

UNDERSTANDING FACTORS AFFECTING USER BEHAVIOR INTENTION ON LIVE STREAMING SERVICES ON MARKETPLACE IN INDONESIA

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ABSTRACT

Along with the times and the development of technology, users can now use the internet in various ways, such as a recent phenomenon, namely the rise of live streaming services on various applications such as marketplace applications, especially in Indonesia. Seeing the high enthusiasm and potential for sales and purchases on live streaming services, this study was made to understanding the user's desire to use it in the future, the desire to use it frequently, the desire to use it in daily life, and the desire to use it regularly play an important role in the continued use of this new technology, and to find out what factors that affecting behavior intention of users when they use live stream services on several marketplace applications in Indonesia including Tokopedia, Shopee, and Lazada. This study uses a questionnaire distribution method to collect data and uses the Technology Acceptance Model (TAM) as a research model. The results shows that perceived interaction and perceived usefulness have a significant effect on behavior intention, while perceived ease of use does not have a significant effect on behavior intention. The results of this study will generate a new understanding of the behavior intention of users when using the live stream marketplace service and allow for continuous research from the related scope.

Keywords: *Live Streaming, Marketplace, Behavior Intention, Technology Acceptance Model (TAM), Perceived Ease Of Use, Perceived Usefulness.*

1. INTRODUCTION

Based on the number of internet users in Indonesia in 2022, there are 204.7 million people who use the internet in Indonesia. It is also known that the internet penetration rate in Indonesia reaches 73.7 percent of the entire population in 2022. in addition, based on data related to internet speed in Indonesia in 2022. Where the report results that the internet speed of mobile phones in Indonesia is based on the median value or the midpoint of 15.82 Mbps. Meanwhile, the speed of wifi internet connection in Indonesia is 20.13 Mbps [1].

To be able to connect with an internet connection, users must have devices such as smartphones, computers, and laptops. Where based on data in accessing the internet, users in Indonesia mostly use smartphones with a percentage of 93.9 percent. Then based on the data, it was also found that based on the duration, the average person is connected to the internet connection in Indonesia, which is for more than 8 hours [2].

With the presence of the internet, users can use the internet for various needs and activities. based on a survey report containing the habits of people in Indonesia when they are using the internet, revealed that internet users in Indonesia most frequently and mostly use the internet to access video, chat, social media, and online shopping activities [2].

In the field of entertainment, the presence of technology has a significant impact as now everyone can enjoy online entertainment such as watching television broadcasts, watching movies, listening to songs, to watching live streaming broadcasts. Currently, there are many platforms that provide live streaming in Indonesia such as Twitch, Youtube, MolaTV, Vidio.com, and so on. Broadcasts that can be watched live also have various types of categories, ranging from sports, video games, to TV broadcasts.

In addition to television platforms and online games, the live streaming feature in Indonesia has so far been implemented in several marketplaces in

Indonesia. In Indonesia, there are several marketplaces that can be used by sellers and buyers to transact. Based on the data, the 3 marketplaces with the highest average number of visitors per month in Indonesia are Tokopedia, Shopee, and Lazada [3].

Based on the observations, the three giant marketplaces in Indonesia such as Tokopedia, Shopee, and Lazada have started implementing the live streaming feature in their application. Some marketplaces have started to provide live streaming features for their sellers, which allows sellers to use product marketing techniques by live streaming on marketplace applications.

Live streaming is currently available on several marketplace applications in Indonesia. It can be seen from the 3 well-known marketplaces in Indonesia such as Tokopedia, Shopee, and Lazada which implement this feature as a promotional tool for sellers to increase transactions and also create an interesting and fun live streaming experience to increase interaction between sellers and potential buyers. In the Tokopedia application, they provide a feature called Tokopedia Play. In the Shopee application, there is a feature called Shopee Live. Lazada also has a live streaming feature called LazLive.

Currently the live streaming feature in the Shopee application called Shopee Live is a feature that gets high enthusiasm from its users, especially during the shopping festival, with Shopee recording an average sales increase of 3.5 times than usual through the live streaming feature [4].

While Lazada also has a very significant increase in terms of the number of viewers and brands contained in the LazLive feature. Live streaming will continue to be an alternative way for sellers to increase engagement with potential buyers in different ways and in new experiences. Based on the source of Lazlive's services, in one month there was a very significant increase in total sales, which was 45% [4].

Tokopedia experienced an eight-fold increase in weekly content creation on the Tokopedia Play live streaming feature during the COVID-19 pandemic. Meanwhile, monthly views increased 16 times compared to the previous month. And the shopping adoption rate through the Tokopedia Play live

streaming feature increased by 20% and orders increased by 29% [4].

According to data [5], studying the focus on users to use e-commerce live broadcasting can solve the main problem of current e-commerce live broadcasting, that is, e-commerce platforms want to attract users to watch live broadcasts and increase traffic on the platform. But at present the user's volitional participation is not high and the participation time is short. Therefore, some of the live broadcasts that exist on e-commerce are not popular and fail to achieve their goals. Then based on research [5] he revealed that although some users use live broadcasts on e-commerce Taobao, Tmall, JD, Vipshop, Pinduoduo, and Jumei, only a few are right -actually buy products through those live broadcasts. Understanding the desire of users to use live streams in e-commerce helps increase traffic from the platform. By understanding its users, it can improve the platform.

With live streaming in e-commerce, this creates great potential to provide customers with a more interactive and real-time shopping experience [6]. This innovation in e-commerce live streaming changed e-commerce from the original product-oriented shopping environment to a social, hedonistic, and customer-centric environment [7]. Customers are facing a new shopping environment with the development of traditional e-commerce in many ways, for example, customers can make more informed purchasing decisions through the quality of information enhanced and then because the information in the e-commerce stream is real and real. Video is different from traditional e-commerce where customers can only receive information through images and description text [8]. Other research [9] shows that the live streaming strategy increases customer purchase intention by reducing psychological distance and perceived uncertainty.

The presence of live streaming in the marketplace application is a new technology that can provide users with convenience, practicality, and a new experience when they want to shop online. The presence of new technology allows us to work faster, efficiently, flexibly and allows us to do things that we could not do before or were different before [10]. However, the difficulty is more common when the

new technology is introduced. If users do not want to implement and accept the new technology, then the new technology will not bring efficiency in work. The more users accept new technology, the more users want to make changes in their activities and make an effort to use the new technology [11]. For this reason, understanding the user's desire to use it in the future, the desire to use it frequently, the desire to use it in daily life, and the desire to use it regularly play an important role in the continued use of this new technology, namely live streaming on the marketplace.

Understanding the behavioral desires and interests of users to use live streams on e-commerce helps increase traffic from the platform. By understanding its users, it can improve the platform. Then what factors influence user behavior interest in live streaming services in marketplace applications, is the technology useful and easy to use, and do they intend to continue using this technology in the future.

Based on the explanations above, this research produces research problem statement What are the factors that influence users' behavioral intention to use live streaming services on marketplace applications in Indonesia? Also the aim of this research is to determine the factors that influence users' behavior intention to use live streaming services on the Tokopedia, Shopee and Lazada marketplace applications.

2. LITERATURE REVIEW

2.1 Live Streaming

Live stream is used to show how the product is made and are used, to express different views about products, answer customer questions in real time, and organize live activities to entertain and encourage customers to buy on the spot [12]. It allows the seller to disclose their faces, offices/homes and personalities (i.e. social presence) and bring buyer and seller interaction between individuals and sales involved techniques used offline to the online world. Such social presence and interactions enabled by live streaming can improve the shopping experience, reduce buyer uncertainty, and increase trust levels [13].

Live streaming can be done using smartphones, computers, laptops that are connected to an internet connection. Live streaming is a way to enjoy a broadcast through sites and applications that can only be accessed if connected to an internet connection. Live streams are broadcasts that are broadcast live or in real time and can be enjoyed at the same time.

When doing live streaming there is a concept of freedom that can be done by users to broadcast live. When doing a live broadcast, broadcasters or what can be called broadcasters can carry out several activities such as playing games, singing, discussing, until recently live streaming was used to promote a product to an audience in a marketplace application. Where several marketplace applications in Indonesia that have a live stream feature are Tokopedia, Shopee, and Lazada.

2.2 Technology Acceptance Model (TAM)

TAM is one of the most widely used models in studying the acceptance of new technologies. Basically according to Sheppard [14] this comes from Theory of Reasoned Action (TRA) and predicts user technology acceptance in two factors, namely Perceived Usefulness and Perceived Ease of Use. Perceived usefulness is defined as the probability that users who use certain systems/technology will improve their work performance, while perceived ease of use is defined as the extent to which users expect the system to be free from an effort or activity.

2.3 Marketplace

According to Opiida [15] marketplace is an internet-based online media (web-based) where business activities and transactions between buyers and sellers are carried out. Buyers can find as many suppliers as possible with the desired criteria, so that they get according to market prices. Meanwhile, suppliers/sellers can find companies that need their products/services.

2.4 Behavior Intention

Schiffman [16] explained that behavioral intention determines the possibility that consumers will take certain actions in the future. Dharmmesta [17] defines that behavioral intention is a behavior or

attitude of consumers who have a desire to use services continuously.

3. METHODOLOGY

3.1 Research Model

Collected several related previous studies has been conducted and conducts a brief survey to determine the variables in this study. The research model used is the result of the Technology Acceptance Model (TAM) method and has been adapted to the object of research to be carried out. The variables used are the results of a short survey that the author has done and also the results of adaptations from similar research that has been done and this research adopt models and variables from research [18] including Perceived playfulness, User Interface Design, Perceived usefulness, Perceived ease of use, Perceived interaction, and Behavior Intention. The research model used in this research is depicted in Fig. 1. .

The explanation of each variable is as follows:

- Perceived Playfulness is the level of utilize any live streaming platform that you deem interesting or exciting in the future for user.
- User Interface Design is used to measure the extent to which a person can feel the appearance of a live streaming service.
- Perceived Usefulness is used to measure the extent to which a person believes that using a live streaming service can improve their performance.
- Perceived Ease of Use is used to measure the extent to which a person uses a live streaming service so that it does not require a large effort or activity.
- Perceived Interaction is used to measure the extent to which a person believes that using a live streaming service allows them to interact with other users.
- Behavior Intention is used to determine whether the user has a desire to use the service continuously and to measure the level of the user in accepting or rejecting the technology

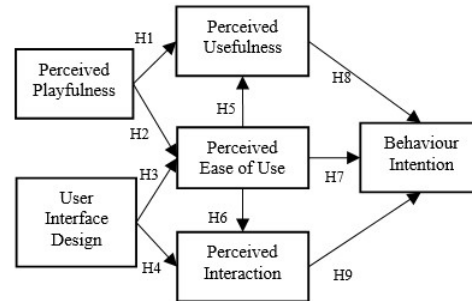


Figure 1 Research Model

H1: Perceived playfulness, has a direct influence on **perceived usefulness** in using live streaming services on marketplace applications in Indonesia.

H2: Perceived playfulness, has a direct influence on **perceived ease of use** in using live streaming services on marketplace applications in Indonesia.

H3: User interface design, has a direct influence on **perceived ease of use** in using live streaming services on marketplace applications in Indonesia.

H4: User interface design, has a direct influence on **perceived interaction** in using live streaming services on marketplace applications in Indonesia.

H5: Perceived ease of use, has a direct influence on **perceived usefulness** in using live streaming services on marketplace applications in Indonesia.

H6: Perceived ease of use, has a direct influence on **perceived interaction** in using live streaming services on marketplace applications in Indonesia.

H7: Perceived ease of use, has a direct influence on **Behavior Intention** in using live streaming services on marketplace applications in Indonesia.

H8: Perceived usefulness, has a direct influence on **Behavior Intention** in using live streaming services on marketplace applications in Indonesia.

H9: Perceived interaction, has a direct influence on **behavior intention** in using live streaming services on marketplace applications in Indonesia.

3.2 Data Collection

The author collects data and information related to the research topic from various library sources such as journals, books, and the internet. And the author makes a questionnaire and distributes it online according to the predetermined sample and

population. Data collection in this study used the questionnaire method by distributing questionnaires in the form of a Google form so that the questionnaire was in the form of an online questionnaire. The author distributed the questionnaire using several social media such as Instagram, Twitter, Facebook, Line, and Whatsapp. The questions in the questionnaire use a Likert scale with a scale of 1 to 5 where the use of a Likert scale is intended to measure the opinions, attitudes, and perceptions of respondents towards a topic or phenomenon. The scale used is as follows:

Table 1. Likert Scale

Scale	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

In this study, the authors determined the research population, namely the millennial generation in Jakarta, based on data from the Central Statistics Agency (BPS) in 2020, namely 2.83 million people [19]. In determining the sample, the author uses the slovin formula with the result that the number of samples used is 400 people from the millennial generation in Jakarta and uses a live streaming service on the marketplace application.

3.3 Indicator of Variable

Table 2. Indicators

Variable	Description	Indicator
Perceived Playfulness (X1)	This factor refers to the level of use of the live streaming platform that is considered fun or exciting for its users.	Fun or interesting for its users. (PP1)
		Satisfied with the product that is broadcast live (PP2)
		Spending a lot of time watching live streams (PP3)
User Interface Design (X2)	This factor is used to measure the extent to which a person	Attractive UI display (UI1) Easy-to-understand UI

	can feel the appearance of a live streaming service	display (UI2) Easy-to-use UI display (UI3)
Perceived Usefulness (X3)	This factor is used to measure the extent to which a person believes that using a live streaming service can improve their performance.	Providing a new experience (PU1)
		View product details quickly and clearly. (PU2)
		Can watch anywhere and anytime. (PU3)
Perceived Ease of Use (X4)	This factor is used to measure the extent to which a person uses a live streaming service so that it does not require a large effort or activity.	The system can be easily accessed. (PEU1)
		The system can be used smoothly. (PEU2)
		The system can be easily understood. (PEU3)
Perceived Interaction (X5)	This factor is used to measure the extent to which a person believes that using a live streaming service allows them to interact with other users.	Can exchange information and knowledge. (PI1)
		Can interact with sellers and other audiences. (PI2)
		Can interact anywhere and anytime. (PI3)
Behavior Intention (Y)	This factor is used to determine whether the user has a desire to use the service continuously and to measure the level of the user in accepting or rejecting the technology	Using a live stream when there is a show going on. (BI1)
		Use live stream services anytime and anywhere. (BI2)
		Keep using the live stream service when you want to shopping. (BI2)

4. RESULTS AND DISCUSSION

4.1 Measurement Model (Outer model)

The following are the results of the validity and reliability tests that have been carried out using the smartPLS4 software. Model measurements in the

SEM-PLS method to test the validity of the loading factor value and the Average Variance Extracted (AVE) value for each indicator in each variable. A variable is declared valid if it has a loading factor value equal to or greater than 0.6-0.7 and has an AVE value equal to or greater than 0.5.

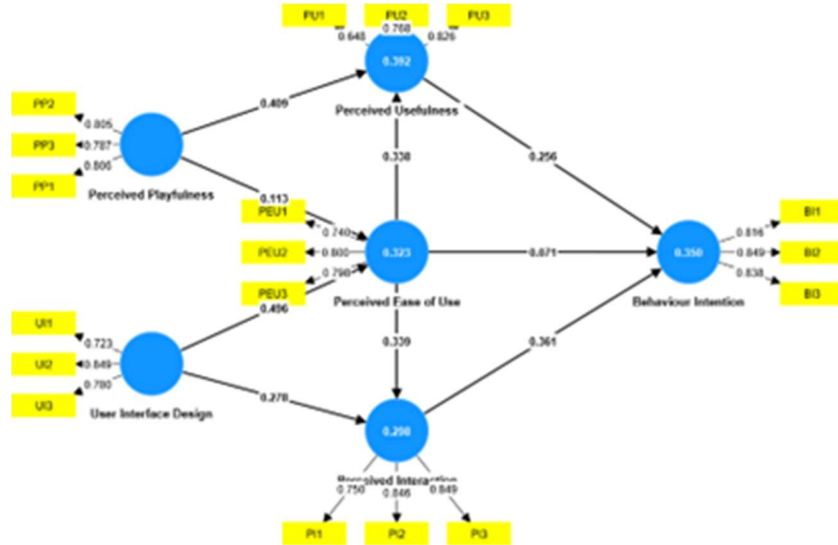


Figure 2 Research model with smartPLS 4

Based on the Fig. 2 in above, the results of calculating the loading factor and AVE values for each indicator using the SmartPLS4 application can be seen in detail in the Table 3 below:

value greater than or equal to 0.6 and the AVE value of each variable is greater than 0.5. Based on the table above, it can be concluded that the data in this study can be said to be valid for use.

Table 1. Validity test

Variabel	Indikator	Outer loadings	AVE	Result
Behaviour Intention	BI1	0.816	0.696	Valid
	BI2	0.849		Valid
	BI3	0.838		Valid
Perceived Ease of Use	PEU1	0.740	0.608	Valid
	PEU2	0.800		Valid
	PEU3	0.798		Valid
Perceived Interaction	PI1	0.750	0.666	Valid
	PI2	0.846		Valid
	PI3	0.849		Valid
Perceived Playfulness	PP1	0.806	0.639	Valid
	PP2	0.805		Valid
	PP3	0.787		Valid
Perceived Usefulness	PU1	0.648	0.563	Valid
	PU2	0.768		Valid
	PU3	0.826		Valid
User Interface Design	UI1	0.723	0.617	Valid
	UI2	0.849		Valid
	UI3	0.780		Valid

In the reliability test, two methods can be used, namely by using Cronbach's Alpha and composite reliability on smartPLS. If the reliability value of Cronbach's Alpha is greater than or equal to 0.6, and composite reliability is greater than or equal to 0.7, the results can be said to be good.

Table 2 Reliability test

Variabel	Cronbach's Alpha	Composite Reliability
Behaviour Intention	0.783	0.873
Perceived Ease of Use	0.679	0.823
Perceived Interaction	0.748	0.856
Perceived Playfulness	0.717	0.842
Perceived Usefulness	0.619	0.793
User Interface Design	0.692	0.828

Based on the Table 3 above, it can be seen that the loading factor value of each variable has a

Based on the Table.4 , it can be seen that the Cronbach's Alpha value of all variables has a value greater than 0.6 and the composite reliability value of all variables has a value greater than 0.7. Therefore, based on the table above, it can be concluded that all the variables selected and used in this study can be trusted.

4.2 Structural Model (Inner model)

At the testing stage of the structural model (inner model) can be done by using the path coefficient and p-value of each hypothesis. This test is carried out based on the relationship pattern of each variable. To measure the relationship of each variable, a p-value is used to determine the level of significance in the relationship between one exogenous and another exogenous. The value of the p-value must be less than equal to 0.05 so that the relationship can be said to be significant, and the hypothesis is accepted.

In the path coefficient test, it can be done using bootstrapping calculations with a significance level of 0.05 on SmartPLS4 tools. Path coefficient is used to show the influence value between variable relationships. At the 95% confidence level, if the p-value is less than 0.05, it can be said that there is a significant relationship. With the conclusion that the hypothesis will be accepted if the value of the p-value is less than 0.05.

Table 3 Hypothesis testing

Variable	Path Coefficient	T-statistics	P-value	Result
PEU -> BI	0.071	1.148	0.251	Rejected
PEU -> PI	0.339	4.938	0.000	Accepted
PEU -> PU	0.338	5.453	0.000	Accepted
PI -> BI	0.361	5.696	0.000	Accepted
PP -> PEU	0.113	1.868	0.062	Rejected
PP -> PU	0.409	7.537	0.000	Accepted
PU -> BI	0.256	3.977	0.000	Accepted
UI -> PEU	0.496	8.524	0.000	Accepted
UI -> PI	0.278	4.237	0.000	Accepted

Based on the Table 5 , it can be seen that some of the hypotheses in this study can be accepted and there are 2 hypotheses that are rejected.

Table 4 Indirect effect testing

Variable	Path Coefficient	T-statistics	P-value	Result
PP -> PEU -> PI	0.038	1.549	0.121	Rejected
UI -> PEU -> PU -> BI	0.043	3.183	0.001	Accepted
PP -> PEU -> PU -> BI	0.010	1.781	0.075	Rejected
PP -> PU -> BI	0.105	3.201	0.001	Accepted
PP -> PEU -> BI	0.008	0.774	0.439	Rejected
UI -> PEU -> PU -> BI	0.168	4.119	0.000	Accepted
UI -> PEU -> PI -> BI	0.061	4.215	0.000	Accepted
PP -> PEU -> PI -> BI	0.014	1.588	0.112	Rejected
UI -> PI -> BI	0.100	3.095	0.002	Accepted
PEU -> PI -> BI	0.122	4.296	0.000	Accepted
PEU -> PU -> BI	0.087	3.659	0.000	Accepted
PP -> PEU -> PU	0.038	1.845	0.065	Rejected
UI -> PEU -> BI	0.035	1.122	0.262	Rejected
UI -> PEU -> PI	0.168	5.163	0.000	Accepted

At Table 6 it can be seen that the results of several indirect effects hypotheses in this study were accepted and the 6 indirect effects hypotheses were rejected.

4.3 Discussion

This research was also assisted by the role of other IT research, which helped the author in determining existing variables and problems. Then help in determining the research framework that will be used in the research. Based on the result of the research that have been stated in the previous section, it is hoped that this can answer the research problem statement, the factors that influence users'

behavioral intention to use live streaming services on marketplace applications in Indonesia is Perceived Interaction and Perceived Usefulness.

The author realizes that there is a limitation in this research. This research focuses on using 3 marketplace applications as research objects and the millennial generation in Jakarta as target respondents. Hopefully, in the future can then add research objects to include social media applications such as Instagram and Tiktok, where currently both applications provide similar live streaming features. Apart from that, future research can also use other external variables that are appropriate to this topic.

5. CONCLUSION

This research uses a modified Technology Acceptance Model (TAM) model as a reference in determining the research model to assist in determining variables that meet the criteria for validity, reliability, structural model analysis and identifying the variables used.

Based on the results of the research that has been carried out, it can be concluded that perceived ease of use has a positive effect on perceived interaction and perceived usefulness. Perceived interaction has a positive effect on behavioral intention to use. Perceived playfulness has a positive effect on perceived usefulness. Perceived usefulness has a positive effect on behavioral intention to use. The user interface has a positive effect on perceived ease of use and perceived interaction. Perceived ease of use does not have a positive effect on behavioral intention to use, and perceived playfulness does not have a positive effect on perceived ease of use.

- H1: **Perceived playfulness**, has a direct influence on **perceived usefulness** in using live streaming services on marketplace applications in Indonesia.
- H2: **Perceived playfulness**, does not have a direct influence on **perceived ease of use** in using live streaming services on marketplace applications in Indonesia.
- H3: **User interface design**, has a direct influence on **perceived ease of use** in using live streaming services on marketplace applications in Indonesia.
- H4: **User interface design**, has a direct influence on **perceived interaction** in using live streaming services on marketplace applications in Indonesia.

- H5: **Perceived ease of use**, has a direct influence on **perceived usefulness** in using live streaming services on marketplace applications in Indonesia.
- H6: **Perceived ease of use**, has a direct influence on **perceived interaction** in using live streaming services on marketplace applications in Indonesia.
- H7: **Perceived ease of use**, does not have a direct influence on **Behavior Intention** in using live streaming services on marketplace applications in Indonesia.
- H8: **Perceived usefulness**, has a direct influence on **Behavior Intention** in using live streaming services on marketplace applications in Indonesia.
- H9: **Perceived interaction**, has a direct influence on **behavior intention** in using live streaming services on marketplace applications in Indonesia.

From the results of these hypotheses, it can be concluded that perceived interaction and perceived usefulness have a significant effect on behavior intention, while perceived ease of use does not have a significant effect on behavior intention.

In general and based on research results, this research can answer the research problem statement that has been stated on this paper. Also based on the research's result and conclusion we can know that behavior intention to use live streaming on marketplace application in Indonesia is influenced by Perceived Interaction and Perceived Usefulness. So we can conclude that when a person believes that using a live streaming service allows them to interact with other users and when a person believes that using a live streaming service can improve performance which will have an impact on increasing a person's productivity and effectiveness when using live streaming.

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