

DAFTAR PUSTAKA

- A.M. Huberman & M.B Miles. 1984. Analisis Data Kualitatif. Terjemahan oleh Tjetjep Rohendi Rohidi. 1992. Jakarta : Universitas Indonesia
- A.Yoeti. 2002. Perencanaan dan Pengembangan Pariwisata, Cetakan Pertama Pradnya Paramita. Jakarta.
- Afrina Yasmin, Sadia Tasneem, & Kaniz Fatema. (2015). International Journal Of Management Science and Business Administration. *MyIdeas, 1*.
- Amoroso, D., & Lim, R. (2017). The mediating effects of habit on continuance intention. *International Journal of Information Management. 37*.
- Aziz, Azwar. (2012). Pemanfaatan Teknologi Informasi dalam Pengembangan Bisnis Pos information technology utilization in business post development. *Buletin Pos dan Telekomunikasi, 10*.
- Benediktova, Barbora, and Lukas Nevosad. (2008) *Affiliate Marketing Perspective of Content Providers*. Germany, LAP LAMBERT Academic Publishing.
- Berger, & Milkman. (2012). Viral Marketing and content forwarding on social media. Arcada – University of Applied Sciences, 1.
- Camilleri, M. A. (2018). The SMEs' technology acceptance of digital media for stakeholder engagement. *Journal of Small Business and Enterprise Development*.
- Chang, W.-J. (2020). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*.
- Creswell, John W. (2020). *Research Design Pendekatan Metode Kualitatif, Kualitatif, dan Campuran*. 4 ed., Yogyakarta, Pustaka Pelajar.
- Decker, Wayne H., et al. (2012). "Affiliation, motivation and interest in entrepreneurial careers." *Journal of Business Research, 27*.

- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36.
- Duffy, G.K., & Atwater, E. (2005). *Psychology for Living : Adjustment , Growth, Behavior Today*. Pennsylvania State University: Prentice Hall.
- Druehl, C.T. and Schmidt, G.M. (2008). A Strategy for Opening a New Market and Encroaching on the Lower End of the Existing Market. *Production and Operations Management*, 17.
- Eagly, A. & Chaiken, S. 1993. *The psychology of attitudes*. Toronto: Harcourt Brace Jovanovich College.
- Eapen, Alex, et al. (2017). “Business Group Affiliation and FDI Spillovers.” *Academy of Management Annual Meeting Proceedings*, 1.
- Effendy, O. U. (2007). *Kamus Komunikasi*. Mandar Maju.
- Emilia, R.A. N., Cendera Rizky, & Anugrah Bangun. (2019). Penggunaan Affiliate Marketing dalam Meningkatkan Penjualan Pegipegi. *Jurnal The Messenger*, 11.
- Gabrielli, V., Balboni, B., & Gabrielli, V. (2010). SME practice towards integrated marketing communications. *Marketing Intelligence & Planning*, 28.
- Heath, C., & Heath, D. (2007). *Made to Stick : Strategi Agar Gagasan Anda Melekat di Benak Orang Lain*. Gramedia Pustaka Utama.
- Hobbs, Renee. (2010). *Digital and Media Literacy: A Plan for Action*, a white paper. Washington: The Aspen Institute.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. 1 ed., Bandung, Refika Aditama.

James A.F.Stoner, dan R. Edward Freeman, Management, 6th Edition, New Jersey: Prentice Hall, Inc, diterjemahkan oleh Alexander Sindoro, 1996, Manajemen, Edisi Keenam, Jakarta: PT Prenhallindo.

Kangean, Sharen, and Farid Rusdi. (2020). "Analisis Strategi Komunikasi Pemasaran Dalam Persaingan E-Commerce Di Indonesia." Prologia.4.

Kaplan, A. & Haenlein, M. (2010). User of the world, unite! the challenge! and opportunities of social media. Prancis: Business Horizons.

Kusuma, D. F., & Sugandi, M. S. (2019). Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. Jurnal Manajemen Komunikasi, 3.

Krishnamurthy, S. dan W. Dou, (2008), "Advertising With User-Generated Content: A Framework and Research Agenda", Journal of Interactive Advertising, 8.

L. Tan, P. Li, F. Tao, A. Miao, and M. Cao. (2020) "Cable joint fault detection for the ring main unit based on an adaptive TNPE algorithm," WIRES DATA Min. Knowl. Discov., M.

Lau, Geok Theng, and Sook Han Lee. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market-Focused Management*, 4.

Lincoln, Y. S., & Guba, E. G. (1985). Naturalistic inquiry (vol. 75). Sage Thousand Oaks, CA.

Matidza, Isaac, Tao Ping, and Chimango Nyasulu. (2020). Use of Digital Marketing in Estate Agency Industry in Malawi.|| E-Learning and Digital Media 17, 3.

Meifitri, Melvia. (2020). Fenomena 'Influencer' Sebagai Salah Satu Bentuk Cita-Cita Baru Di Kalangan Generasi 'Zoomer, *Komunikasiana: Journal of Communication Studies*, 2.

- Mulvenna, M., Buchner, A., & Norwood, M. (1998). Data Mining for Marketing Intelligence on the Internet. *ESPRit*.
- Mulyana, Deddy. (2020). Ilmu Komunikasi: Suatu Pengantar. Cetakan ke 18. Bandung: PT. Remaja Rosdakarya.
- Nasrullah, Rulli. (2015). Media Sosial ;Prespektif Komunikasi, Budaya, dan Sosioteknologi. Bandung : Simbiosa Rekatama Media
- Olbrich, H. (1973). Molasses. In: Principles of Sugar Technology, Vol. III. Elsevier Publisher Benjamin-Cummings Publishing Company. Subs of Addison Wesley Longman Inc.
- Pavlou, Paul A. (2003). "Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model." *International Journal of Electronic Commerce*, 7.
- Pelsmacker Patrick, dkk. (2013). Marketing Communications A European Perspective. England: Pearson Education Limited.
- Pöyry, E., Parvinen, P., & Malmivaara, T. (2013). Can we get from liking to buying? Behavioural differences in hedonic and utilitarian Facebook usage. *Electronic Commerce Research and Applications*, 12.
- Pranajaya, K., & Nadiya. (2023). STRATEGI COPYWRITER DALAM PEMASARAN COKLAT KITA (Studi Kasus di Napak Jagat Pasundan). *Universitas Sangga Buana*.
- Priyono. (2018). *Buku Metode Penelitian Kuantitatif*. Revisi 2008 ed., Sidoarjo, Zifatama Publishing.
- R.Sudiyatmoko. (2015). Panduan Optimalisasi Media Sosial Untuk Kementerian Perdagangan RI.
- Rijali, A. (2019). Analisis Data Kualitatif. *Fakultas Dakwah dan Ilmu Komunikasi UIN Antasari Banjarmasin*, 17.

- Sanjiwani, P. A. P., Widnyana, I. W., Dewi, N. M. S. S., & Wijaya, M. E. A. (2023). Meningkatkan Customer Retention Braud Cafe Menggunakan Manajemen Relasional Pelanggan. Prosiding Seminar Nasional Pengabdian Masyarakat, 2.
- Sekaran, Uma, and Roger Bougie. (2013). *Research methods for business : a skill-building approach*. 7 ed., New York, John Wiley & Sons.
- Shopee Affiliate Program | Komisi & Syarat Shopee Affiliate*. (n.d.). Shopee. Retrieved December 22, 2023, from <https://shopee.co.id/m/affiliates>
- Sugiyono. (2012). *Metode penelitian kuantitatif kualitatif dan R&D*. Bandung, ALFABETA.
- Taiminen, H. M., & Karjaluoto, H. (2015). The usage of digital marketing channels in SMEs. Journal of Small Business and Enterprise Development
- Tersiana, Andra. (2018). *Metode penelitian*. 1 ed., Yogyakarta, Yogyakarta : Star Up.
- Wijaya, Tony. (2018), Manajemen Kualitas Jasa, Edisi Kedua, Jakarta: PT.Indeks
- Zed, M. (2014). Metode penelitian kepustakaan. Jakarta: Yayasan Pustaka Obor Indonesia.
- Zuldafril dan Lahir, M. (2012). Penelitian Kualitatif. Surakarta: Yuma Pustaka
- 10 E-Commerce dengan Pengunjung Terbanyak Kuartal II 2022*. (2022, November 21). Databoks. Retrieved December 22, 2023, from <https://databoks.katadata.co.id/datapublish/2022/11/21/10-e-commerce-dengan-pengunjung-terbanyak-kuartal-ii-2022>