

DAFTAR PUSTAKA

- Abdullah, M (2015), *Metode Penelitian Kuantitatif*, Aswaja Pressindo, viewed 2023
- Abidin, Y. Z. (2015). *Metode Penelitian Komunikasi: Penelitian Kuantitatif Teori & Aplikasi*
- Arikunto Suharsimi. 2006. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta : PT. Rineka Cipta
- Bonald, T., Massoulié, L., Mathieu, F., Perino, D., & Twigg, A. (2008, June). Epidemic live streaming: optimal performance trade-offs. In *Proceedings of the 2008 ACM SIGMETRICS international conference on Measurement and modeling of computer systems* (pp. 325-336)
- Chakti, A. G. (2019). *The Book of Digital Marketing* (Sobirin (Ed.)). Celebes Media Perkasa
- 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
- Fauziah, S., & Rahmidani, R. (2021). Pengaruh Promosi Penjualan dan Shopping Lifestyle terhadap Impulse Buying Produk Fashion. *Jurnal Ecogen*, 4(1), 81-88
- Fitriyani, Nanda, A. S., & Aristyanto, E. (2021). Peran Impulsive Buying Saat Live Streaming Pada Masa Pandemi Covid-19 (Studi Kasus E-Commerce “Shopee”). *Jurnal Ekonomi Dan Perbankan Syariah*, 6(2), 542–555
- Hajli, N., (2015). Social Commerce Constructs and Consumer's Intention to Buy. *Int. J. Inf. Manag.* 35 (2), 183–191
- Hartono, J. (2007). *Sistem Informasi Keperilakuan*. Yogyakarta: Andi
- Jannah, A., Masriadi, Deddy Satria, & Dwi Fitri. (2023). Strategi Komunikasi Pemasaran Akun Instagram @Grosirshop_Stufff dalam Promosi Penjualan. *Cendekia : Jurnal Hukum, Sosial Dan Humaniora*, 1(4), 379–386. DOI: <https://doi.org/10.5281/zenodo.8422512>
- Kotler, P (2013). *Marketing management: a South Asian perspectives*
- Laoli, N. (2021). *BI catat nilai transaksi e-commerce produk halal naik 20% per agustus 2021*. Retrieved from nasional.kontan.co.id:
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How Social Presence

Influences Impulse Buying Behavior in Live Streaming Commerce? The Role of S-O-R Theory. *International Journal of Web Information Systems*, 17(4), 300–320

Neti, S. (2011). Social Media And Its Role In Marketing. *International Journal of Enterprise Computing and Business Systems*, 1, 2-8.

Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif, dan RAD*. Bandung: Alfabeta

Su, X. (2019). An Empirical Study on the Influencing Factors of E-commerce Live Streaming. *Proceedings - 2019 International Conference on Economic Management and Model Engineering, ICEMME 2019*, 492–496.

Suyanto, M. (2003). *Strategi periklanan pada e-commerce perusahaan top dunia*. Penerbit Andi

Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2019). The impact of live video streaming on online purchase intention. *The Service Industries Journal*, 4(3),1-26. doi:10.1080/02642069.2019.1576642