

DAFTAR PUSTAKA

Buku :

- Aristoteles. (2007). *On Rhetoric: A Theory of Civic Discourse*. Oxford University Press.
- Baird, C. H., & Parasnis, G. (2011). *From Social Media to Social Customer Relationship Management*. *Strategy & Leadership*, 39(5), 30-37.
- Baird, C. H., & Parasnis, G. (2011). *From Social Media to Social Customer Relationship Management*. *Strategy & Leadership*, 39(5), 30-37.
- Bhatia, M. (2020). *E-Commerce: Concepts, Methodologies, Tools, and Applications*. IGI Global.
- Choudhury, P. (2020). *Digital Marketing for Dummies*. Wiley.
- Cialdini, R. B. (2006). *Influence: The Psychology of Persuasion*. Harper Business.
- Cialdini, R. B. (2009). *Influence: Science and Practice* (5th ed.). Boston: Pearson Education.
- Cialdini, R. B. (2009). *Influence: Science and Practice*. Pearson Education.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, SAGE Publications.
- Creswell, J. W. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. Los Angeles: Sage Publications.
- Cummings, J. (2021). *The Art of Social Media: Power Tips for Power Users*. Penguin.
- <https://doi.org/10.16/j.bushor.2009.09.003>
- Kaplan, Am, & Haenlein, M. (2010). Pengguna di Seluruh Dunia, Bersatu! Tantangan dan Peluang Media Sosial. *Business Horizons*, 53(1). 59-68.
- Kaur, H. (2021). *Social Media Marketing: A Strategic Approach*. Routledge.
- Khosrow-Pour, M. (2018). *Handbook of Research on E-Business Standards and*
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kvale, S., & Brinkmann, s. (2015). *InterViews: Learning The Craft of Qualitative*
- Laudon, K. C., & Traver, C. G. (2021). *E-commerce: Business, Technology, Society*. pearson.
- Mauludi, S. Analisis Perilaku Konsumen Dalam Transaksi Di E-Commerce.
- Merriam, S. B. (2016). *Qualitative Research: A Guide To Design and Implementation* (3rd ed.). Jossey-Bass. Halaman 45-70.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Prahalad, C. K., & Ramaswamy, V. (2004). *The Future of Competition: Co-Creating Unique Value with Customers*. Harvard Business School Press.
- Protocols: Documents, Data and Advanced Web Technologies*. IGI Global.
- Research Interviewing* (3rd ed.). SAGE Publications. Halaman 1-25
- Ritchie, J., Lewis, J., Nicholls, C. M., & Ormston, R. (2013). *Qualitative Research Practice: A Guide For Social Science Students and Reaerachs*. SAGE Publications. Halaman 1-20.
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson Education.
- Stake, R. E. (2010). *Qualitative Research: Studying How Things Work*. The Guilford Press. Halaman 15-35.
- Sugiyono. (2017). *Metode Penelitian Kuantitative, Kualitative, dan R&D*. Afabeta.
- Sweeney, J. C., & Soutar, G. N. (2017). *Consumer Perceived Value: The Development of a Multiple Item Scale*. *Journal Of Retailing*, 77(2), 203-220.
- Volume 1 No 1, 2022.

Jurnal :

- Chaffey, D. (2019). *Strategi E-commerce: Studi Perilaku Belanja Online* Jurnal Riset Bisnis, 102, 123-134.

Huang, L., Zhang, Y., & Wang, X. (2020). Peran Live Streaming dalam W-commerce: Studi Perilaku Konsumen. *Jurnal Ritel dan layanan Konsumen*, 55, 102-110.

Kaplan, Am, & Haenlein, M. (2010). Pengguna di Seluruh Dunia, Bersatu! Tantangan dan Peluang Media Sosial. *Bussines Horizons*, 53(1). 59-68.

Kotler, P., & Armstrong, G. (2018). *Prinsip Pemasaran* (edisi ke-17).

Person

Firmansyah. 2019. Komunikasi Pemasaran. CV Penerbit Qiara Media. Pasuruan.

Nugraha, JP. 2021. Teori Perilaku Konsumen. PT Nesya Expanding Manajemen.

Pekalongan

Subiyanto, T. 2007. Studi Tentang Perilaku Konsumen Beserta Implikasinya Terhadap Keputusan pembelian.

<http://e-journal.ukanjuruhan.ac.id> (diakses pada 12 Maret 2025, pukul 13.57)

Blazevic, V., Hammadi, W., Garnefeld, I., Rust, R. T., Keiningham, T., Andreassen, T. W., Donthu, N., & Carl, W. (2013). Beyond traditional word-of-mouth: An expanded model of customer-driven influence. *Journal of Service Management*, 24(3), 294–313.

Brynjolfsson, E., Hu, Y., & Rahman, M. S. (2013). Competing in the Age of Omnichannel Retailing. *MIT Sloan Management Review*, 54(4), 23–29.

Chen, C.-C., & Lin, Y.-C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303.

Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43(3), 345–354.

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development, and validation. *Journal of Interactive Marketing*, 28(2), 149–165.

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.

Horton, D., & Wohl, R. R. (1956). Mass Communication and Para-social Interaction. *Psychiatry*, 19(3), 215–229.

- Hu, M., & Chaudhry, S. S. (2020). Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Research*, 30(3), 1019–1041.
- Kim, J., & Song, H. (2010). The Quality of Electronic Service and Its Impact on Customer Satisfaction and Loyalty. *International Journal of Hospitality Management*, 29(4), 687–695.
- Kim, M. J., & Song, H. (2022). Storytelling in live commerce: Enhancing consumer engagement and purchase intention. *Journal of Retailing and Consumer Services*, 65, 102877.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96.
- Shi, S., Chen, Y., & Chow, W. S. (2021). Key Factors in Influencing Consumers' Purchase Intentions in Live Streaming Commerce. *Internet Research*, 31(1), 73–94.
- Wang, C., & Yu, C. (2021). Empathy in live streaming commerce: A pathway to customer engagement and purchase intention. *Journal of Retailing and Consumer Services*, 61, 102577.
- Wang, Y., Li, X., & Chen, Y. (2022). From entertainment to e-commerce: Understanding consumer engagement in live streaming commerce. *Electronic Commerce Research and Applications*, 53, 101120.
- Zhang, K. Z., Zhao, S. J., Cheung, C. M., & Lee, M. K. (2018). Examining the Influence of Online Reviews on Consumers' Decision-Making: A Heuristic–Systematic Model. *Decision Support Systems*, 86, 1–11.

<https://doi.org/10.1016/j.jretconser.2020.102110>

<https://doi.org/10.1016/j.bushor.2009.09.003>

<https://doi.org/10.1016/j.jbusres.2019.05.012>.