

DAFTAR PUSTAKA

- Ahmad, M., Tumbel, T. M., Program, J. A. F. K., Ilmu, S., & Bisnis, A. (2020). Pengaruh Citra Merek Terhadap Minat Beli Produk Oriflame Di Kota Manado. *Jurnal Administrasi Bisnis*, 10(1). <http://www.topbrand-award.com>
- Akbar, A. R., Kalis, M. C. I., Afifah, N., Purmono, B. B., & Yakin, I. (2023). The Influence of Product Packaging Design and Online Customer Review on Brand Awareness and Their Impact on Online Purchase Intention. *South Asian Research Journal of Business and Management*, 5(1), 10–18. <https://doi.org/10.36346/sarjbm.2023.v05i01.002>
- Almana, A. M., & Mirza, A. A. (2013). The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions. In *International Journal of Computer Applications* (Vol. 82, Issue 9).
- Amelia, R. D., Michael, & Rachman Mulyandi, M. (2019). ANALISIS ONLINE CONSUMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE KECANTIKAN.
- Azifah, N., & Kusuma Dewi, C. (2016). PENGARUH SHOPPING ORIENTATION, ONLINE TRUST DAN PRIOR ONLINE PURCHASE EXPERIENCE TERHADAP ONLINE PURCHASE INTENTON (STUDI PADA ONLINE SHOP HIJABI HOUSE) (Vol. 20, Issue 2). <http://id.techinasia.com>
- Bimantoro Aji, Y., Hadi Wijoyo, S., & Rachmadi, A. (2017). Analisis Pengaruh Keterjangkauan Teknologi Informasi Pada Live Streaming Shopping Platform Shopee Terhadap Minat Beli Mahasiswa Kota Malang (Vol. 1, Issue 1). <http://j-ptiik.ub.ac.id>
- Cassie, F., Rahman, C. P., & Khasanah, I. (2024). ANALISIS PENGARUH CUSTOMER ONLINE REVIEWS, LIVE STREAMING, DAN PROMOTION TERHADAP PURCHASE INTENTION MELALUI CUSTOMER TRUST SEBAGAI VARIABEL INTERVENING (Studi Pada Konsumen Produk Wardah di Kota Semarang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 13(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Chen, C. H., Nguyen, B., Klaus, P. "Phil," & Wu, M. S. (2015). Exploring Electronic Word-of-Mouth (eWOM) in The Consumer Purchase Decision-Making Process: The Case of Online Holidays – Evidence from United Kingdom (UK) Consumers. *Journal of Travel and Tourism Marketing*, 32(8), 953–970. <https://doi.org/10.1080/10548408.2014.956165>

- Chen, C., Lu, Y., Hu, Y., & Hong, Y. (2019). *Everyone Can Be a Star: Quantifying Grassroots Online Sellers' Live Streaming Effects on Product Sales*. <https://hdl.handle.net/10125/59887>
- Choon Ling, K., Teck Chai, L., & Hoi Piew, T. (2010). *The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention*. www.ccsenet.org/ibr
- Erwin Permana, Dewi Stalastiana, Rahil Khalisoh, & Syamsurizal, S. (2024). Strategi Meningkatkan Brand Awareness Melalui Konten Kreatif Dalam Pemasaran Media Sosial Tiktok Brand Tenue De Attire. *MUQADDIMAH: Jurnal Ekonomi, Manajemen, Akuntansi Dan Bisnis*, 2(3), 169–180. <https://doi.org/10.59246/muqaddimah.v2i3.931>
- Fandy Tjiptono. (2015). *Strategi Pemasaran* (Edisi 4). Andi Offset.
- Faradiba, B., & Syarifuddin, M. (2021). *COVID-19: PENGARUH LIVE STREAMING VIDEO PROMOTION DAN ELECTRONIC WORD OF MOUTH TERHADAP BUYING PURCHASING* (Vol. 4, Issue 1).
- Fauziah, N., Abdul, D., & Mubarak, A. (2019). PENGARUH CITRA MEREK TERHADAP MINAT BELI : STUDI PADA PRODUK KECANTIKAN. In *Journal IMAGE* | (Vol. 8, Issue 1).
- Febri Purnama Sari, D. M., & Mitafitrotin. (2020). PERCEIVED PRICE, PRODUCT DESIGN DAN ONLINE CUSTOMER REVIEW TERHADAP PURCHASE INTENTION PADA PRODUK WARDAH DI MARKETPLACE SHOPEE MALL. <http://Journal.Undiknas.Ac.Id/Index.Php/Manajemen>.
- Firda Rona Hafizhoh, Rayhan Gunaningrat, & Khabib Alia Akhmad. (2023). Potongan Harga, Live Streaming, Dan Online Customer Review Terhadap Minat Beli Konsumen Pada Aplikasi Tiktok Shop. *Jurnal Publikasi Sistem Informasi Dan Manajemen Bisnis*, 2(3), 204–219. <https://doi.org/10.55606/jupsim.v2i3.2023>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program SPSS 25* (edisi 9). Universitas Dipnegoro.
- Hafizah, N., & Roberto Simangunsong, S. (2024). The Effect Of Discount Prices And Brand Image On Purchasing Decisions At Sports Station Banda Aceh. *Jurnal Ekonomi*, 13, 2024. <https://doi.org/10.54209/ekonomi.v13i02>
- Harli, I. I., Mutasowifin, A., Andrianto, M. S., & Syaefudin Andrianto, M. (2021). *Pengaruh Online Consumer Review dan Rating terhadap Minat Beli Produk Kesehatan pada E-Marketplace Shopee Selama Masa Pandemi COVID-19*.

- Helmy Iskandar, A., Sutejo, B., Semarang, U. S., & Com, A. (2023). Analysis Of The Influence Of Celebrity Endorsement, Brand Image And Price Perception On Purchase Intention (Study On Consumers Of Kahf Products (Personal Care For Man) In Pedurungan District, Semarang City). *Management Studies and Entrepreneurship Journal*, 4(1), 2023. <http://journal.yrpioku.com/index.php/msej>
- Ihsan Padilah, Mochamad Malik Akbar Rohandi, & Nindya Saraswati. (2024). Pengaruh Live Streaming Shopping dan Ulasan Online terhadap Purchase Intention Produk Erigo di Kota Bandung pada Aplikasi Tiktok. *Bandung Conference Series: Business and Management*, 4(1), 719–728. <https://doi.org/10.29313/bcsbm.v4i1.11788>
- Indriana, A., Ramdan, A. M., Deni, R., Danial, M., & Sukabumi, U. M. (2022). Analysis The Mediating Of Brand Image On Electronic Word Of Mouth And Online Purchase Intention Analisis Brand Image Dalam Memediasi Electronic Word Of Mouth Terhadap Online Purchase Intention. In *Management Studies and Entrepreneurship Journal* (Vol. 3, Issue 3). <http://journal.yrpioku.com/index.php/msej>
- Kanuk, Schiffman. (2011). *Faktor-faktor pembentuk citra merek*. PT. Indeks.
- Khoirun Nisa, S., & Dwijayanti, R. (2022). *PENGARUH ONLINE CUSTOMER REVIEW DAN ONLINE CUSTOMER RATING TERHADAP MINAT BELI PRODUK FASHION DI MARKETPLACE SHOPEE (Studi Pada Mahasiswa Fakultas Ekonomika & Bisnis Universitas Negeri Surabaya)*. 1(2).
- Kotler, & Armstrong. (2008). *Prinsip-Prinsip Pemasaran*. Erlangga.
- Kotler, P., & Armstrong, G. (2012). *Prinsip-prinsip Pemasaran* (Edisi 13, Vol. Jilid1). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. New Jersey: Pearson Prentice Hall, Inc. (15th Edition).
- Kurniawan, D., Tumbuan, W. J. F. A., & Roring, F. (2020). *PENGARUH BRAND IMAGE, VIRAL MARKETING, DAN BRAND TRUST TERHADAP KEPUTUSAN PENGGUNAAN APLIKASI E – MONEY FINTECH PADA MAHASISWA DI UNIVERSITAS SAM RATULANGI SAAT PANDEMI COVID – 19*.
- Lestari, N. E., Aliyati, S., Bushairi, A., Abidin, Z., Manajemen, J., & Ulm Banjarmasin, F. (2018). *Pengaruh Celebrity Endorser Terhadap Purchase Intention dengan Brand Image Sebagai Variabel Intervening (Studi Kasus Iklan Produk Kosmetik Wardah pada Mahasiswa Fakultas Ekonomi dan Bisnis ULM Banjarmasin)*. <http://feb.jtam.unlam.ac.id>

- Li, X. G., Wang, X., & Cai, Y. J. (2011). Corporate-, product-, and user-image dimensions and purchase intentions: The mediating role of cognitive and affective attitudes. *Journal of Computers*, 6(9), 1875–1879. <https://doi.org/10.4304/jcp.6.9.1875-1879>
- Ma, A. K. F., Liao, W., & Liu, Z. (2022). The Future of e-Commerce: Live Stream Shopping and Purchase Intention Post-COVID-19. *International Journal of Electronic Commerce Studies*, 13(3), 147–184. <https://doi.org/10.7903/ijecs.2129>
- Milawati Kusuma, L., Benita Wipudiari, M., Sekar Ramadhanti Enshito, K., & Susilo Jahja, A. (2023). PENGARUH INFLUENCER, USER GENERATED CONTENT, BRAND IMAGE TERHADAP PURCHASE INTENTION PRODUK SKINTIFIC DI MEDIA SOSIAL TIKTOK (Vol. 2, Issue 2). <https://jurnal.erapublikasi.id/index.php/JMAE/index>
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 08(03), 419–424. <https://doi.org/10.4236/jssm.2015.83043>
- Mulyati, Y., & Gesitera, G. (2020). Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(2), 173. <https://doi.org/10.30588/jmp.v9i2.538>
- Nada Adilah, & Agung Sedayu. (2024). Perspektif Pemasaran Media Sosial, Live Streaming, dan Penilaian Online Pelanggan Pada Minat Beli The Originote. *Jurnal Riset Dan Inovasi Manajemen*, 2(2), 01–17. <https://doi.org/10.59581/jrim-widyakarya.v2i2.2922>
- Ningrum Resmawa, I., Masruroh, S., & Tinggi Ilmu Ekonomi YAPAN, S. (2022). *Pengaruh Quality of Website, Brand Resonance dan Online Customer Review terhadap Purchase Intention pada Konsumen Agoda.com di Surabaya*.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Puspitasari, A. V., Bara Kusuma, Y., Pembangunan, U., Veteran, N. ", & Timur, J. (2024). The Impact Of The Korean Wave, Live Streaming, And Flash Sale On Consumer Interest In Purchasing Scarlett Whitening Products (A Case Study Of Consumer Behavior Regarding Scarlett Whitening Products On Tiktok Social Media). In *Management Studies and Entrepreneurship Journal* (Vol. 5, Issue 2). <http://journal.yrpiiku.com/index.php/msej>

- Rinyanjaya, N. A. R., & Andarini, S. (2022). *Pengaruh Online Customer Review dan Online Customer Rating terhadap Minat Beli Produk Wardah di Situs Belanja Online Shopee*. <https://doi.org/1047467/elmal.v3i5.1179>
- Schiffman. Leon, G., & Kanuk, L. (2008). *Perilaku konsumen* (Edisi 7). Indeks.
- Song, C. ;, & Liu, Y.-L. (2012). *Standard-Nutzungsbedingungen*. <https://hdl.handle.net/10419/238054>
- Stewart, P. (2017). *How to create live video for social media on your phone and desktop* (1st ed.).
- Sugiyono. (2018). *Metode Penelitian kuantitatif dan kualitatif dan R&G*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian kuantitatif dan kualitatif dan R&G*. Alfabeta.
- Suhardi, D., & Irmayanti, R. (2019). Pengaruh Celebrity Endorser, Citra Merek, dan Kepercayaan Merek Terhadap Minat Beli Konsumen. In *Jurnal Inspirasi Bisnis dan Manajemen* (Vol. 3, Issue 1). <http://jurnal.unswagati.ac.id/index.php/jibm>
- Suhyar, S. V., & Pratminingsih, A. (2023). The Influence of Live Streaming and Trust on Impulsive Buying in The Purchase Of Skintific Skincare Products Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintificid. In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 2). <http://journal.yrpiiku.com/index.php/msej>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37. <https://doi.org/10.1016/j.elerap.2019.100886>
- Suryaputri, R. V, Kurniawati, F., & Trisakti, U. (2020). *ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BELI PRODUK HALAL* (Vol. 1, Issue 1).
- Sutanto, M. A., & Aprianingsih, A. (2016). *THE EFFECT OF ONLINE CONSUMER REVIEW TOWARD PURCHASE INTENTION: A STUDY IN PREMIUM COSMETIC IN INDONESIA*. www.frobes.com,
- Tjiptono, F. (2019). *Brand Management & Strategy*. Andi Offset.
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>

- Wongkitrungrueng, A., Dehouche, N., & Assarut, N. (2020). Live streaming commerce from the sellers' perspective: implications for online relationship marketing. *Journal of Marketing Management*, 36(5–6), 488–518. <https://doi.org/10.1080/0267257X.2020.1748895>
- Xu, X., Wu, J.-H., & Li, Q. (2020). *WHAT DRIVES CONSUMER SHOPPING BEHAVIOR IN LIVE STREAMING COMMERCE?*
- Yunita, D., Nazaruddin, A., & Nailis, W. (2019). *Pengaruh Youtube Advertising terhadap Brand Awareness dan Purchase Intention.*
- Zahara Hadi, M. (2021). PENGARUH BRAND IMAGE, BRAND AWARENESS, DAN BRAND TRUST TERHADAP PURCHASE INTENTION PADA PRODUK KECANTIKAN RAMAH LINGKUNGAN. *JURNAL MANAJEMEN BISNIS DAN KEWIRAUSAHAAN/Vol. 6/No. 3/Mei-2022*: 254-259.
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The impact of live video streaming on online purchase intention. *Service Industries Journal*, 40(9–10), 656–681. <https://doi.org/10.1080/02642069.2019.1576642>