
Interactivity And Customer Engagement: Its Influence On Purchasing Decisions On Shopee Live “Survey On Eiger Adventure Consumers In Indonesia”

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Abstract– Advances in information technology have enabled e-commerce platforms such as Shopee to develop new ways to facilitate online shopping, namely by presenting a live streaming feature. This feature is used as a promotional medium and to present products as well as to build relationships with customers. The convenience offered by live e-commerce shopping has made many consumers switch from conventional online shopping methods. This research aims to measure the influence of interactivity and customer engagement on consumer purchasing decisions for Eiger Adventure via Shopee Live. This research is included in the explanatory research category using a quantitative approach. The sampling method in this research used nonprobability sampling with purposive sampling technique. The sample consisted of 385 respondents who had purchased Eiger Adventure products via Shopee Live. The data collected from the questionnaire is then processed and analyzed which includes validity tests, reliability tests, classical assumption tests and multiple linear regression tests. The results of this research show that interactivity and customer engagement each have a positive and significant effect on purchasing decisions. Simultaneously, interactivity and customer engagement also have a positive and significant effect on purchasing decisions.

Keywords: *interactivity, customer engagement, online purchase decisions, live streaming eiger, e-commerce.*

INTRODUCTION

The use of the latest information technology in the commercial world has changed the business landscape profoundly. The relationship between customers and businesses is no longer limited to physical stores, but has expanded into the wider digital realm (Hoyer et al., 2020). The presence of live streaming in e-commerce has revolutionized the way information exchanges and transactions are conducted, going beyond traditional transaction methods in e-commerce. This live streaming feature eliminates time and location constraints, giving merchants a powerful tool to interact with customers more efficiently and effectively (Xu et al., 2022).

Live streaming in e-commerce has shown significant progress compared to traditional e-commerce platforms, especially as it offers stronger and deeper interactions (Hu & Chaudhry, 2020). Unlike other technologies such as virtual reality, augmented reality, and robots that typically provide one-way communication, live streaming enables direct two-way communication between broadcasters and consumers in real-time. This creates a more immersive shopping experience and offers richer emotional value in interactions between individuals (Wohn et al., 2018). Due to its ability to enable live interaction in real time, live streaming technology has been widely adopted by companies as part of their online marketing strategy to significantly increase conversions and sales (Hu & Chaudhry, 2020).

As previously explained, marketing through live streaming allows two-way interaction between broadcasters and consumers, so that consumers can directly buy

products promoted in live streaming e-commerce platforms (F. Liu et al., 2022). According to IPSOS research with the Brand Used Most Often indicator, Shopee shows a significant percentage as the most frequently used marketplace platform in Indonesia. A 2023 CNBC report states that Populix's research entitled "Understanding Live Streaming Shopping Ecosystem in Indonesia" shows that the majority of respondents prefer Shopee's live streaming feature as their main option.

According to Populix research, e-commerce live streaming features such as Shopee Live have significantly increased transactions. For example, sellers on marketplaces like Eiger Adventure experienced a significant increase in transactions. As a leading brand in the field of outdoor equipment in Indonesia, Eiger recorded a turnover growth of up to 16 times by using Shopee Live. Although online shopping is already common in Indonesia, live streaming has added a new experience in online shopping. This feature was first introduced in China and is projected to reach a compound growth (CAGR) of 423 billion US dollars by 2022 (Pancawati, 2022). China's success has inspired businesses in Indonesia to start using live streaming as an innovative marketing method. Indonesia is known as a promising market, with 78 percent of consumers familiar and knowing about alternative shopping through live streaming. In fact, 71 percent of consumers claim to have purchased products through live streaming.

The most frequently purchased product category via live streaming is fashion and accessories, with the percentage reaching 85% (CNBC, 2023). Seeing the tendency of consumers to buy fashion products through live streaming, one of the fashion and adventure equipment brands, Eiger, took advantage of this opportunity by using the live streaming feature on the e-commerce platform. In its online marketing strategy, Eiger uses Shopee Live as a tool to attract purchase decisions and increase consumer engagement. To achieve this goal, Eiger almost every day conducts product marketing through the live streaming feature in the Shopee application.

In the context of live streaming, streamers from Eiger Adventure can interact directly with consumers through real-time feedback or live content, creating a very memorable and seamless experience. This process allows consumers to experience positive emotional experiences such as pleasure and enjoyment when interacting with the broadcast, which in turn can increase their engagement and loyalty to the broadcast, as well as encourage them to make purchases (Sun et al., 2021).

With the ability to communicate directly with streamer, consumers feel a more personal connection with products and brands, which encourages them to make purchases (S. G. Li et al., 2020). On the Shopee Live platform, interactions between consumers and streamer create a shopping experience that engages and strengthens social bonds. The opportunity to interact directly with streamer and other consumers makes users feel emotionally engaged and feel a sense of closeness, thus creating a sense of social presence that adds value to the online shopping experience (Jiang et al., 2019).

In the context of live stream marketing, each consumer not only acts as a separate individual, but also becomes part of an active community of buyers. Real-time interaction and feedback between streamer and other consumers make the shopping experience more than just a transaction between individuals and brands; it becomes a social process that connects consumers with other buyers, strengthens relationships between individuals, and creates a dynamic social environment (Park et al., 2017). The flow experience in live streaming marketing results in a strong emotional attachment and consumer loyalty to the streamer. It becomes an important reference in consumers' purchasing decisions,

encouraging their willingness to purchase products recommended and promoted by streamer.

Shopee Live allows sellers to create engaging experiences for consumers, influence their perception of products, and stimulate purchase decisions. This phenomenon is the background of the study, mainly due to the practice of live streaming in e-commerce that offers interactivity and customer engagement in real-time, as well as attractive offers that create a strong urge for consumers to make purchases.

LITERATURE REVIEW

Consumer Behavior

In the business sphere, humans as consumers certainly have needs or desires that must be met and the fulfillment of needs carried out by consumers aims to be able to provide a sense of satisfaction (Firmansyah, 2018). According to Kotler & Keller (2018), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, or experiences to satisfy their needs and wants. Meanwhile, Schiffman & Kanuk (2010) define consumer behavior as actions taken by consumers in searching, buying, using, evaluating, and spending products or services that are expected to satisfy their needs. Based on some of the descriptions previously described, consumer behavior is an activity carried out by consumers in finding, obtaining, using, and evaluating products or services that can provide satisfaction with wants or needs and the existence of decision actions that follow these actions.

Interactivity

Building positive and effective interactions between sellers and consumers will improve consumer satisfaction and experience, and help companies achieve their marketing goals. According to Rahmadiane & Utami (2021), interactivity is defined as the level of interaction between two or more parties in a communication medium as well as the ability to respond to the communicating party. According to Y. Liu & Shrum (2014), interactivity is a facility that allows individuals and organizations to communicate directly with each other, without being affected by distance or time. In the context of interactivity, there are three dimensions of interaction involving machine-user, user-user, and message-user. Interactivity refers to the intensity of interaction that occurs in the communication process, which reflects the feedback from the communication that occurs between the two parties (Kang et al., 2021).

Online interaction and communication between users, streamers, or other viewers on an e-commerce live streaming platform is similar to a form of interaction that allows users to turn their attention to content creators (Y. Li et al., 2021). Based on the definition described earlier, interactivity is a communication process that takes place in real-time without distance and time limitations, with reciprocity from the communicating party. The high level of interactivity allows for two-way communication and more effective exchange of information. Emotionally, good interactivity can increase consumer comfort (Rahmadiane & Utami, 2021).

Customer Engagement

Building customer engagement is one way to increase customer loyalty to products. According to Willems (2011), customer engagement is a process that aims to engage customers through interactions that include dialogue and experience, with the aim of

optimally supporting customers so as to influence their purchasing decisions. According to the explanation of Vivek et al. (2014), customer engagement is about the relationship and interaction between customers or potential customers with brands, often involving others in social networks related to brand offerings and activities. Meanwhile, So et al. (2014) define customer engagement as a personal relationship between customers and brands that is reflected in cognitive, affective, and behavioral aspects outside the buying process. Based on some of these views, customer engagement can be understood as an interaction process that includes dialogue, experience, and contributions in the form of opinions or suggestions from customers, which ultimately influence their purchasing decisions.

Purchase Decision

The buying process consists of a series of steps that begin when the consumer becomes aware of a problem, searches for information about a particular product or brand, and evaluates available alternatives to resolve the problem. According to Nurfauzi et al. (2023), purchasing decisions are the process of choosing one option from several existing options. That is, the consumer is faced with the choice to buy or not to buy, and then make a decision to buy. Kotler & Armstrong, (2018) state that a purchase decision occurs when a person chooses to buy a preferred brand, although there are two factors that separate purchase intent from purchase decision. Based on these views, it can be concluded that a purchase decision is a series of stages in which the buyer evaluates several options and then decides to buy the product or service that is considered to best suit their wants or needs.

Hypothesis

In live streaming marketing, there is real-time interaction between streamers and customers, which makes online marketing more interesting. Y. Liu & Shrum (2014) describe interactivity as the ability to communicate directly without being limited by distance or time. This two-way communication creates a distinctive transaction experience on Shopee Live. Interactivity during live streaming is expected to build communication and closeness with consumers, as well as encourage them to make purchasing decisions. Indicators used to measure interactivity include active control, two-way communication, and synchronization.

H1 : Interactivity affects purchasing decisions on Shopee live streaming.

In addition to communication between streamers and consumers, the live streaming feature also allows interaction with other subscribers. So et al. (2014) define customer engagement as a personal relationship between the customer and the brand, which is reflected in cognitive, affective, and behavioral aspects outside the buying process. Customer engagement involves dialogue, experience, and contributions in the form of opinions or suggestions, which influence purchasing decisions. Indicators used to measure customer engagement include enthusiasm, attention, interaction, identification, and absorption.

H2 : Customer engagement affects purchasing decisions on Shopee live streaming.

The research will also examine the simultaneous influence of interactivity and customer engagement on consumer purchase decisions on Shopee live streaming. Therefore, the researcher formulated the hypothesis as follows:

H3: Interactivity and customer engagement simultaneously affect purchasing decisions on Shopee live streaming.

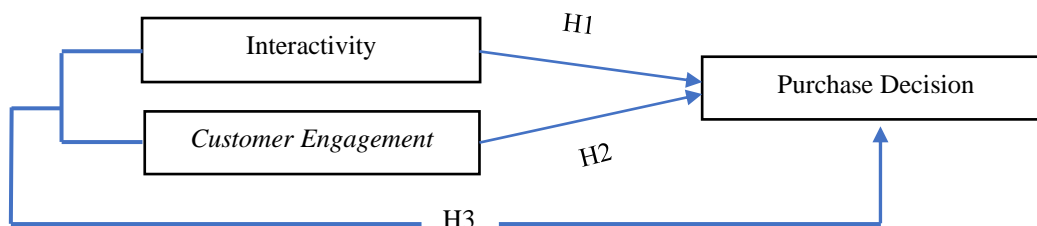


Figure 1. Frame of Mind

Source : Processed by Researchers (2024)

METHODOLOGY

This research is included in the type of explanatory research, which aims to explain causal relationships and test the relationship between several variables through testing hypotheses that have been formulated. The approach used is a quantitative approach, which is in the form of quantified numbers or qualitative data (Sugiyono, 2019). The population of this study consists of Eiger Adventure consumers in Indonesia who use e-commerce applications, have watched live streaming, and made purchase transactions through the Shopee Live feature. The sample was taken using a nonprobability sampling method with purposive sampling techniques, with the criteria of respondents being Eiger Adventure consumers in Indonesia, using the live streaming feature in the Shopee application, and having watched Shopee Live Eiger Adventure.

In determining the sample this study determined the number of samples using the Cochran formula, resulting in a total of 385 respondents. This number was chosen because the population is not known exactly. Data was collected through questionnaires disseminated using Google Forms through social media platforms such as WhatsApp, Instagram, Facebook, and Telegram. The data is quantified using the Likert scale so that it can be further processed with a statistical approach.

Table 1. Likert Scale Instruments

| Answer | Value |
|-------------------|-------|
| Strongly Disagree | 1 |
| Disagree | 2 |
| Neutral | 3 |
| Agree | 4 |
| Strongly Agree | 5 |

Source : Sugiyono (2019)

In distributing questionnaires, this research instrument was tested for validity and reliability using SPSS. The collected data will be analyzed by multiple linear regression method. For hypothesis testing, researchers use SPSS by comparing the calculated t value with the table t to determine whether the partial research results are acceptable.

RESULT

Multiple Linear Regression Analysis

The regression equation in this study shows a constant value of 5.651, which means if the value of the independent variable, namely interactivity and customer engagement, is 0, then the value of the dependent variable, namely purchase decision, is 5.651. The

multiple linear regression coefficient for the interactivity variable is 0.433 or 43.3%, which is positive. This suggests a positive relationship between interactivity and purchasing decisions. That is, every 1 unit increase in interactivity, with other variables remaining 0, will increase the purchase decision of Eiger Adventure consumers of Shopee Live users by 0.433 or 43.3%.

Table 2. Multiple Linear Regression Test Results

| Model | Coefficients ^a | | | | | Collinearity Statistics | |
|---------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Tolerance | VIF |
| | B | Std. Error | Beta | | | | |
| (Constant) | 5,651 | ,863 | | 6,545 | ,000 | | |
| Interactivity | ,433 | ,046 | ,376 | 9,311 | ,000 | ,243 | 4,120 |
| Customer Engagement | ,481 | ,034 | ,575 | 14,233 | ,000 | ,243 | 4,120 |

a. Dependent Variable: Purchase Decision

Source : SPSS output result (2024)

Based on the regression analysis in table 1 produces a regression formula, as follows:

$$Y = 5,651 + 0,433X_1 + 0,481X_2 + e$$

The multiple linear regression coefficient for the customer engagement variable is 0.481 or 48.1%, which is also positive. This shows a positive relationship between customer engagement and purchase decisions. That is, every 1 unit increase in customer engagement, with other variables remaining 0, will increase the purchase decision of Eiger Adventure consumers of Shopee Live users by 0.481 or 48.1%.

Test the Hypothesis

Partial Test Results (Test t)

T testing (partial testing) is performed to assess whether there is a significant relationship between each independent variable and the dependent variable. This t test compares the table t value with the calculated t value at a significance level of 5% or 0.05 with degrees of freedom (df) = (n-k-1) = (385-2-1) = 382, which yields a table value of 1.966. From the results of regression analysis by comparing the values of tcount and t table for interactivity variables, it can be concluded that t count is greater than t table, which is 9.311 > 1.966, with a significance level of 0.000 < 0.05. This indicates a positive and significant influence between the interactivity variable and the purchase decision variable. Thus, based on these findings, the first hypothesis (Ha1) can be accepted. From the results of regression analysis showing a comparison between the value of tcount and t tabel for customer engagement variables, it was found that tcount was greater than ttable, which was 14.233 > 1.966, with a significance level of 0.000 < 0.05. This shows a positive and significant influence between the customer engagement variable and the purchase decision variable. Therefore, based on these results, Ha2 is acceptable.

Simultaneous Test (Test F)

After obtaining the results of the t-test (partial test), the next step is to perform the f test (simultaneous test) to determine whether the independent variables, namely interactivity and customer engagement, together affect the dependent variable, i.e. purchase decision. The method used to assess the effect of the independent variable on the dependent variable is to see if the significant value < 0.05 and $F_{\text{calculate}} > F_{\text{table}}$. The following are the results of the F test processed using SPSS.

Table 3. F Test Results

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|----------|-------------------|
| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 13633,536 | 2 | 6816,768 | 1070,915 | .000 ^b |
| | Residual | 2431,570 | 382 | 6,365 | | |
| | Total | 16065,106 | 384 | | | |

a. Dependent Variable: Purchase Decision
 b. Predictors: (Constant), Customer Engagement, Interactivity

Source : SPSS output result (2024)

Based on Table 2, the F test results show that the value of $f_{\text{calculate}}$ is greater than f_{table} , which is $1070.915 > 3.019$, with a probability of $0.000 < 0.05$. This proves that interactivity (X1) and customer engagement (X2) have a simultaneous and significant influence on the purchase decision (Y) of Eiger Adventure consumers in Indonesia Shopee Live users. From the results of the comparison between $f_{\text{calculate}}$ and f_{table} , it can be concluded that H_{a3} in this study is accepted.

Coefficient of Determination

Based on Table 4, an R value of 0.921 shows a very strong correlation between purchasing decisions and the two independent variables, namely interactivity (X1) and customer engagement (X2). Furthermore, the value of the coefficient of determination (R^2) was recorded at 0.849 or 84.9%. This means that 84.9% of the variation in purchasing decisions can be explained by interactivity (X1) and customer engagement (X2) variables. The remaining 15.1% may have been influenced by other factors not included in the study.

DISCUSSION

Based on a series of tests on the answers of Eiger consumer respondents in Indonesia, research shows that interactivity variables have a positive and significant influence on the purchasing decisions of Eiger Adventure consumers who use the Shopee Live feature. Multiple regression analysis confirms the positive and significant influence of interactivity on purchasing decisions. Interactivity enables direct communication between people and organizations without the constraints of distance or time. In the context of e-commerce live streaming, online interactions between users and broadcasters or other viewers create a focus on the creator. This research is in line with the findings of L. Liu (2022) and Tang (2020), who also showed that interactivity has a significant influence on purchasing decisions.

Then, based on the results of variable testing, it shows that customer engagement has a positive and significant influence on the purchasing decisions of Eiger Adventure consumers who use the Shopee Live feature. Multiple regression analysis confirms that there is a positive relationship between customer engagement and purchase decisions, based on calculated and t table values. This shows a significant relationship between customer engagement and Eiger Adventure consumer purchasing decisions in Indonesia.

Customer engagement reflects the psychological state of emotional responses that lead to relationships with media or brands, which is beneficial to the business (Thakur, 2017). This research is consistent with the findings of Putri et al. (2021), Blessa & Indriani (2022), and Mavilinda et al. (2023), which also confirmed that customer engagement has a positive and significant effect on purchasing decisions. Analysis of the distribution of respondents' answers shows that the Shopee Live feature by Eiger Adventure allows consumers to interact directly, leave comments, and share purchase experiences. Respondents showed enthusiasm to join the Shopee Live session, as well as feeling that the products promoted by the streamer reflected their identity. Streamers manage to build interesting interactions with the audience, which influences their buying decisions (Willems, 2011).

Then this study tested a model involving interactivity and customer engagement variables to understand its effect on the purchasing decisions of Eiger Adventure consumers who use the Shopee Live feature. Multiple linear regression analysis is used to evaluate the simultaneous influence of both variables. The results show that simultaneous interaction and customer engagement have a positive and significant influence on purchasing decisions. From this analysis, the Ha3 hypothesis is accepted, showing that interactivity and customer engagement together influence the purchasing decisions of Eiger Adventure consumers in Indonesia. This emphasizes the importance of active interaction and customer engagement in activities such as live broadcasts on Shopee Live in influencing purchase decisions.

Then the coefficient of determination (R^2) test showed that 84.9% of the variation in purchasing decisions could be explained by interaction and customer engagement variables. This shows the significant contribution of both independent variables to the purchasing decisions of Eiger Adventure consumers using Shopee Live. The Shopee Live feature utilized by Eiger Adventure provides a unique online shopping experience, helps overcome communication and interaction challenges, and builds an emotional bond with brands. This feature increases consumer engagement and creates a close affinity with the brand, which in turn triggers purchase decisions and positively impacts overall shopping activity. Although previous studies have shown positive results regarding interactivity and customer engagement, this study explores the combined impact of these two variables on consumer purchasing decisions through live streaming on e-commerce platforms. As such, the study provides additional insight into the factors influencing consumer purchasing decisions in electronic commerce.

CONCLUSION

Based on the results of the study, it can be concluded that interactivity and customer engagement (customer engagement) partially or simultaneously have a positive and significant influence on the purchasing decisions of Eiger Adventure consumers in Indonesia who use the Shopee Live feature. Some suggestions submitted from the analysis and conclusions of this study are Eiger Adventure Indonesia suggested to

improve response to questions from the audience and build more effective marketing communications with them to increase audience conversion into active buyers. For subsequent researchers, it is advisable to conduct research related to a particular community or organization.

LIMITATION AND IMPLEMENTATIONS

While the parameters used to assess interactivity and customer engagement have been established, there may be other important aspects of these variables that have not been adequately measured. Companies need to strive to strengthen personal bonds with customers through substantial interaction. These efforts may include organizing special events, rewarding loyal customers, and encouraging customers to participate in the creation of user-generated content. E-commerce platforms like Shopee need to continue to develop live streaming features to improve user experience. This could involve improving video quality, adding interactive features like polls or games, as well as stronger integration with social media to expand audience reach.

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