

## DAFTAR PUSTAKA

|      |                                                                                                                                                                                                                                                                         |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| [1]  | Aditya, R., Prasetyo, D. E., & Aji, R. F. (2023). <i>Artificial Intelligence dalam Pengambilan Keputusan Bisnis Digital</i> . Jakarta: Prenadamedia Group.                                                                                                              |
| [2]  | Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2021). Customer experiences in the age of artificial intelligence. <i>Computers in Human Behavior</i> , 114, 106548. <a href="https://doi.org/10.1016/j.chb.2020.106548">https://doi.org/10.1016/j.chb.2020.106548</a> |
| [3]  | Ariyanto, T., Mulyadi, M., & Prasetyo, H. (2023). <i>Manajemen Pemasaran Terpadu</i> . Yogyakarta: Deepublish.                                                                                                                                                          |
| [4]  | Bola.com. (2023). <i>Shopee Live Jadi Fitur Live Streaming Paling Populer di Indonesia</i> . Diakses dari <a href="https://bola.com">https://bola.com</a>                                                                                                               |
| [5]  | Cahya, I. (2016). Analisis Model Technology Acceptance Model (TAM) dalam Penggunaan Sistem Informasi. <i>Jurnal Teknologi dan Sistem Informasi</i> , 2(1), 20–28.                                                                                                       |
| [6]  | Chen, Y., Chen, S., & Tian, H. (2022). The Influence of Product Uncertainty on Repurchase Intention in E-commerce. <i>Journal of Retailing and Consumer Services</i> , 68, 103072.                                                                                      |
| [7]  | Chung, N., Ko, E., Joung, H., & Kim, S. J. (2021). Value Creation through Smart Retail Experience: The Role of Experience Value in M-commerce. <i>Journal of Business Research</i> , 130, 645–655.                                                                      |
| [8]  | Creswell, J. W., & Creswell, J. D. (2020). <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i> (5th ed.). London: SAGE Publications.                                                                                                        |
| [9]  | Firmansyah, H. (2022). <i>Manajemen Pemasaran Modern</i> . Bandung: Alfabeta.                                                                                                                                                                                           |
| [10] | Ghozali, I. (2021). <i>Aplikasi Analisis Multivariate dengan Program IBM SPSS 26</i> . Semarang: Badan Penerbit Universitas Diponegoro.                                                                                                                                 |
| [11] | Goel, A. (2019). <i>Artificial Intelligence: Concepts and Applications</i> . New Delhi: Wiley India.                                                                                                                                                                    |
| [12] | Hair, J. F., Page, M., & Brunsveld, N. (2020). <i>Essentials of Business Research Methods</i> (4th ed.). New York: Routledge.                                                                                                                                           |
| [13] | Healey, J. (2020). <i>Artificial Intelligence</i> . Sydney: Spinney Press.                                                                                                                                                                                              |

|      |                                                                                                                                                                              |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| [14] | Juliantari, I. A., & Yas, R. (2019). Pengaruh Kepercayaan dan Kepuasan terhadap Niat Pembelian Ulang Konsumen. <i>Jurnal Manajemen dan Bisnis Indonesia</i> , 5(2), 163–172. |
| [15] | Katadata. (2023). <i>Daftar E-Commerce dengan Kunjungan Terbanyak di Indonesia</i> . Diakses dari <a href="https://katadata.co.id">https://katadata.co.id</a>                |
| [16] | Kotler, P., & Armstrong, G. (2015). <i>Principles of Marketing</i> (16th ed.). New Jersey: Pearson Education.                                                                |
| [17] | Kotler, P., & Keller, K. L. (2019). <i>Marketing Management</i> (15th ed.). New Jersey: Pearson Education.                                                                   |
| [18] | Malhotra, N. K., & Dash, S. (2022). <i>Marketing Research: An Applied Orientation</i> (8th ed.). India: Pearson Education.                                                   |
| [19] | Masterofcode. (2023). <i>How AI is Changing Live Shopping Experience</i> . Diakses dari <a href="https://masterofcode.com">https://masterofcode.com</a>                      |
| [20] | Neuman, W. L. (2014). <i>Social Research Methods: Qualitative and Quantitative Approaches</i> (7th ed.). Harlow: Pearson Education Limited.                                  |
| [21] | Noviarni, R. (2017). Technology Acceptance Model (TAM): Teori Penerimaan Teknologi. <i>Jurnal Teknologi Informasi</i> , 7(1), 55–62.                                         |
| [22] | Pramono, D. (2014). <i>Pengantar Ekonometrika</i> . Yogyakarta: BPFE-Yogyakarta.                                                                                             |