

DAFTAR PUSTAKA

Buku

- Adler, E. S., & Clark, R. (2011). *An Invitation to Social Research: How It's Done* (4th ed.). Wadsworth, Cengage Learning.
- Adler, E. S., & Clark, R. (2015). *An invitation to social research: How it's done* (5th ed.). Cengage Learning.
- Amruddin, A., Muskananfola, I. L., Febriyanti, E., Badi'ah, A., Pandie, F. R., Goa, M. Y., Martiningsih, Y., Letor, K., Pratiwi, R. D., Barimbing, M. A., Paulus, A. Y., Selly, J. B., Tahu, S. K., Sarjana, S., Israfil, Feoh, F. T., Lette, A. R., Christianto, H., ... Hanika, I. M. (2020). *Metodologi Penelitian Kuantitatif dan Kualitatif*. CV. Media Sains Indonesia.
- Clow, K. E., & Baack, D. (2022). *Integrated advertising, promotion, and marketing communications* (9th ed., Global ed.). Pearson Education Limited.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications, Inc.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran Edisi 12 jilid 1 dan 2*. PT Indeks.
- Kotler & Keller. (2016). *MARKETING MANAGEMENT* (15th ed.). Pearson Education Limited.
- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing Management: An Asia Perspective* (7th ed.). Pearson Education Limited.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation*. USA: Prentice Hall.
- Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson Education Limited.
- Pearson, M. (2008). *Sistem Informasi Manajemen*. Salemba Empat.
- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu pada Era Media Sosial*. Bandung: Pustaka Setia.

Situmorang, S. H., Muda, I., Doli, M., & Fadli, F. S. (2010). *Analisis data untuk riset manajemen dan bisnis*. USUpress.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Bandung: Alfabeta.

Jurnal

Aditya, R., & Rusdianto, R. Y. (2023). Penerapan Digital Marketing Sebagai Strategi Pemasaran UMKM. *Jurnal Pelayanan Dan Pengabdian Masyarakat Indonesia*, 2(2), 96-102.

<https://journal-stiayappimakassar.ac.id/index.php/jppmi/article/view/386/393>

Alifa, M. I. F. A. (2024). *Kepercayaan dan Keterlibatan Pelanggan dengan Penjual E-Commerce Melalui Peran Live Streaming Shopee* (Doctoral dissertation, Universitas Islam Indonesia).

<https://dspace.uui.ac.id/handle/123456789/51451>

Anisa, A., Risnawati, R., & Chamidah, N. (2022). Pengaruh Word Of Mouth Mengenai Live Streaming Tiktok Shop Terhadap Keputusan Pembelian Konsumen. *Jurnal Komunikasi Pemberdayaan*, 1(2), 131-143.

<https://jurnal.apmd.ac.id/index.php/JKP/article/view/230/164>

Ardhianti, M. P., Hermawan, M. A., & Suryawan, R. F. (2022). Pengaruh Gaya Hidup dan Kualitas Pelayanan Terhadap Keputusan Pembelian Jasa Pengiriman JNE Express Cabang Bekasi Tahun 2021. *Jurnal Transportasi, Logistik, Dan Aviasi*, 1(2), 157-163.

https://scholar.google.com/scholar?hl=id&as_sdt=0%2C5&q=keputusan+pembelian+kecepatan+pengiriman+produk&btnG=

Chandrruangphen, E., Assarut, N., & Sinthupinyo, S. (2022). The effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing. *Cogent Business & Management*, 9(1), 2034238.

<https://www.tandfonline.com/doi/full/10.1080/23311975.2022.2034238>

- Chen, Y., Lu, F., & Zheng, S. (2020). A study on the influence of e-commerce live streaming on consumer repurchase intentions. *International Journal of Marketing Studies*, 12(4), 48.
<https://www.ccsenet.org/journal/index.php/ijms/article/view/0/44276>
- Gurning, R. N. S., Siregar, A. F., & Lubis, W. (2022). Tingkat Efektivitas Balai Penyuluhan Pertanian (BPP) Kecamatan Percut Sei Tuan. *Jurnal Multidisiplin Madani*, 2(8), 3491-3496.
<https://journal.formosapublisher.org/index.php/mudima/article/view/1093/782>
- Iskamto, D., & Gunawan, R. I. (2023). Impulse Purchase Behaviour on The Shopee Platform and The Role of Real-Time Commerce Marketing. *Jurnal Manajemen Bisnis*, 10(2), 444-461.
<https://jurnal.fe.umi.ac.id/index.php/JMB/article/view/623>
- Ismania, A. R. (2023). *Hubungan antara Kontrol Diri dengan Perilaku Konsumtif pada Mahasiswa Fakultas Psikologi Universitas Islam Sultan Agung Semarang Pengguna E-Commerce Shopee* (Doctoral dissertation, UNIVERSITAS ISLAM SULTAN AGUNG).
https://repository.unissula.ac.id/32122/1/Psikologi_30701700145_fullpdf.pdf
- Janah, N. R., Istiqomah, Y., & Setiawati, L. (2024). Analisis Framework Stimulus Organism Response (SOR) Pada Live Streaming Marketplace Terhadap Keputusan Pembelian Di LAF Project. *Innovative: Journal Of Social Science Research*, 4(5), 7176-7188.
<https://j-innovative.org/index.php/Innovative/article/view/14985>
- Jumriani, J. (2022). Etika Komunikasi Pemasaran (Live Streaming Shopping) Di Media Sosial Dalam Perspektif Hukum Ekonomi Syariah. *Al-Amwal: Journal of Islamic Economic Law*, 7(1), 105-119.
<https://ejournal.iainpalopo.ac.id/index.php/alamwal/article/view/3777/2218>
- Kurnia, T. (2020). *Dampak Terpaan E-Commerce Shopee Terhadap Perilaku Konsumtif Mahasiswi Fakultas Dakwah dan Komunikasi Uin Suska Riau* (Doctoral dissertation, UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU).

<https://repository.uin-suska.ac.id/38547/>

Laosuraphon, N., & Nuangjamnong, C. (2022). Factors affecting customer satisfaction, trust, and repurchase intention towards online streaming shopping in Bangkok, Thailand A Case Study of *Facebook Streaming Platform*. *AU-HIU International Multidisciplinary Journal*, 2, 21-32.

<http://www.assumptionjournal.au.edu/index.php/auhiu/article/view/6275>

Leonard, S., & Tarigan, A. (2023). PENGARUH METODE PEMBAYARAN TRANSFER BANK, SHOPEE PAY, SHOPEE PAYLATER, CASH ON DELIVERY TERHADAP KEPUTUSAN PEMBELIAN DALAM APLIKASI SHOPEE (Studi Kasus Pada Pengguna Shopee Marketplace di Kota Tangerang). *Digismantech (Jurnal Program Studi Bisnis Digital)*, 3(1).

<https://journal.ubm.ac.id/index.php/digismantech/article/view/5221/2914>

Lu, Y., He, Y., & Ke, Y. (2023). The influence of e-commerce live streaming affordance on consumer's gift-giving and purchase intention. *Data Science and Management*, 6(1), 13-20.

<https://www.sciencedirect.com/science/article/pii/S2666764922000455>

Muttaqin, Z., & Srihartini, E. (2022). Penerapan Metode Regresi Linier Sederhana Untuk Prediksi Persediaan Obat Jenis Tablet. *JSiI (Jurnal Sistem Informasi)*, 9(1), 12-16.

<https://e-jurnal.lppmunsera.org/index.php/jsii/article/view/4426/1974>

Netrawati, I. G. A. O., Wayan Nuada, I., & Syakbani, B. (2022). The influence of live streaming video on consumer decisions. *Sentralisasi*, 11(2), 159-168.

<https://www.ejournal.um-sorong.ac.id/index.php/sentralisasi/article/view/1623/1083>

Ramadhayanti, A. (2023). Penggunaan fitur live streaming sebagai marketing communication dan leadcustomer terhadap peningkatan penjualan. *Manajemen Dewantara*, 7(1), 117-128.

<https://jurnal.ustjogja.ac.id/index.php/manajemendewantara/article/view/14333/5761>

- Sarbaini, S., Zukrianto, Z., & Nazaruddin, N. (2022). Pengaruh Tingkat Kemiskinan Terhadap Pembangunan Rumah Layak Huni Di Provinsi Riau Menggunakan Metode Analisis Regresi Sederhana. *Jurnal Teknologi Dan Manajemen Industri Terapan*, 1(3), 131-136.
<https://jurnal-tmit.com/index.php/home/article/view/46/17>
- Solihat, M., & Sandika, D. (2022). E-commerce di Industri 4.0. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 16(2), 273-281.
<https://jibeka.asia.ac.id/index.php/jibeka/article/view/967/308>
- Sulhaini, S., Sagir, J., & Sulaimiah, S. (2024). Peranan Live Streaming Dalam Memperkuat Pengetahuan Produk dan Minat Beli di Indonesia. *Management and Accounting Expose*, 7(1).
<https://jurnal.usahid.ac.id/index.php/accounting/article/view/2054/891>
- Sutisna, M., & Sarah, I. S. (2022). Analisis Keputusan Pembelian BTS Meal: Tinjauan Pemilihan Produk, Merek, Penyalur, Kuantitas Pembelian, Waktu Pembelian, dan Metode Pembayaran: BTS Meal Purchase Decision Analysis: Overview of Product Selection, Brand, Distributor, Purchase Quantity, Purchase Time, and Payment Method. *Jurnal Riset Bisnis Dan Investasi*, 8(1), 47-59.
<https://jurnal.polban.ac.id/an/article/view/3707/2641>
- Umam, C., & Pramesti, S. E. A. (2024). TERPAAN MEDIA LIVE SHOPPING SHOPEE TERHADAP KEPUTUSAN PEMBELIAN MAHASISWA DI JABODETABEK. *BroadComm*, 6(1), 27-36.
<https://jurnal.akmrtv.ac.id/bcomm/article/view/348/200>
- Wahyudi, I. (2020). Analisis Sistem Pengendalian Intern Terhadap Kredit Macet Bank Perkreditan Rakyat (BPR) Kota Jambi. *Jambi Accounting Review (JAR)*, 1(1), 109-129.
<https://online-journal.unja.ac.id/JAR/article/view/10947/6605>
- Wahyuni, N. S., & Istiana, I. (2022). Pengaruh Belanja Online di Media Sosial terhadap Perilaku Konsumtif pada Mahasiswa di Universitas Medan Area. *JURNAL PENELITIAN PENDIDIKAN, PSIKOLOGI DAN KESEHATAN (J-P3K)*, 3(2), 165-168.

<https://jurnalp3k.com/index.php/J-P3K/article/view/170/pdf>

Wang, Y., Lu, Z., Cao, P., Chu, J., Wang, H., & Wattenhofer, R. (2022). How live streaming changes shopping decisions in E-commerce: A study of live streaming commerce. *Computer Supported Cooperative Work (CSCW)*, 31(4), 701-729.

<https://link.springer.com/article/10.1007/s10606-022-09439-2>

Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce?. *Journal of electronic commerce research*, 21(3), 144-167.

http://ojs.jecr.org/jecr/sites/default/files/2020vol21no3_Paper1.pdf

Website

Cnbcindonesia.com. (2024, November 03). *Tech*. Retrieved from cnbcindonesia.com:

<https://www.cnbcindonesia.com/tech/20241103123303-37-585210/sambut-hari-belanja-online-e-commerce-genjot-kualitas-layanan>

Databoks.katadata.co.id. (2024, April 29). *Teknologi & Telekomunikasi*. Retrieved from databoks.katadata.co.id:

<https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/5e37cd96aa6dbab/ecdb-proyeksi-pertumbuhan-e-commerce-indonesia-tertinggi-sedunia-pada-2024>

Similiarweb.com. (2024, September). *Top Websites*. Retrieved from similiarweb.com:

<https://www.similarweb.com/top-websites/indonesia/e-commerce-and-shopping/marketplace/>

Tempo.co. (2023, August 07). *Ekonomi*. Retrieved from tempo.co:

<https://www.tempo.co/ekonomi/menengok-transformasi-belanja-online-ini-negara-dengan-peminat-belanja-live-streaming-terbesar-158693>

Tribunnews.com. (2023, November 15). *Bisnis*. Retrieved from tribunnews.com:

<https://www.tribunnews.com/bisnis/2023/11/15/ceo-aha-beberkan-strategi-tingkatkan-omzet-toko-online-di-2024>
