

## DAFTAR PUSTAKA

- Aaker, David A. *Manajemen Ekuitas Merek : Memanfaatkan Nilai Dari Suatu Merek*. 1 ed., Jakarta, Mitra Utama, 1997.
- Aziz, Azwar. "Pemanfaatan Teknologi Informasi dalam Pengembangan Bisnis Pos information technology utilization in business post development." *Buletin Pos dan Telekomunikasi*, vol. 10, no. 1, 2012, pp. 38-39, DOI: 10.17933/bpostel.2012.100104.
- Benediktova, Barbora, and Lukas Nevosad. *Affiliate Marketing Perspective of Content Providers*. Germany, LAP LAMBERT Academic Publishing, 2009.
- Cooper, Donald R., and Pamela S. Schindler. *Business Research Methods*. 12 ed., New York, McGraw Hill International, 2014.
- Creswell, John W. *Research Design Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran*. 4 ed., Yogyakarta, Pustaka Pelajar, 2014.
- Decker, Wayne H., et al. "Affiliation motivation and interest in entrepreneurial careers." *Journal of Business Research*, vol. 27, no. 2, 2012, DOI 10.1108/02683941211205835.
- Eapen, Alex, et al. "Business Group Affiliation and FDI Spillovers." *Academy of Management Annual Meeting Proceedings*, vol. 1, 2017, DOI:10.5465/AMBPP.2017.165.
- Effendy, Onong Uchjana. *Kamus Komunikasi*. Bandung, Mandar Maju, 1989.
- Firmansyah, M. Anang. *Komunikasi Pemasaran*. Jawa Timur, CV. Penerbit Qiara Media, 2020.
- Ghozali, Imam. *Aplikasi analisis multivariete dengan program IBM SPSS 23*. 8 ed., Semarang, Semarang Badan Penerbit Universitas Diponegoro, 2016.

- Handley, Ann. *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. New Jersey, John Wiley & Sons, 2014, <https://www.yumpu.com/en/document/read/63049267/ann-handley-everybody-writes-your-go-to-guide-to-creating-ridiculously-good-content-wiley-2014>.
- Hatta, Muhammad, et al. "Pengaruh Viral Marketing dan Word of Mouth terhadap Brand Image Aisan games 2018." *Jurnal Ilmiah Manajemen Bisnis dan Terapan*, vol. 17, no. 2, 2020, DOI:10.29259/jmbt.v17i2.12264.
- Indrawati. *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. 1 ed., Bandung, Refika Aditama, 2015, <http://katalogdpkblora.perpusnas.go.id/detail-opac?id=15691>.
- Kemp, Simon. "Digital 2021: the latest insights into the 'state of digital.'" *We Are Social*, 27 January 2021, <https://wearesocial.com/uk/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital/>. Accessed 7 April 2023.
- Kennedy, John E., and R. Dermawan Soemanagara. *Marketing communication : taktik dan strategi*. 1 ed., Jakarta, Bhuana Ilmu Populer, 2006.
- Kurniawan, Fachreza, and Devilia Sari. "Pengaruh kualitas produk, harga, dan kepercayaan terhadap proses keputusan pembelian konsumen perusahaan konveksi Inglorius Industries di Kota Bandung Authors." *eProceedings of Management*, vol. 4, no. 1, 2017.
- Lau, Geok Theng, and Sook Han Lee. "Consumers' Trust in a Brand and the Link to Brand Loyalty." *Journal of Market-Focused Management*, vol. 4, 1999, pp. 341-370, doi.org/10.1023/A:1009886520142.

- Ling, Kwek Choon, et al. "The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention." *Semantic Scholar*, vol. 3, no. 3, 2010, DOI:10.5539/ibr.v3n3p63.
- Machfoedz, Mahmud. *Komunikasi pemasaran modern*. Yogyakarta, Cakar Ilmu, 2010.
- Malhotra, Naresh K., and Mark Peterson. *Basic marketing research : a decision-making approach*. 2 ed., New Jersey, Pearson/Prentice Hall, 2006.
- Mowen, John, et al. *Perilaku konsumen / John C, Mowen, Michael Minor ; alih bahasa, Dwi Kartini Yahya*. 5 ed., Jakarta, Erlangga, 2002.
- Mowen, John C., and Michael Minor. *Perilaku konsumen. Jilid 1 / John C. Mowen; Michael Minor; alih bahasa Lina Salim*. Erlangga, 2013, <http://kin.perpusnas.go.id/DisplayData.aspx?pId=10020&pRegionCode=UNTAR&pClientId=650>.
- Pavlou, Paul A. "Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model." *International Journal of Electronic Commerce*, vol. 7, no. 3, 2003, DOI:10.1080/10864415.2003.11044275.
- Philip Kotler, *Dasar-Dasar Pemasaran*, dialihbahasakan oleh Alexander Sindoro, Jakarta: Indeks, 2004
- Priyono. *Buku Metode Penelitian Kuantitatif*. Revisi 2008 ed., Sidoarjo, Zifatama Publishing, 2016.
- Putri, Rifda Aufa, and Vivin Dian Devita. "Report: Peta Persaingan E-commerce Q3 2021." *iprice.co.id*, iPrice Ventures, 2023, <https://iprice.co.id/trend/insights/report-peta-persaingan-e-commerce-q3-2021/>.

- Radjab, Enny, and Andi Jam'an. *Metodologi Penelitian Bisnis*. 3 ed., Makasar, Lembaga Perpustakaan dan Penerbitan Universitas Muhammadiyah, 2017.
- Radjab, Eny, and Andi Jam'an. *Metodologi penelitian bisnis*. 1 ed., vol. 3, Makasar, Lembaga Perpustakaan dan Penerbitan Universitas Muhammadiyah Makassar, 2017.
- Rian, Damian, and Calvin Jones. *Understanding digital marketing: marketing strategies for engaging the digital generation*. London, Philadelphia : Kogan Page, 2009.
- Riduwan. *Skala pengukuran variabel-variabel penelitian*. 12 ed., Bandung, Alfabeta, 2010.
- Sekaran, Uma, and Roger Bougie. *Research methods for business : a skill-building approach*. 7 ed., New York, John Wiley & Sons, 2016.
- Silaen, Sofar. *Metodologi penelitian sosial untuk penulisan skripsi dan tesis*. Revisi ed., vol. viii, Bogor, In Media, 2018.
- Siyoto, Sandu, and Ali Sodik. *Dasar Metode Penelitian*. 1 ed., Yogyakarta, Literasi Media Publishing, 2015.
- Sugiyono. *Metode penelitian kuantitatif kualitatif dan R&D*. Bandung, ALFABETA, 2012.
- Sumarwan, Ujang. *Perilaku Konsumen: teori dan Penerapannya dalam Pemasaran*. Jakarta, Ghalia Indonesia, 2002.
- Sunarto, Andi. *Seluk beluk e-commerce = panduan bagi pemula untuk menjual produknya melalui internet*. Yogyakarta, Gerailmu, 2009.
- Surianto, Ellyvia Jesslyn, and Lusia Savitri Setyo Utami. "Pengaruh Komunikasi Persuasif Melalui Fitur Shopee Live Terhadap Keputusan Pembelian (Studi

- Pada Followers Lilybelleclothing di Aplikasi Shopee).” *Prologia*, vol. 5, no. 2, 2021, pp. 387-388. *Journal Untar*, <https://doi.org/10.24912/pr.v5i2.10218>.
- Sutisna. *Perilaku konsumen dan komunikasi pemasaran*. Bandung, Remaja Rosdakarya, 2002.
- Sutisna. *Perilaku konsumen & komunikasi pemasaran*. Bandung, Remaja Rosdakarya, 2001.
- Tersiana, Andra. *Metode penelitian*. 1 ed., Yogyakarta, Yogyakarta : Star Up, 2018.