DAFTAR PUSTAKA

Adolphs, C., & Winkelmann, A. (2010). Personalization Research in E-Commerce—A State Of The Art Review (2000-2008). *Journal of Electronic Commerce Research*, *11*(4).

Afaq, Z., Gulzar, A., & Aziz, S. (2020). The effect of atmospheric harmony on re-patronage intention among mall consumers: The mediating role of hedonic value and the moderating role of past experience. *Journal of Consumer Marketing*, *37*(5), 547–557. https://doi.org/10.1108/JCM-09-2018-2847

Affifa. (2024, August 21). *Indonesia E-commerce Market: Growth Insights, Challenges, and Prospect*. Cube Asia. https://cube.asia/indonesia-ecommerce-market-growth-insights-challenges-and-prospect/

Angelsen, A. (Ed.). (2011). *Measuring livelihoods and environmental dependence: Methods for research and fieldwork*. Earthscan.

Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, *79*(2), 77–95. https://doi.org/doi:10.1016/S0022-4359(03)00007-1

Arora, N., Liu, W. W., Robinson, K., & Stein, E. (2021). *The value of getting personalization right—Or wrong—Is multiplying | McKinsey*. https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

Askpert. (2024, August 26). The Rise of Live Shopping: Is Ecommerce in Indonesia Changing? *Askpert.Id*. https://askpert.id/blog/?p=96

Aslam, W., & De Luna, I. (2021). The relationship between brand Facebook page characteristics, perceived value, and customer engagement behavior: An application of Stimulus-Organism-Response (S-O-R). *Review of Business Management*, 43–62. https://doi.org/10.7819/rbgn.v23i1.4092

Bem, S. L. (1981). Gender Schema Theory: A Cognitive Account of Sex Typing. *Psychological Review*, *88*(4), 348–364. https://doi.org/10.1037/0033-295X.88.4.354

Bhakat, R. S., & Muruganantham, G. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, *5*(3), p149. http://dx.doi.org/10.5539/ijms.v5n3p149

Bies, S. M. T. A., Bronnenberg, B. J., & Gijsbrechts, E. (2021). How push messaging impacts consumer spending and reward redemption in store-loyalty programs. *International Journal of Research in Marketing*, *38*(4), 877–899. https://doi.org/10.1016/j.ijresmar.2021.02.001

Boden, M. (1996). *Artificial Intelligence* (Second Edition). Academic Press.

Business Indonesia. (2023, June 21). *Indonesia's E-commerce revenue reaches US$51.9 Bn, highest in Southeast Asia*. https://business-indonesia.org/news/indonesia-s-e-commerce-revenue-reaches-us-51-9-bn-highest-in-southeast-asia

Chang, H.-J., Eckman, M., & Yan, R.-N. (2011). Application of the Stimulus-Organism-Response model to the retail environment: The role of hedonic

motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, *21*(3), 233–249. https://doi.org/10.1080/09593969.2011.578798

Chang, L. (1994). A psychometric evaluation of 4- point and 6-point Likert-type scale in relation to reliability and validity. *Applied Psychological Measurement*, *18*(3), 205–215. https://doi.org/10.1177/014662169401800302

Chang, S. E., & Yu, C. (2023). Exploring Gamification for Live-Streaming Shopping—Influence of Reward, Competition, Presence and Immersion on Purchase Intention. *IEEE Access*, *11*, 57503–57513. https://doi.org/10.1109/ACCESS.2023.3284033

Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, *41*(2), 745–783. https://doi.org/10.1007/s10490-023-09871-y

Chevalier, S. (2024, Mei). *Global retail e-commerce sales 2014-2027*. Statista. https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, *16*(3), 297–334. https://doi.org/10.1007/BF02310555

Cross, C. P., Copping, L. T., & Campbell, A. (2011). Sex differences in impulsivity: A meta-analysis. *Psychological Bulletin*, *137*(1), 97–130. https://doi.org/10.1037/a0021591

De Canio, F., Fuentes-Blasco, M., & Martinelli, E. (2021). Engaging shoppers through mobile apps: The role of gamification. *International Journal of Retail & Distribution Management*, *49*(7), 919–940. https://doi.org/10.1108/IJRDM-09-2020-0360

De Canio, F., Martinelli, E., & Endrighi, E. (2021). Enhancing consumers' pro-environmental purchase intentions: The moderating role of environmental concern. *International Journal of Retail & Distribution Management*, *49*(9), 1312–1329. https://doi.org/10.1108/IJRDM-08-2020-0301

Del Carmen Rodríguez-Hernández, M., & Ilarri, S. (2021). AI-based mobile context-aware recommender systems from an information management perspective: Progress and directions. *Knowledge-Based Systems*, *215*, 106740. https://doi.org/10.1016/j.knosys.2021.106740

Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From game design elements to gamefulness: Defining "gamification." *Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments*, 9–15. https://doi.org/10.1145/2181037.2181040

Dhar, R., & Wertenbroch, K. (2000). Consumer Choice between Hedonic and Utilitarian Goods. *Journal of Marketing Research*, *37*(1), 60–71. https://doi.org/10.1509/jmkr.37.1.60.18718

DiGirolamo, V. (2024). *US Gen Z and Millennials Online Shopping Behaviors Report 2024-2029*. Deloitte. https://store.mintel.com/report/us-gen-z-millennial-online-shopping-behaviors-market-report

Fayola, F., Graciela, V., Chandra, V., & Sukmaningsih, D. W. (2024). Impact of Gamification Elements on Live Streaming E-Commerce (Live Commerce). *Procedia Computer Science*, *245*, 1065–1074. https://doi.org/10.1016/j.procs.2024.10.335

Garcia Valencia, O. A., Thongprayoon, C., Jadlowiec, C. C., Mao, S. A., Miao, J., & Cheungpasitporn, W. (2023). Enhancing Kidney Transplant Care through the Integration of Chatbot. *Healthcare*, *11*(18), 2518. https://doi.org/10.3390/healthcare11182518

Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.

Groh, F. (2012). Gamification: State of the Art Definition and Utilization. *Institute of Media Informatics*, *4*, 39–46.

Gujar, V. (2024). New Age Marketing: AI Personalization Strategies In Digital World. *IARJSET*, *11*(3). https://doi.org/10.17148/IARJSET.2024.11346

Gulfraz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, *68*, 103000. https://doi.org/10.1016/j.jretconser.2022.103000

Gupta, S., Kushwara, P. S., Badhera, U., & Chatterjee, P. (2023). Identification of benefits, challenges, and pathways in E-commerce industries: An integrated two-phase decision-making model. *Sustainable Operation and Computers*, *4*, 200–218. https://doi.org/10.1016/j.susoc.2023.08.005

Hair, J. F., L.D.S. Gabriel, M., Da Silva, D., & Braga Junior, S. (2019). Development and validation of attitudes measurement scales: Fundamental and practical aspects. *RAUSP Management Journal*, *54*(4), 490–507. https://doi.org/10.1108/RAUSP-05-2019-0098

Han, Y. K., Morgan, George. A., Kotsiopulos, A., & Kang-Park, J. (1991). Impulse buying behavior of apparel purchasers. *Clothing and Textiles Research Journal*, *9*(3), 15–21. https://doi.org/10.1177/0887302X9100900303

Harpe, S. E. (2015). How to analyze Likert and other rating scale data. *Currents in Pharmacy Teaching and Learning*, *7*(6), 836–850. https://doi.org/10.1016/j.cptl.2015.08.001

Hayes, A. F. (2022). *Introduction to Mediation, Moderation, and Conditional Process Analysis A Regression-Based Approach* (Third Edition). The Guilford Press.

He, Y., Li, W., & Xue, J. (2022). What and how driving consumer engagement and purchase intention in officer live streaming? A two-factor theory perspective. *Electronic Commerce Research and Applications*, *56*, 101223. https://doi.org/10.1016/j.elerap.2022.101223

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling.

Journal of the Academy of Marketing Science, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Ho, Y.-J. (Ian), Liu, S., & Wang, L. (2023). Fun Shopping: A Randomized Field Experiment on Gamification. *Information Systems Research*, *34*(2), 766–785. https://doi.org/10.1287/isre.2022.1147

Horváth, C., & Adıgüzel, F. (2018). Shopping enjoyment to the extreme: Hedonic shopping motivations and compulsive buying in developed and emerging markets. *Journal of Business Research*, *86*, 300–310. https://doi.org/10.1016/j.jbusres.2017.07.013

Hossan, D., Dato' Mansor, Z., & Jaharuddin, N. S. (2023). Research Population and Sampling in Quantitative Study. *International Journal of Business and Technopreneurship (IJBT)*, *13*(3), 209–222.

Hox, J. J., & Boeije, H. R. (2005). Data Collection, Primary vs Secondary. *Encyclopedia of Social Measurement*, *I*, 593–600.

Huang, Q., Dastane, O., Cham, T.-H., & Cheah, J.-H. (2024). Is 'she' more impulsive (to pleasure) than 'him' during livestream e-commerce shopping? *Journal of Retailing and Consumer Services*, *78*, 103707. https://doi.org/10.1016/j.jretconser.2024.103707

International Trade Administration. (2024, January 9). *Indonesia—Country Commercial Guide*. https://www.trade.gov/country-commercial-guides/indonesia-ecommerce

Istiqomah, P., & Alfansi, L. (2024). Navigating Style: Exploring the Influence of Perceived Benefit and Perceived Ease of Use on Attitude Towards Use in AI-Enhanced Fashion E-Commerce. *Journal of Entrepreneurship and Business*, *5*(1), Article 1. https://doi.org/10.24123/jeb.v5i1.6070

Jeon, Y., Kim, S., & Lee, B.-H. (2024). The relationship of cognitive function and physical recovery stage on quality of life in stroke patients. *The Journal of Korean Academy of Physical Therapy Science*, *31*(3), 51–65. https://doi.org/10.26862/jkpts.2024.09.31.3.51

Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, *7*(4), 396–403. https://doi.org/10.9734/BJAST/2015/14975

Julia, K. (2023). *Gender Differences in Sustainable Consumption*.

Kabir, S. M. S. (2016). *Basic Guidelines for Research* (First Edition). Book Zone Publication.

Kärpuk, K. (2023, August 14). Gamification marketing statistics 2023. *Adact*. https://adact.me/blog/gamification-marketing-statistics/

Kazakevičiūtė, A., & Banytė, J. (2013). The Relationship of Consumers' Perceived Hedonic Value and Behavior. *Engineering Economics*, *23*(5), 532–540. https://doi.org/10.5755/j01.ee.23.5.1975

Kementrian Perdagangan. (2023). *Perdagangan Digital (E-commerce) Indonesia Periode 2023*. Pusat Data dan Sistem Informasi Kementerian Perdagangan.

Khoi, N. H., Le, A. N.-H., & Nguyen Dong, P. (2023). A moderating – mediating model of the urge to buy impulsively in social commerce live-streaming.

Electronic Commerce Research and Applications, *60*, 101286. https://doi.org/10.1016/j.elerap.2023.101286

Kolyesnikova, N., Dodd, T. H., & Wilcox, J. B. (2009). Gender as a moderator of reciprocal consumer behavior. *Journal of Consumer Marketing*, *26*(3), 200–213. https://doi.org/10.1108/07363760910954136

Kumar, V., Ashraf, A. R., & Nadeem, W. (2024). AI-powered marketing: What, where, and how? *International Journal of Information Management*, *77*, 102783. https://doi.org/10.1016/j.ijinfomgt.2024.102783

Li, L., Kang, K., Zhao, A., & Feng, Y. (2023). The impact of social presence and facilitation factors on online consumers' impulse buying in live shopping – celebrity endorsement as a moderating factor. *Information Technology & People*, *36*(6), 2611–2631. https://doi.org/10.1108/ITP-03-2021-0203

Lin, S.-C., Tseng, H.-T., Shirazi, F., Hajli, N., & Tsai, P.-T. (2023). Exploring factors influencing impulse buying in live streaming shopping: A stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, *35*(6), 1383–1403. https://doi.org/10.1108/APJML-12-2021-0903

Lin, Tseng, H. T., Shirazi, F., & Tsai, P. T. (2022). Exploring factors influencing impulse buying in live streaming shopping: A stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, *35(6)*(6), 1383–1403. https://doi.org/10.1108/APJML-12-2021-0903

Lin, X., Featherman, M., Brooks, S. L., & Hajli, N. (2019). Exploring Gender Differences in Online Consumer Purchase Decision Making: An Online Product Presentation Perspective. *Information Systems Frontiers*, *21*(5), 1187–1201. https://doi.org/10.1007/s10796-018-9831-1

Lindecrantz, E., Gi, M., & Zerbi, S. (2020, March). *Personalizing the customer experience: Driving differentiation in retail*. McKinsey.

Lithari, C., Frantzidis, C. A., Papadelis, C., Vivas, A. B., Klados, M. A., Kourtidou-Papadeli, C., Pappas, C., Ioannides, A. A., & Bamidis, P. D. (2010). Are Females More Responsive to Emotional Stimuli? A Neurophysiological Study Across Arousal and Valence Dimensions. *Brain Topography*, *23*(1), 27–40. https://doi.org/10.1007/s10548-009-0130-5

Long, J. S., & Ervin, L. H. (2000). Using Heteroscedasticity Consistent Standard Errors in the Linear Regression Model. *Taylor & Francis, Ltd*, *54*(3), 217–224. https://doi.org/m 158.140.170.31

Longoni, C., & Cian, L. (2022a). Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The "Word-of-Machine" Effect. *Journal of Marketing*, *86*(1), 91–108. https://doi.org/10.1177/0022242920957347

Longoni, C., & Cian, L. (2022b). Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The "Word-of-Machine" Effect. *Journal of Marketing*, *86*(1), 91–108. https://doi.org/10.1177/0022242920957347

Madhu, S., Soundararajan, V., & Parayitam, S. (2023). Online Promotions and Hedonic Motives as Moderators in the Relationship Between e-Impulsive Buying Tendency and Customer Satisfaction: Evidence From India. *Journal*

of Internet Commerce, *22*(3), 395–431. https://doi.org/10.1080/15332861.2022.2088035

Malhotra, N. K. (2020). *Marketing research: An applied prientation* (7th ed.). Pearson India.

McKinsey. (2023, June 29). *What is e-commerce?* https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-e-commerce

Mohsin, S. K. (2024). The Influence of AI-Driven Personalization on Consumer Decision-Making in E-Commerce Platforms. *Al Rafidain Journal of Engineering Sciences*, *2*(2), 249–261.

Mominzada, T., Bin Abd Rozan, M. Z., & Aziz, N. A. (2021). Consequences Of User Experience In a Gamified E-Commerce Platform. *International Journal of Electronic Commerce Studies*, *13*(1), 113. https://doi.org/10.7903/ijecs.2004

Nunnally, J. C. (1975). Psychometric Theory. 25 Years Ago and Now. *Educational Researcher*, *4*(10). https://doi.org/10.3102/0013189X004010007

Patov, A. (2024, Agustus). *How Gamification Can Enhance Customer Experience (CX)*.

Piron, F. (1991). *Defining impulse purchasing Advances in consumer research. 18*.

Prandner, D., & Weichbold, M. (2019). Building a Sampling Frame for Migrant Populations via an Onomastic Approach – Lesson learned from the Austrian Immigrant Survey 2016. *Social Science Open Access Repository*, 1–20. https://doi.org/10.13094/SMIF-2019-00006

Rafieian, O. (2023). AI and Personalization. *Cornell Tech and Cornell University*, *20*, 77–102. https://doi.org/10.1108/S1548-643520230000020004

Riegger, A. S., Merfeld, K., Klein, F., & Henkel, S. (2022). Technology-enabled personalization: Impact of smart technology choice on consumer shopping behavior. *Technological Forecasting and Social Change*, *181*. https://doi.org/10.1016/j.techfore.2022.121752

Rönkkö, M., & Evermann, J. (2013). A Critical Examination of Common Beliefs About Partial Least Squares Path Modeling. *Organizational Research Methods*, *16*(3), 425–448. https://doi.org/10.1177/1094428112474693

Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, *14*(2), 189. https://doi.org/10.1086/209105

Roy Dholakia, R. (1999). Going shopping: Key determinants of shopping behaviors and motivations. *International Journal of Retail & Distribution Management*, *27*(4), 154–165. https://doi.org/10.1108/09590559910268499

Russell, J. A., & Mehrabian, A. (1974). Distinguishing anger and anxiety in terms of emotional response factors. Journal of consulting and clinical psychology. *Journal of Consulting and Clinical Psychology*, *42*(1), 79–83. https://doi.org/10.1037/h0035915

Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach* (Eighth edition). Wiley.

Sharma, A., Patel, N., & Gupta, R. (2022). Enhancing Digital Ad Personalization with AI: A Comparative Study of Collaborative Filtering, Content-Based Filtering, and Deep Learning Algorithms. *European Advanced AI Journal*, *11*(10).

Shrestha, N. (2020). Detecting Multicollinearity in Regression Analysis. *American Journal of Applied Mathematics and Statistics*, *8*(2), 39–42. https://doi.org/10.12691/ajams-8-2-1

Steinskog, D. J., Tjøstheim, D. B., & Kvamstø, N. G. (2007). A Cautionary Note on the Use of the Kolmogorov–Smirnov Test for Normality. *Monthly Weather Review*, *135*(3), 1151–1157. https://doi.org/10.1175/MWR3326.1

Sudesh, S. (2024, October 7). AI-Powered Personalization: Approaches in E-commerce. *Medium*. https://payodatechnologyinc.medium.com/ai-powered-personalization-approaches-in-e-commerce-0b43d33dea9b

Sun, J. C.-Y., & Hsieh, P.-H. (2018). Application of a Gamified Interactive Response System to Enhance the Intrinsic and Extrinsic Motivation, Student Engagement, and Attention of English Learners. *Educational Technology & Society*, *21*(3), 104–116. https://www.jstor.org/stable/26458511

Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, *48*(6), 1273–1296. https://doi.org/10.1007/s11165-016-9602-2

Taherdoost, H. (2021). Data Collection Methods and Tools for Research; A Step-by-Step Guide to Choose Data Collection Technique for Academic and Business Research Projects. *HAL Open Science*, *10*(1), 10–38.

tempo.co. (2024, Oktober | 00.00 WIB). *Pertumbuhan E-Commerce Indonesia*. Tempo.

Tobon, S., Ruiz-Alba, J. L., & García-Madariaga, J. (2020). Gamification and online consumer decisions: Is the game over? *Decision Support Systems*, *128*, 113167. https://doi.org/10.1016/j.dss.2019.113167

Tuli, M., & Chaudhary, N. (2008). Cultural networks, social research and contact sampling. *Researching Families and Children: Culturally Appropriate Methods*, 53-66.

Uzunoglu, C. (2024, September 27). *eCommerce in Indonesia: Revenues & Market Development*. ECDB.Com.

Venkatachalam, P., & Ray, S. (2022). How do context-aware artificial intelligence algorithms used in fitness recommender systems? A literature review and research agenda. *International Journal of Information Management Data Insights*, *2*(2). https://doi.org/10.1016/j.jjimei.2022.100139

Wang, X., Ali, F., Tauni, M. Z., Zhang, Q., & Ahsan, T. (2022). Effects of hedonic shopping motivations and gender differences on compulsive online buyers. *Journal of Marketing Theory and Practice*, *30*(1), 120–135. https://doi.org/10.1080/10696679.2021.1894949

Weinberg, P., & Gottwald, W. (1982). Impulsive consumer buying as a result of emotions. *Journal of Business Research*, *10*(1), 43–57. https://doi.org/10.1016/0148-2963(82)90016-9

Xu, X., Wu, J.-H., & Li, Q. (2020). What Drives Consumer Shopping Behavior in Live Streaming Commerce? *Journal of Electronic Commerce Research*, *21*(3).

Xue, J., Liang, X., Xie, T., & Wang, H. (2020). See now, act now: How to interact with customers to enhance social commerce engagement? *Information & Management*, *57*(6), 103324. https://doi.org/10.1016/j.im.2020.103324

Yang, K., & Lee, H. (2010). Gender differences in using mobile data services: Utilitarian and hedonic value approaches. *Journal of Research in Interactive Marketing*, *4*(2), 142–156. https://doi.org/10.1108/17505931011051678

Yang, K., Tu, J., & Chen, T. (2019). Homoscedasticity: An overlooked critical assumption for linear regression. *General Psychiatry*, *32*(5), e100148. https://doi.org/10.1136/gpsych-2019-100148

Yu, C., Cheah, J.-H., & Liu, Y. (2022). To stream or not to stream? Exploring factors influencing impulsive consumption through gastronomy livestreaming. *International Journal of Contemporary Hospitality Management*, *34*(9), 3394–3416. https://doi.org/10.1108/IJCHM-09-2021-1137

Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, *48*, 151–160. https://doi.org/10.1016/j.ijinfomgt.2019.02.010

Zhulfakar. (2024). *Indonesia's Internet Access Hits 79.5 Pct as Speed Rises Tenfold in a Decade*. Jakarta Globe.