussions about the product	ME4
		Shopping during a live sale of Somethinc products on the TikTok app allows me to share my shopping experience with the host	ME5
		If I buy Somethinc on a live stream on the TikTok app, they give me a discount	RF1
	Reciprocal Favor	Somethinc product sales host on the TikTok application and I give each other positive ratings or comments	RF2
		Somethinc product sales host on the TikTok app and I help each other	RF3
Swift Guanxi		Somethinc products sales host on the TikTok app and I prove that we are friends by helping each other	RF4
		Somethinc product sales host on the TikTok app and I keep the harmony	RH1
	Relationship Harmony	Somethinc products sales host on the TikTok app and I avoid conflict	RH2
		Somethinc products sales host on the TikTok app and i respect each other	RH3
	Purchase Intention	I would consider shopping for Somethinc products while live on the TikTok app as my first shopping option	PUI1
		I intend to purchase Somethinc products or services via live streaming on the TikTok app	PUI2
		I hope to purchase Somethinc products or services through a live broadcast on the TikTok app	PUI3
		I'd like to give a gift to the host of a live sale of Somethinc product sale on the TikTok app	GGI1
	Gift-Giving Intention	I intend to give a gift to the host of a live sale of Somethinc product sale on the TikTok app	GGI2
		I'm very likely to give a gift to the host of a live sale of Somethinc product sale on the TikTok app	GGI3
		I'm going to give a gift to the host of a live sale of Somethinc product sale on the TikTok app	GGI4

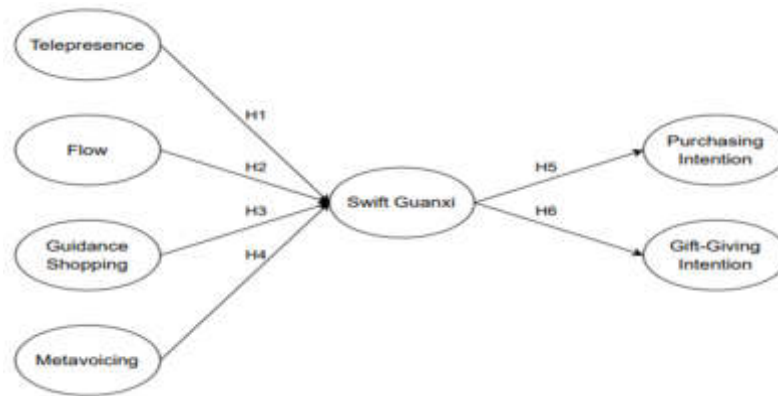


Figure 1. Theoretical Model

The following is a hypothesis test that will be used in this study:

Hypothesis Testing 1

- H0: Telepresence affordance is negatively associated with Swift Guanxi
- H1: Telepresence affordance is positively associated with Swift Guanxi

Hypothesis Testing 2

- H0: Flow affordance is negatively associated with Swift Guanxi
- H2: Flow affordance is positively associated with Swift Guanxi

Hypothesis Testing 3

- H0: Guided shopping affordance is negatively associated with Swift Guanxi
- H3: Guided shopping affordance is positively associated with Swift Guanxi

Hypothesis Testing 4

- H0: Metavoicing affordance is negatively associated with Swift Guanxi
- H4: Metavoicing affordance is positively associated with Swift Guanxi

Hypothesis Testing 5

- H0: Swift Guanxi is negatively associated with purchase intention
- H5: Swift Guanxi is positively associated with purchase intention

Hypothesis Testing 6

- H0: Swift Guanxi is negatively associated with gift-giving intention
- H6: Swift Guanxi is positively associated with gift-giving intention

**3. RESULTS AND DISCUSSION**

The characteristics of the respondents in this research were presented based on gender, age, profession, educational level and monthly income of the respondents. Table 2 shows the Demographic Profile of respondents.

Table 2. Respondents Demographic Profile

Variable	Category	Number	Ratio
Gender	Male	85	19%
	Female	355	81%
Age	16 – 25 years	226	51%
	26 – 35 years	92	21%
	36 – 45 years	97	22%
	46 – 55 years	25	6%
Profession	Student	213	48%
	Employee	90	20%
	Entrepreneur	60	14%

	Housewife	62	15%
	Others	15	3%
Education Level	High school and below	210	48%
	Undergraduate	197	45%
	Master degree and above	33	7%
	< 1.000.000	34	8%
Monthly Income	1.000.000 – 2.999.000	143	32%
	3.000.000 – 4.999.000	168	38%
	≥ 5.000.000	95	22%

### SEM PLS Results

#### Reliability and Convergent Validity Test

A set of 31 things has been created to fit the eight developments, and is essential for setting up the unwavering quality of things recognizable proof within the survey. To realize this, we calculate the Stacking Figure (LF) for each thing in connection to its particular develop (Fornell & Larcker, 1981). The stacking figure over the satisfactory edge of 0.6 affirms the unwavering quality of something recognizable proof. Evaluated values for these parameters are displayed in Table 3. The comes about appear that the most reduced values for Develop Unwavering quality (CR) and Normal Change Extricated (AVE) for each build surpasses the satisfactory limits of 0.6 for CR individually (Urbach & Ahlemann, 2010) and 0.5 for AVE (Hair et al., 2010), afterward affirming the legitimacy and unwavering quality of develop recognizable proof.

To evaluate whether the distinguished builds are influenced by multicollinearity, we tried the Change Expansion Calculate (VIF) for each develop (James et al., 2021). The worthy extend for VIF values is as a rule between 3.3 and 5 (Kock & Lynn, 2012). We have assessed VIF values for all builds, and found them to be within worthy ranges.

Table 3. Reliability and Convergent Validity Test

Variable	Indicator	Outer Loading	AVE	CR	Cronbach's Alpha	VIF
Telepresence (TEP)	TEP1	0.827	0.646	0.879	0.817	2,030
	TEP2	0.762				1,533
	TEP3	0.782				1,558
	TEP4	0.842				2,073
Flow (FLO)	FLO1	0.850	0.745	0.921	0.886	2,208
	FLO2	0.869				2,441
	FLO3	0.839				2,065
	FLO4	0.894				2,747
Guidance Shopping (GS)	GS1	0.866	0.752	0.924	0.890	2,391
	GS2	0.861				2,298
	GS3	0.855				2,193
	GS4	0.885				2,620
Metavoicing (ME)	ME1	0.842	0.745	0.936	0.914	2,403
	ME2	0.865				2,699
	ME3	0.872				2,678
	ME4	0.859				2,557
	ME5	0.877				2,839
Reciprocal Favor (RF)	RF1	0.741	0.516	0.881	0.843	1,698
	RF2	0.791				1,938
	RF3	0.702				1,584
	RF4	0.701				1,641
Relationship Harmony (RH)	RH1	0.625	0.799	0.923	0.874	1,387
	RH2	0.788				1,935
	RH3	0.665				1,426
Purchase Intention (PUI)	PUI1	0.892	0.799	0.923	0.874	2,300
	PUI2	0.884				2,261
	PUI3	0.906				2,546

	GGI1	0.909				3,395
Gift-Giving	GGI2	0.916				3,494
Intention (GGI)	GGI3	0.912	0.837	0.954	0.935	3,520
	GGI4	0.922				3,827

### Discriminant Validity Test

Discriminant validity can be affirmed when things related to a specific build show solid informative control for that develop, while showing powerless informative control for other developments (Fornell & Larcker, 1981). To set up discriminant legitimacy, we ought to guarantee that stacking is reliably higher than cross-loading (Gefen & Straub, 2005). After assessing the cross-loading, we have decided that the stacking in fact surpasses the comparing cross-loading, affirming discriminant legitimacy. These come about can be seen in Table. 3

Table 4. Discriminant Validity Test

	FLO	GGI	GS	ME	PUI	SG	TEP
FLO	0,863						
GGI	0,763	0,915					
GS	0,745	0,630	0,867				
ME	0,727	0,612	0,857	0,863			
PUI	0,768	0,699	0,769	0,746	0,894		
SG	0,766	0,724	0,852	0,825	0,801	0,719	
TEP	0,624	0,599	0,763	0,745	0,651	0,714	0,804

### SRMR Test

SRMR, an acronym for Standardized Root Mean Square Residual, serves as a metric to assess the divergence between the watched covariance lattice and the model-derived covariance framework in speculation testing. Satisfactory SRMR values can reach up to 0.08 (Hu and Bentler, 1999). Within the test comes about, the SRMR esteem is detailed as 0.046, indicating that the show follows the criteria because it is underneath 0.08. The chi-square test could be a factual strategy used to look at the relationship between categorical factors. In this investigate demonstration, the degrees of flexibility (DF) sum to 438 due to the nearness of 31 pointers. The computer program shows a Chi-Square value of 1307.695. Since this Chi-Square's esteem is lower than three times the DF, it proposes that the demonstration could be a great fit. The NFI speculation continues to a measurable theory assessing the adequacy of demonstrating fit based on the Ordinary Fit Record (NFI) degree. This measurement ranges from to 1, with a proposal by Bentler and Cap (1980) that values over 0.90 demonstrate a great fit. Be that as it may, the shown esteem of 0.880 falls brief of the >0.90 base, proposing a moderately powerful level of wellness. In any case, considering the by and large information, this show is still considered to be fitting.

Table 5 The Saturated Model (SRMR)

	Saturated Model	Estimated Model
SRMR	0,046	0,063
d_ULS	1,062	1,985
d_G	0,546	0,646
Chi-Square	1307,695	1475,856
NFI	0,880	0,865

### Hypothesis Test

The path coefficients, p-values, and t-values were examined to make decisions about accepting or rejecting the hypotheses. The hypotheses are presented in Table. 5

In this regard, theory testing utilizes a two-tailed test with a centrality level of 5%, comparing to a basic esteem of 1.96. The way coefficient of esteem speaks to the heading and greatness of the relationship between exogenous idle developments and endogenous idle builds.



Figure 2. Structural Model with Path Weight and Significance Level

Based on the data given in Table 5, the speculations can be analyzed and clarified as it takes after:

**H1. Telepresence affordance is positively associated with Swift Guanxi**

Table 5. shows that the effect of Telepresence on Swift Guanxi is significantly negative (Path Coefficient = 0.066, T-Values = 1.401). It can state that H1 is not accepted, meaning that “Telepresence affordance is negatively associated with Swift Guanxi”.

**H2. Flow affordance is positively associated with Swift Guanxi**

Table 5. shows that the effect of Flow on Swift Guanxi is significantly positive (Path Coefficient = 0.236, T-Values = 6.185). It can state that H2 is accepted, meaning that “Flow affordance is positively associated with Swift Guanxi”. So that the better the Flow, the higher the level of Swift Guanxi.

**H3. Guidance Shopping affordance is positively associated with Swift Guanxi**

Table 5. shows that the effect of Flow on Swift Guanxi is significantly positive (Path Coefficient = 0.406, T-Values = 7.722). It can state that H3 is accepted, meaning that “Guidance Shopping affordance is postively associated with Swift Guanxi”. So that the better the Guidance Shopping, the higher the level of Swift Guanxi.

**H4. Metavoicing affordance is positively associated with Swift Guanxi**

Table 5. shows that the effect of Metavoicing on Swift Guanxi is significantly positive (Path Coefficient = 0.257, T-Values = 4.888). It can state that H4 is accepted, meaning that “Metavoicing affordance is postively associated with Swift Guanxi”. So that the better the Metavoicing, the higher the level of Swift Guanxi.

**H5. Swift Guanxi is positively associated with purchase intention**

Table 5. shows that the effect of Swift Guanxi on Purchase Intention is significantly positive (Path Coefficient = 0.801, T-Values = 27.642). It can state that H5 is accepted, meaning that “Swift Guanxi is positively associated with purchase intention”. So that the better the Swift Guanxi, the higher the level of Purchase Intention.

**H6. Swift Guanxi is positively associated with gift-giving intention**

Table 5 shows that the effect of Swift Guanxi on Gift-Giving Intention is significantly positive (Path Coefficient = 0.724, T-Values = 24.007). It can state that H6 is accepted, meaning that “Swift Guanxi is positively associated with gift-giving intention”. So that the better the Swift Guanxi, the higher the level of Gift-Giving Intention.

Each speculation is upheld based on the measurable examination, which appears noteworthy positive connections between the particular factors. The way coefficients, p-values, and t-values demonstrate solid prove for tolerating the speculations, illustrating the affect and significance of



Telepresence, Flow, Guidance Shopping, Metavoicing, Reciprocal Favor and Relationship Harmony on various indicators and ultimately on Purchase Intention and Gift-Giving Intention.

Table 6. Coefficient Path Table

Hypothesis	Structural Path	Path Coefficient	T - Statistics	P - Values	Conclusion
H2	Flow -> Swift Guanxi	0.236	6.185	0.000	Accepted
H3	Guidance Shopping -> Swift Guanxi	0.406	7.722	0.000	Accepted
H4	Metavoicing -> Swift Guanxi	0.257	4.888	0.000	Accepted
H6	Swift Guanxi -> Gift-Giving Intention	0.724	24.007	0.000	Accepted
H5	Swift Guanxi -> Purchasing Intention	0.801	27.642	0.000	Accepted
H1	Telepresence -> Swift Guanxi	0.066	1.401	0.162	Not Accepted

#### 4. CONCLUSION

Based on the innovation affordance hypothesis, this paper uncovers the instrument of consumers' gift-giving and deliberate buy. The comes about appeared that (1) Telepresence affordance is negatively associated with Swift Guanxi, (2) Flow affordance is positively associated with Swift Guanxi, (3) Guidance Shopping affordance is positively associated with Swift Guanxi (4) Metavoicing affordance is positively associated with Swift Guanxi, (5) Swift Guanxi is positively associated with purchase intention and (6) Swift Guanxi is positively associated with gift-giving intention.

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