

## Bibliography

- Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational?. *Journal of Retailing and Consumer Services*, 63, 102669.
- Alfikry, A., & Akbar, A. (2023, December). The influence of family socioeconomic status, education level, and gender on financial literacy in Tanah Datar district. In *International Conference on Mathematical and Statistical Physics, Computational Science, Education and Communication (ICMSCE 2023)* (Vol. 12936, pp. 418-429). SPIE.
- Bentler, P.M. (1995), *EQS Structural Equations Program Manual*, Multivariate Software, Inc., Encino, CA.
- Best, W.J. and Seger, R.E. (1989), "Distribution synergies: easy to see, harder to get", *Mergers and Acquisitions*, Vol. 24, No. 2, pp. 48-53.
- Farida, D. A., Wardhana, A., Kumalasari, A. D., Wijaksana, T. I., Pradana, M., & Renaldi, R. (2021). The Influence of Service Quality and Consumer Trust on Consumer Loyalty of Sociolla. In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (pp. 854-859).
- Hasbi, I., Pradana, M., & Saragih, A. L. P. (2021). Literacy Of Organizational Culture'S Effects On Work Performance. *Academy of Strategic Management Journal*, 20(1), 1-6.
- Hendrayati, H., Atrisia, M. I., & Disman, S. (2019). The Innovation of Digital Dockless Bike-Sharing for City's Air Quality as Sustainable Transportation. *J. Eng. Sci. Technol*, 14, 557-568.
- Islami, R. B., Wardhana, A., & Pradana, M. (2021). The Influence of Social Media Influencer and Product Quality on Purchase Decisions (Case Study on Promotion of Hand & Body Lotion Scarlett Whitening in Instagram). In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (Vol. 2019, pp. 560-567).
- Kartawinata, B. R., Wijayangka, C., Akbar, A., & Hendiarto, R. S. (2021). The influence of lifestyle and financial behavior on personal financial management for the millennial generation (Study on college students in Bandung city, Indonesia). In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (pp. 2957-2965).
- Li, L., & Zhang, J. (2021). Research and analysis of an enterprise E-commerce marketing system under the big data environment. *Journal of Organizational and End User Computing (JOEUC)*, 33(6), 1-19.
- Lim, Y. S., Rubiyanti, N., Ng, T. H., Widodo, A., Zhee, L. Y., & Silvianita, A. (2024). Social Media Marketing for Micro-enterprises in Malaysia: Branding for the Future?. In *Islamic Finance: New Trends in Law and Regulation* (pp. 567-577). Cham: Springer Nature Switzerland.
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management*, 58(7), 103509.
- Nugraha, D. W., Ismail, H., Wardhana, A., Wijaksana, T. I., & Yunani, A. (2023, December). A systematic literature review: implementation of ERP systems in logistics companies supply chain management in developed and developing countries. In *International Conference on Mathematical and Statistical Physics, Computational Science, Education and Communication (ICMSCE 2023)* (Vol. 12936, pp. 257-264). SPIE.
- Permatasari, R., Fakhri, M., Silvianita, A., Wardhana, A., & Moeliono, N. (2021). The Effect Of Job Stress Occupational Safety and Health Toward The Quality Of Employee Life In Central Cimahi Post Offices. In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (pp. 5666-5673).
- Rubiyanti, N., Sujak, A. F. A., Madiawati, P. N., & Nurutami, F. (2023, August). Perceived Usefulness: A Bibliometric Visualization. In *2023 International Conference on Digital Business and Technology Management (ICONDBTM)* (pp. 1-6). IEEE.
- Wardhana, A., Pradana, M., Kartawinata, B. R., Mas-Machuca, M., Pratomo, T. P., & Mihardjo, L. W. W. (2022, November). A twitter social media analytics approach on Indonesian

- digital wallet service. In 2022 International Conference Advancement in Data Science, E-learning and Information Systems (ICADEIS) (pp. 01-05). IEEE.
- Yuliarni, N., Hurriyati, R., Disman, D., Hendrayati, H., & Warlina, L. (2023). Marketing strategy of ecotourism in Uzbekistan and Indonesia. *Journal of Eastern European and Central Asian Research (JEECAR)*, 10(4), 638-649.
- Zahra, S., Silvianita, A., Pradana, M., & Utami, F. N. (2021, April). Analysis of factors Affecting work motivation of teachers at State Private Vocational school 08 Kab Sleman. In *Proceedings of the International Conference on Industrial Engineering and Operations Management*, Sao Paulo, Brazil (pp. 5-8).

