

REFERENSI

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Penerbit Andi.
- Ajayi, V. O. (2023). A Review on Primary Sources of Data and Secondary Sources of Data. *European Journal of Education and Pedagogy*, 2(3), 1–7.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211. [https://doi.org/http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/http://dx.doi.org/10.1016/0749-5978(91)90020-T)
- Andrade, C. (2021). A Student’s Guide to the Classification and Operationalization of Variables in the Conceptualization and Design of a Clinical Study: Part 1. *Indian Journal of Psychological Medicine*, 43(2). <https://doi.org/https://doi.org/10.1177/0253717621994334>
- Anisa, D. K., & Marlana, N. (2022). Pengaruh User Generated Content Dan E-Wom Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion. *Jurnal Sinar Manajemen*, 9(2), 207–218. <https://doi.org/10.56338/jsm.v9i2.2610>
- Aviso, A. (2024). *TikTok Live Shopping: What You Need to Know*. Fit Small Business. <https://fitsmallbusiness.com/tiktok-live-shopping/>
- Babbie, E. R. (2020). *The Practice of Social Research* (15th Editi). Cengage AU.
- Bilgihan, A., Nusair, K., Okumus, F., & Cobanoglu, C. (2015). Applying flow theory to booking experiences: An integrated model in an online service context. *Information & Management*, 52(6), 668–678. <https://doi.org/http://dx.doi.org/10.1016/j.im.2015.05.005>
- Bollen, K. A., & Long, J. S. (1993). *Testing Structural Equation Models*. Sage Publications.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65, 81–93. <https://doi.org/http://dx.doi.org/10.1509/jmkg.65.2.81.18255>
- Clement, J. (2020). *Most popular social networks worldwide as of April 2020, ranked by number of active users*. Statista. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Creswell, J. W. (2019). *Research Design Pendekatan Metode Kualitatif, Kuantitatif dan Campuran*. Pustaka Pelajar.
- Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*. Harper and Row.
- Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13, 319–340. <https://doi.org/https://doi.org/10.2307/249008>
- Djaali. (2021). *Metodologi Penelitian Kuantitatif*. Bumi Aksara.
- Dubey, U. K., & Kothari, D. P. (2022). *Research Methodology: Techniques and Trends* (1st Editio). CRC Press. <https://doi.org/https://doi.org/10.1201/9781315167138>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley Publishing Company.
- Fitria, L., Indayani, L., & Sukmono, R. A. (2024). Live Streaming, Electronic Word of Mouth, and Brand Trust on Consumer Purchase Decisionsat Parfume Mykonos. *Jurnal Manajemen Bisnis*, 11(2), 1480–1494. <https://doi.org/10.33096/jmb.v11i2.870>
- Fricticarani, A., Hayati, A., R, R., Hoirunisa, I., & Rosdalina, G. M. (2023). STRATEGI PENDIDIKAN UNTUK SUKSES DI ERA TEKNOLOGI 5.0. *Jurnal Inovasi Pendidikan Dan Teknologi Informasi (JIPTI)*, 4(1), 56–68. <https://doi.org/https://doi.org/10.52060/pti.v4i1.1173>

- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27, 51–90.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. . (2010). *Multivariate Data Analysis* (7th Editio). Pearson.
- Hajli, M. N. (2014). A Study of the Impact of Social Media on Consumers. *International Journal of Market Research*, 56, 387–404. <https://doi.org/http://dx.doi.org/10.2501/IJMR-2014-025>
- Hakiki, M., Fadli, R., Samala, A. D., Fricticarani, A., Dayurni, P., Rahmadani, K., & Astiti, A. D. (2023). Exploring the impact of using Chat-GPT on student learning outcomes in technology learning: The comprehensive experiment. *Advances in Mobile Learning Educational Research*, 3(2), 859–872. <https://doi.org/10.25082/amler.2023.02.013>
- Hapsara, O., Febrian, W. D., Nuzleha, N., Sani, I., Lustono, L., Yuni, N., Abdurohim, A., Karmila, M., Utami, R., S, A. D. I., Yuliana, L., Sari, E. P., Lasminingrat, A., Simatupang, S., Imron, A., & Andri, S. (2023). Manajemen Pemasaran Jasa : Membangun Loyalitas Pelanggan. In *Eureka Media Aksara*. Eureka Media Aksara. <https://repository.penerbiteitureka.com/media/publications/565386-manajemen-pemasaran-jasa-membangun-loyal-5b7fb650.pdf>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi* (1st Editio). PT. Refika Aditama.
- Indriantoro, N., & Supomo, B. (2018). *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*. Andi Offset.
- Ishtiaq, M. (2019). Book Review Creswell, J. W. (2014). Research Design: Qualitative, Quantitative and Mixed Methods Approaches (4th ed.). Thousand Oaks, CA: Sage. *English Language Teaching*, 12(5), 40–41. <https://doi.org/10.5539/elt.v12n5p40>
- Jufriyano, M., Muslimah, T. B., & Setiawan, A. (2024). Evaluasi Pemasaran Berbasis 4P terhadap Kepuasan Konsumen dengan SEM-PLS (Structural Equation Modelling-Part Least Square). *Jurnal Media Teknik Dan Sistem Industri*, 8(2), 104–111. <https://doi.org/10.35194/jmtsi.v8i2.4242>
- Kalodata. (2024). *TikTok Statistik 2024: Data, Tren, dan Wawasan Pemasaran yang Perlu Anda Ketahui*. Kalodata. <https://www.kalodata.com/id/blog/2024/07/tiktok-statistik-2024-data-tren-dan-wawasan-pemasaran-yang-perlu-anda-ketahui/>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53, 59–68. <https://doi.org/http://dx.doi.org/10.1016/j.bushor.2009.09.003>
- Kasmir. (2022). *Pengantar Metodologi Penelitian*. Rajagrafindo Persada.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509–523.
- King, M. (2024). *Complete Guide to TikTok Shop: Setup, Features & Tips*. MagicBrief. <https://magicbrief.com/post/complete-guide-to-tiktok-shop-setup-features-tips>
- Kotler, Philip, & Keller, K. L. (2016). *Marketing Management* (15th Editi). Pearson Education.
- Kotler, Phillip, & Keller, K. L. (2012). *Marketing Management 14th Edition*. PT. Indeks Kelompok Gramedia.
- Lee, D., Moon, J., Kim, Y. J., & Yi, M. Y. (2015). Antecedents and consequences of mobilephone usability: Linking simplicity and interactivity to satisfaction, trust, and brandloyalty. *Information & Management*, 52(3), 295–304.

- Mangold, W. G., & Faulds, D. J. (2009). Social Media: The New Hybrid Element of the Promotion Mix. *Journal of Business Horizons*, 52, 357–365. <https://doi.org/http://dx.doi.org/10.1016/j.bushor.2009.03.002>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. The MIT Press.
- Musyaffi, A. M., Johari, R. J., Rosnidah, I., Respati, D. K., Wolor, C. W., & Yusuf, M. (2022). Understanding Digital Banking Adoption During Post-Coronavirus Pandemic: An Integration of Technology Readiness and Technology Acceptance Model. *TEM Journal*, 11(2), 683–694. <https://doi.org/10.18421/TEM112-23>
- Mykonosofficial. (n.d.). *Profile Tiktok Mykonos*. TikTok. Retrieved January 5, 2025, from <https://www.tiktok.com/@mykonosofficial?lang=en>
- Nanjundeswaraswamy, T. S., & Divakar, S. (2021). Determination of Sample Size and Sampling Methods in Applied Research. *Proceedings on Engineering Sciences*, 3(1), 25–32. <https://doi.org/10.24874/pes03.01.003>
- Officialmykonos. (n.d.). *Profile Instagram*. Instagram. Retrieved January 5, 2025, from <https://www.instagram.com/officialmykonos/?hl=en>
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly*, 30, 115–143. <https://doi.org/https://doi.org/10.2307/25148720>
- Pixabay. (n.d.). <https://pixabay.com/id/illustrations/tiktok-logo-merek-aplikasi-tik-tok-5962992/>. Retrieved January 5, 2025, from <https://pixabay.com/id/illustrations/tiktok-logo-merek-aplikasi-tik-tok-5962992/>
- Puspita, M. (2024). *Tik Tok Adalah (Pengertian), Asal, Manfaat, Efek Negatifnya*. PojokSosmed. <https://pojoksosmed.com/tiktok/tik-tok-adalah/>
- Rainer, P. (2024). *Inilah Media Sosial yang Paling Sering Dipakai di Indonesia*. GoodStats. <https://goodstats.id/article/inilah-media-sosial-paling-sering-dipakai-di-indonesia-Pdyt0>
- Rizaty, M. A. (2024). *Data Jumlah Pengguna E-Commerce di Indonesia pada 2020 hingga 2029*. DataIndonesia.Id. <https://dataindonesia.id/ekonomi-digital/detail/data-jumlah-pengguna-ecommerce-di-indonesia-pada-2020-hingga-2029>
- Rizti, F. (2024). *185,3 Juta Pengguna Internet Tercatat di Indonesia pada 2024*. GoodStats. <https://data.goodstats.id/statistic/1853-juta-pengguna-internet-tercatat-di-indonesia-pada-2024-JFNoa>
- Rodrigo, P. V., Babak, T., Thomas, F., & Kevin, O. G. (2018). On Being Attractive, Social and Visually Appealing in Social Media: The Effects of Anthropomorphic Tourism Brands on Facebook Fan Pages. *Tourism Management*, 66. <https://doi.org/https://doi.org/10.1016/j.tourman.2017.11.013>
- Russell, J. . (1980). A Circumplex Model of Affect. *Journal of Personality and Social Psychology*, 39, 1161–1178. <https://doi.org/http://dx.doi.org/10.1037/h0077714>
- Samala, A. D., Indarta, Y., Hakiki, M., & Leong, K. (2023). Top 10 Most-Cited Articles Concerning Blended Learning for Introductory Algorithms and Programming: A Bibliometric Analysis and Overview. *International Journal of Interactive Mobile Technologies*, 17(5).
- Santoso, S. (2021). *Analisis Structural Equation Modelling (SEM) menggunakan AMOS 26*. PT Elex Media Komputindo.

- Saputra, G. G., & Fadhilah. (2021). Pengaruh content marketing dan e-wom pada media sosial tiktok terhadap keputusan pembelian generasi z. *Jurnal Ekonomi, Keuangan Dan Manajemen Inovasi*, 17(3), 505–512. <http://eprints.untirta.ac.id/id/eprint/6920>
- Sari, T., Ayuning Tazkiyah, A., Khansa Zalty, N., Sudrajat, A., & Ekonomi Universitas Singaperbangsa Karawang, F. (2023). *Pengaruh Motivasi, Persepsi dan Pelayanan terhadap Keputusan Pembelian Produk Centangbiruu.Official*. 7(Nisar 2014), 6439–6446. <https://jptam.org/index.php/jptam/article/view/7237/5991>
- Sarwono, J., & Narimawati, U. (2015). *Membuat skripsi, tesis dan disertasi dengan partial least square SEM (PLS-SEM)*. Penerbit Andi.
- Sefriani, R., Sepriana, R., Radyuli, P., & Hakiki, M. (2022). Android-Based Blended Learning Media for Computer Maintenance Lectures. *Journal of Education Technology*, 6(1), 119–125. <https://doi.org/10.23887/jet.v6i1.42514>
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach* (5th Editio). John Wiley & Sons.
- Sholihin, M., & Ratmono, D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis* (2nd Editio). Penerbit Andi.
- Solomon, M. R., & Russell, C. A. (2024). *Consumer Behavior : Buying, Having, and Being*. Hoboken : Pearson Education.
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A Reexamination of the Determinants of Consumer Satisfaction. *Journal of Marketing*, 60, 15–32.
- Sudarsono, H. (2020). *Buku ajar: Manajemen pemasaran*. Pustaka Abad.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis Dan Ekonomi*. Pustaka Baru Press.
- Taufik, A., Sudarsono, B. G., Budiyantera, A., Sudaryana, I. K., & Muryono, T. T. (2016). *Pengantar Teknologi Informasi* (1st Editio). Pena Persada.
- Tjiptono, F. (2015). *Strategi Pemasaran*. CV. ANDI OFFSET.
- Ulfa, R. (2021). Variabel Penelitian Dalam Penelitian Pendidikan. *Jurnal Pendidikan Dan Keislaman Al-Fathonah*, 1(1), 342–351.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information: Toward a Unified View. *MIS Quarterly*, 27(3), 425–478. <https://www.jstor.org/stable/30036540>
- Waluyo, D. (2024). *Potensi Besar Parfum Lokal Indonesia: Inovasi Jenama Lokal dan Dominasi Pasar Global*. Indonesia.Go.Id. <https://indonesia.go.id/kategori/editorial/8379/potensi-besar-parfum-lokal-indonesia-inovasi-jenama-lokal-dan-dominasi-pasar-global?lang=1>
- Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2020). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability*, 12(1). <https://doi.org/10.3390/su13010189>
- Wijanto, S. H. (2008). *Structural Equation Modeling dengan LISREL 8.80: Konsep dan Tutorial*. Graha Ilmu.
- Wijoyo, H., Indrawan, I., Handoko, A. L., Santamoko, R., & Cahyono, Y. (2020). *Generasi Z & Revolusi Industri 4.0*. CV. PENA PERSADA.
- Zhang, W., Zhang, W., & Daim, T. U. (2023). *Investigating consumer purchase intention in online social media marketing: A case study of Tiktok*. 74. <https://doi.org/https://doi.org/10.1016>