

DAFTAR PUSTAKA

- Aina Fadhilah, L., Wulandari, C., & Nur Afni, S. 2022. Pengaruh Komunikasi Pemasaran dan *Affiliate marketing* Akun Instagram @Nazwaadinda_Terhadap Minat Pembelian Produk Pada Followersnya. Nivedana: *Jurnal Komunikasi & Bahasa*, 3(2).
- Akhsin, S. 2022. Pengaruh Copywriting dan Kualitas Visual Konten Pemasaran Terhadap Niat Beli Konsumen pada Pengguna Instagram di Kelurahan Tanjung Selamat Medan. *Jurnal Konsep Bisnis dan Manajemen*.
- Andasari, D., & Anshori, M. Y. 2023. The effect of social media, content marketing, and brand image on purchase intention of Sambal Cak Uut products. Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2023), 1092–1100. Atlantis Press.
- Arifin, S., Suharyono., dan Wilopo. 2013. Pengaruh Perceived Price dan Perceived Value pada Produk Bundling Terhadap Niat Beli. *Jurnal Administrasi Bisnis (JAB)*. Vol. 1, No. 2, Hal. 168-176.
- Arifin, Z., & Cahyono, H. 2022. Pengaruh copywriting dan brand image terhadap purchase intention pada marketplace Shopee. *Jurnal Ekonomi dan Manajemen*, 10(2), 134–143.
- Ayub, M. T. T. J., & Kusumadewi, N. M. W. 2021. The effects of price perception, product knowledge, company image, and perceived value on purchase intentions for automotive products. *European Journal of Business and Management Research*, 6(5), 47–55.
- Bi, N.C. and Zhang, R. 2023. ““I will buy what my ‘friend’ recommends”: the effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions”, *Journal of Research in Interactive Marketing*, Vol. 17 No. 2, pp. 157-175.
- Bly, R. W. 2005. *The Copywriter’s Handbook: A Step-by-Step Guide to Writing Copy That Sells* (3rd ed.). Holt Paperbacks.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. 2019. Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 22(1), 1–20.
- Chairina, D.A. 2020. Pengaruh Content Marketing di Instagram Stories @Lcheesefactory Terhadap Niat Beli Konsumen.
- Chen, C.C. and Lin, Y.C. 2018. “What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement”, *Telematics and Informatics*, Vol. 35 No. 1, pp. 293-303.

- Chen, W.K., Chen, C.W. and Silalahi, A.D.K. 2022. "Understanding consumers' purchase intention and gift-giving in live streaming commerce: findings from SEM and fsQCA", *Emerging Science Journal*, Vol. 6 No. 3, pp. 460-481.
- Cho, K., Jung, K., Lee, M., Lee, Y., Park, J. and Dreamson, N. 2022. "Qualitative approaches to evaluating social media influencers: a case-based literature review", *International Journal of Electronic Commerce Studies*, Vol. 13 No. 2, pp. 119-136.
- Dinh, T.C.T. and Lee, Y. 2022. "'I want to be as trendy as influencers'-how 'fear of missing out' leads to buying intention for products endorsed by social media influencers", *Journal of Research in Interactive Marketing*, Vol. 16 No. 3, pp. 346-364.
- Eapen, A., Yeo, J., & Pallathitta, R. G. 2017. Business Group Affiliation and FDI Spillovers. *Academy of Management Proceedings*, 2017(1), 15198. Diambil dari <https://doi.org/10.5465/AMBPP.2017.165> diakses tanggal 02 April 2025
England:Pearon
- Ferdinand, A. 2016. *Metode Penelitian Manajemen: Pedoman Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen* (Edisi 5). Semarang: Badan Penerbit Universitas Diponegoro.
- Fitriyani, Nanda, A. S., & Aristyanto, E. 2021. Peran Impulsive Buying Saat Live Streaming Pada Masa Pandemi Covid-19 (Studi Kasus E-Commerce Shopee). *Jurnal Musharif al-Syariah*, 524-555.
- Geng, R., Wang, S., Chen, X., Song, D. and Yu, J. 2020. "Content marketing in e-commerce platforms in the internet celebrity economy", *Industrial Management & Data Systems*, Vol. 120 No. 3, pp. 464-485.
- Ghozali, I. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Harmoko, D. D., & Hermawan, E. 2023. Apa itu Copywriting? Memahami Definisi Copywriting dari Sudut Pandang Lain.
- Hermawan, Agus. 2012. Komunikasi Pemasaran. PT.Gelora Aksara Pratama Benediktova, Barbora, and Lukas Nevosad. "MASTER'S THESIS Affiliate Marketing Perspective of Content Providers,' 2008.
- Hilvert-Bruce, Z., Neill, J.T., Sjöblom, M. and Hamari, J. 2018. "Social motivations of live-streaming viewer engagement on Twitch", *Computers in Human Behavior*, Vol. 84, pp. 58-67.
- Huang, Z., Zhu, Y., Hao, A. and Deng, J. 2023. "How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions", *Journal of Research in Interactive Marketing*, Vol. 17 No. 4, pp. 493-509.

- Hung, K. 2020. "Celebrity and influencer in a fan economy: unfolding the fans' roles in enhancing endorsement effects", *Multidisciplinary Perspectives on Media Fandom*, IGI Global, Pennsylvania, pp. 323-340. doi: 10.4018/978-1-7998-3323-9.ch018.
- Huo, C., Liu, Y., Li, J., & Xu, H. 2023. Understanding consumers' purchase intention in live-streaming commerce: An application of the S-O-R framework. *SAGE Open*, 13(2), 1–14.
- Indrawan, G. A. R., & Pradana, A. M. 2023. Pengaruh live streaming terhadap purchase intention produk Skintific pada platform TikTok. *Jurnal Manajemen Digital*, 5(1), 45–54.
- Joo, E. and Yang, J. 2023. "How perceived interactivity affects consumers' shopping intentions in live stream commerce: roles of immersion, user gratification and product involvement", *Journal of Research in Interactive Marketing*, Vol. 17 No. 5, pp. 754-772.
- Juliana, H. 2023. Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6), 1517–1538. Diambil dari <https://doi.org/10.54443/sinomika.v1i6.754> diakses tanggal 15 Januari 2025.
- Karina, N. D., Darmansyah, & Awalludin, D. 2023. Pengaruh Affiliate Marketing Dalam Peningkatan Penjualan Pada Belanja Online Terhadap Perilaku Konsumen: Pengaruh Affiliate Marketing. Prosiding Seminar Nasional Inovasi dan Adopsi Teknologi (INOTEK), 3(1), 80–89. Diambil dari <https://doi.org/10.35969/inotek.v3i1.304> diakses tanggal 05 Februari 2025.
- Khan, N., Sarwar, A., & Tan, B. C. 2020. Determinants of purchase intention of halal cosmetic products among generation Y consumers. *Journal of Islamic Marketing*, 43(4), 918-941.
- Kim, D.Y. and Kim, H.Y. 2022. "Social media influencers as human brands: an interactive marketing perspective", *Journal of Research in Interactive Marketing*, Vol. 17 No. 1, pp. 94-109.
- Kotler, Keller, Chernev. 2021. *Marketing Management*. Singapore: Pearson.
- Kotler, P., & Armstrong, G. 2020. *Principles of Marketing* (18th Ed.). Harlow: Pearson Education Limited.
- Kotler, P., & Keller, K. L. 2019. *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P.T., & Keller, K.L. 2016. *Marketing Management*. (15th global ed.).
- Kotler, P.T., Keller, K.L., Chernev. 2021. *Marketing Management*. Singapore: Pearson Education.

- Kusumawati, A., Fitriana, A., & Saputra, R. 2023. Perceived value sebagai determinan purchase intention konsumen dalam e-commerce. *Jurnal Ilmu Manajemen*, 11(3), 122–135.
- Leite, F.P. and Baptista, P.D.P. 2022. “Influencers’ intimate self-disclosure and its impact on consumers’ self-brand connections: scale development, validation, and application”, *Journal of Research in Interactive Marketing*, Vol. 16 No. 3, pp. 420-437.
- Li, Y. and Peng, Y. 2021. “What drives gift-giving intention in live streaming? The perspectives of emotional attachment and flow experience”, *International Journal of Human-Computer Interaction*, Vol. 37 No. 14, pp. 1317-1329.
- Lin, S.-C., Tseng, H.-T., Shirazi, F., Hajli, N. and 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*, Vol. 35 No. 6, pp. 1383-1403.
- Liu, F.F. 2021. “Livestream ecommerce: what we can learn from China”, available at: www.nngroup.com/articles/livestream-ecommerce-china/ (accessed 21 June 2022).
- Lu, B. and Chen, Z. 2021. “Live streaming commerce and consumers’ purchase intention: an uncertainty reduction perspective”, *Information & Management*, Vol. 58 No. 7, p. 103509.
- Ma, Z., Wang, W., & Sun, X. 2022. Understanding the influence of consumers’ perceived value on satisfaction and energy-saving products purchase intention. *Frontiers in Psychology*, 12, 640376.
- Mariah, M., & Nurbaiti, D. 2019. Pengaruh persepsi online store dan offline store pada persepsi nilai dan dampaknya terhadap niat beli pada produk fashion. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 2(2), 215–222. Diambil dari <https://doi.org/10.36407/jmsab.v2i2.113> diakses tanggal 27 Februari 2025.
- Mathwick, C., Malhotra, N. K., & Rigdon, E. (2001). Experiential value: Conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing*, 77(1), 39–56.
- Mccormick, K. 2016. “Celebrity endorsements: influence of a product-endorser match on Millennials attitudes and purchase intentions”, *Journal of Retailing Consumer Services*, Vol. 32, pp. 39-45.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Mindiasari, D., Wulandari, F., & Hidayat, R. 2024. Systematic literature review: Determinant factors of consumer purchase intention in live streaming commerce. *Journal of Information Technology and Computer Science (JITECS)*, 9(1), 45–62

- Munandar, A., & Wulandari, D. 2022. Efektivitas content marketing terhadap purchase intention di kalangan UMKM fashion. *Jurnal Pemasaran Kontemporer*, 9(2), 88–97.
- Notoatmodjo, S. 2018. *Metodologi penelitian kesehatan*. Jakarta: Rineka Cipta.
- Nugroho, Y., Putri, R., & Sari, A. 2021. Pengaruh copywriting dan emotional branding terhadap purchase intention pada produk kecantikan lokal. *Jurnal Komunikasi Pemasaran*, 4(1), 15–25.
- Oh, H., & Teo, H. H. 2022. Perceived value, consumer engagement, and purchase intention in social e-tail. *Sustainability*, 14(18), 11730.
- Payadnya, I. P. A. A., & Jayantika, I. G. A. N. T. 2018. Panduan Penelitian Eksperimen Beserta Analisis Statistik Dengan SPSS (1st ed.). Deepublish.
- Prajarini, D., & Sayogo, D. 2021. Pengaruh Desain Post Instagram Terhadap Minat Pembelian Produk UMKM Kedai Kopi Di Kabupaten Sleman. ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia, 7(01), 187–199. <https://doi.org/10.33633/andharupa.v7i01.4139>
- Prasetyo, A., & Anjani, S. 2023. Authenticity in affiliate marketing and its effect on Gen Z purchase behavior. *Jurnal Ekonomi Digital*, 3(1), 66–74.
- Prasojo, E. 2023. Transformasi Digital dan Ekonomi Sosial Media.
- Putra, B. A., & Purnamasari, V. 2023. Content marketing dan customer engagement sebagai prediktor purchase intention pada e-commerce fashion. *Jurnal Manajemen dan Bisnis*, 10(1), 25–34.
- Rahman, A. 2022. Analisis Praktik Pemasaran Afiliasi Pada Platform E-Commerce Ditinjau Dari Perspektif Ekonomi Islam. EKSAP: Jurnal Ekonomi Syariah, Akuntansi dan Perbankan, 6(1), 1-10.
- Rahman, A. 2022. Analisis Praktik Pemasaran Afiliasi Pada Platform E-Commerce Ditinjau Dari Perspektif Ekonomi Islam. EKSAP: Jurnal Ekonomi Syariah, Akuntansi dan Perbankan, 6(1), 1-10.
- Repi, O. W., Lumanaw, B., & Wenas, R. S. 2020. Pengaruh Bauran Promosi, Kesadaran Merek Dan Persepsi Nilai Terhadap Niat Beli Di Bukalapak Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Sam Ratulangi Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 8(4), 110–119.
- Salsabila, A. N., & Lestari, P. 2024. The effect of content marketing and electronic word of mouth on purchase intention (Case study on TikTok @suzanashop account followers). *Jurnal Ekonomi, Bisnis dan Digital (JEBd)*, 4(2), 45–56.
- Santana, G. 2020. Content Marketing: Strategies and Best Practices. *Journal of Marketing Trends*, 7(3), 45-52.
- Saputra, G. G., & Fadhillah. 2022. Pengaruh Live Streaming Shopping Instagram Terhadap Kepercayaan Konsumen Online dan Dampaknya pada Keputusan

Pembelian. Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS) Vol 4 No.2 DOI 10.47065/ekuitas.v4i2.2353 , 442–452.

- Sheriff, N. M., Zulkifli, A. S., & Othman, W. N. S. W. 2019. Accentuating Customer Engagement, Visual Presentation and Copywriting for Effective Social Media Marketing: A Case Study. *International Journal of Academic Research in Business and Social Sciences*, 1619–1628.
- Song, C. ;, & Liu, Y.-L. 2021. The Effect Of Live-Streaming Shopping On The Consumer's Perceived Risk And Purchase Intention In China. 23rd Biennial Conference of the International Telecommunications Society (ITS), 1–18. Diambil dari <http://hdl.handle.net/10419/238054> diakses tanggal 28 Februari 2025.
- Sugiharto, B. 2020. *Strategi Komunikasi Pemasaran dalam Era Digital: Copywriting dan Content Marketing*. Jurnal Ilmu Komunikasi, 18(2), 112–120
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suhartono, A., & Priyanto, S. (2021). Pengaruh persepsi nilai dan kepuasan terhadap purchase intention di marketplace Shopee. *Jurnal Bisnis dan Ekonomi*, 28(2), 101–110.
- Usman, M., et al. 2024. Strategi Pemasaran Langsung Melalui Live Streaming di Platform E-commerce. *Jurnal Pemasaran Digital*, 6(1), 45–58.
- Wahyuni, R., & Abadi, M. (2021). Affiliate marketing dalam perspektif konsumen: Kredibilitas, trust, dan efektivitas promosi. *Jurnal Komunikasi dan Bisnis*, 12(3), 77–86.
- Wang, C.L. 2021. “New frontiers and future directions in interactive marketing: Inaugural Editorial”, *Journal of Research in Interactive Marketing*, Vol. 15 No. 1, pp. 1-9.
- We Are Social & Meltwater. 2024. Digital 2024: Global Overview Report. Dambil dari <https://wearesocial.com/id/blog/2024/01/digital-2024/> diakses tanggal 10 Februari 2025.
- Widyaningrum, P. W. 2023. Digital marketing: Strategi pemasaran di era digital. Salemba Empat.
- Wohn, D.Y. and Freeman, G. 2020. “Live streaming, playing, and money spending behaviors in eSports”, *Games and Culture*, Vol. 15 No. 1, pp. 73-88.
- Wongkitrungrueng, A., & Assarut, N. 2020. The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117(November 2017), 543–556. Diambil dari

<https://doi.org/10.1016/j.jbusres.2018.08.032> diakses tanggal 29 Januari 2025.

- Yazgan Pektas, s., & Hassan, A. 2020. The effect of digital content marketing on tourists' purchase intention. *Journal of Tourismology*, 79–88.
- Zeithaml, V. A. 1988. Consumer perceptions of price, quality, and value: A means–end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zhou, J., Zhou, J., Ding, Y. and Wang, H. 2019. “The magic of danmaku: a social interaction perspective of gift sending on live streaming platforms”, *Electronic Commerce Research and Applications*, Vol. 34, p. 100815.

