

DAFTAR PUSTAKA

- Akhmad Alwi, S. P. (2020). *Jadilah Influencer*. Banjarmasin: Media Buku.
- AnyMind Group. (2022, Oktober 26). State of Influence in Asia 2022/2023 Report.* Diakses dari <https://anymindgroup.com/report/im-2223-report>.
- Close, A. G., & Kukar-Kinney, M. (2010). Beyond buying: Motivations behind consumers' online shopping cart use. *Journal of Business Research*, 63(9–10), 986–992. <https://doi.org/10.1016/j.jbusres.2009.01.022>.
- Compas. (2022). *10 Brand Skincare Lokal Terlaris di Online Marketplace*. Diakses dari <https://compas.co.id/article/brand-skincare-lokal-terlaris/>.
- Febriana, K. A., Ersyad, F. A., & Shinta, Q. (2023). *Media Sosial dalam Pengembangan Masyarakat Kreatif (Tinjauan Komunikasi dan Pendidikan Seni)*. Solok: CV. Mitra Cendekia Media.
- Feri Sulianta. (2015). *Keajaiban Sosial Media*. Jakarta: Elex Media Komputindo.
- Fota, A. (2022). *Online shopping intentions: antecedents and moderators of shopping intention formation in new fields of E-Commerce*. Germany : Springer Nature.
- Ghozali I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (Sembilan)*. Semarang: Universitas Diponegoro.
- Hariramani, S. G. (2022). *A Study on Consumers' Perception About Online Shopping in India*. Bangalore: Archers & Elevators Publishing House.
- Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The Effect of Social media influencer on Brand Image, Self-Concept, and Purchase Intention. *Journal of Consumer Sciences*, 4(2), 76–89. <https://doi.org/10.29244/jcs.4.2.76-89>.
- Neil Patel. (n.d.). *How to Engage Your Audience with Live Streaming*. Diakses dari <https://neilpatel.com/blog/live-streaming/>.
- Kim, S. (Sam), Choe, J. Y. (Jacey), & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing and Management*, 9, 320–329. <https://doi.org/10.1016/j.jdmm.2018.03.006>.
- Kotler, P., Kartajaya, H., & Hooi, D. H. (2017). *Marketing 4.0: Moving From Traditional to Digital*. Boston, MA: John Wiley & Sons. https://doi.org/10.1142/9789813275478_0004.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management Global edition 15*. Boston : Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2022). *Marketing Management, 16th edition*. Harlow : Pearson Education.
- Kusnandar, V. B. (2022, Maret 29). *Industri Kimia, Farmasi, dan Obat Tradisional Terus Tumbuh di Masa Pandemi Covid-19*. Diakses dari <https://databoks.katadata.co.id/datapublish/2022/03/29/industri-kimia-farmasi-dan-obat-tradisional-terus-tumbuh-di-masa-pandemi-covid-19>.
- Kustiyahningsih, Y., Rahmanita, E., Anamisa, D. R., Purnama, J., & Hasbunallah, M. (2021). *Pemanfaatan media sosial dan market place untuk meningkatkan produk penjualan UMKM di masa pandemi covid-19*. Malang: Media Nusa Creative (MNC Publishing).
- Li, C. H., Chan, O. L. K., Chow, Y. T., Zhang, X., Tong, P. S., Li, S. P., Ng, H. Y., & Keung, K. L. (2022). Evaluating the Effectiveness of Digital Content marketing Under Mixed Reality Training Platform on the Online Purchase Intention. *Frontiers in Psychology*, 13 (June). <https://doi.org/10.3389/fpsyg.2022.881019>.
- Ma, L., Gao, S., & Zhang, X. (2022). How to Use Live streaming to Improve Consumer Purchase Intentions: Evidence from China. *Sustainability (Switzerland)*, 14(2), 1–20. <https://doi.org/10.3390/su14021045>.
- Nurhayati-Wolff, H. (2023, Juni 21). *Share of people who have purchased an item or product because it was endorsed by an influencer in Indonesia as of May 2023, by age group*. Diakses dari <https://www.statista.com/statistics/1201159/indonesia-influencer-impact-on-buyer-behavior-by-age-group-2020/>.
- Patmawati, D., & Miswanto, M. (2022). The Effect of Social media influencers on Purchase Intention: The Role Brand Awareness as a Mediator. *International Journal of Entrepreneurship and Business Management*, 1(2), 170–183. <https://doi.org/10.54099/ijebm.v1i2.374>.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>.
- Pongratte, L. J., Liu, J., Putri, M. D. P. W., & Paulin, A. (2023). The Effect of Promotion via TikTok Live streaming on Consumers' Buying Interest in Clothing Products. *Open Journal of Social Sciences*, 11(04), 333–347. <https://doi.org/10.4236/jss.2023.114024>.

- Pulizzi, J. (2014). *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*. New York: McGraw-Hill.
- Purwanto, Y., & Sahetapy, W. L. (2022). Pengaruh Content marketing Dan Influencer Endorser Terhadap Purchase Intention Pada Brand Skincare Somethinc. *Agora*, 10(1), 1-2.
- Rizaty, M. A. (2022, Juli 12). *Pengguna Tiktok Indonesia Terbesar Kedua di Dunia. Dari Data Indonesia*: <https://dataindonesia.id/internet/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia>.
- Rowley, J. (2008). Understanding digital content marketing. *Journal of Marketing Management*, 24(5–6), 517–540. <https://doi.org/10.1362/026725708X325977>.
- Sanjaya, D. E., Afifah, N., & Daud, I. (2023). The Effect of Price Promotion , Promotion Time Limit , and Interpersonal Interaction on Indonesian Consumers ' Online Purchase Intention through the TikTok Live streaming Platform. *Scientific Research Journal of Economics and Business Management*, 9491(1), 76–87.
- Schiffman, L. G., & Kanuk, L. L. (2008). *Perilaku Konsumen* (7th ed.). Jakarta: Binarupa Aksara.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis* (6th ed.). Jakarta: Salemba Empat.
- Setio Putri, F. E. V., & Tiarawati, M. (2021). The Effect of Social Media Influencer and Brand Image on Online Purchase Intention during The Covid-19 Pandemic. *Ijomata International Journal of Management*, 2(3), 163–171. <https://doi.org/10.52728/ijjm.v2i3.261>.
- Syahidah, H. (2023, Juli 6). *Bagaimana Laju Industri Kecantikan Saat Ini? Dari Lodi*: <https://lodi.id/2023/07/06/bagaimana-laju-industri-kecantikan-saat-ini/>.
- Song, C., & Liu, Y.-L. (2021). The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China. *23rd Biennial Conference of the International Telecommunications Society (ITS): "Digital Societies and Industrial Transformations: Policies, Markets, and Technologies in a Post-Covid World,"* 1–18. <http://hdl.handle.net/10419/238054>.
- Sugiyono. (2019). *Metode Penelitian kuantitatif dan kualitatif dan R&G*. Bandung: Alfabeta.

- Thorburn, E. D. (2014). Social Media, Subjectivity, and Surveillance: Moving on From Occupy, the Rise of Live streaming Video. *Communication and Critical/Cultural Studies*, 11(1), 52–63. <https://doi.org/10.1080/14791420.2013.827356>.
- TikTok. (2022, Agustus 23). *Studi TikTok dan BCG Ungkap Konsep Shoppertainment Dapat Ciptakan Peluang Pasar Senilai 1 Triliun USD di Asia Pasifik.* Diakses dari Newsroom TikTok: <https://newsroom.tiktok.com/in-id/studi-tiktok-dan-bcg-ungkap-konsep-shoppertainment-dapat-ciptakan-peluang-pasar-senilai-1-triliun-usd-di-asia-pasifik>.
- Tjiptono, F. (2015). *Strategi Pemasaran* (4th ed.). Yogyakarta: Andi Offset.
- Wagner Mainardes, E., de Almeida, C. M., & de-Oliveira, M. (2019). e-Commerce: an analysis of the factors that antecede purchase intentions in an emerging market. *Journal of International Consumer Marketing*, 31(5), 447–468. <https://doi.org/10.1080/08961530.2019.1605643>.
- Wamuyu, P. K. (2020). Blogs as pathways to information and influence within the Kenyan blogosphere. *Analyzing Global Social Media Consumption*. <https://doi.org/10.4018/978-1-7998-4718-2.ch013>.
- 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(August 2018), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>.
- Xu, P., Cui, B. J., & Lyu, B. (2022). Influence of Streamer's Social Capital on Purchase Intention in Live streaming E-Commerce. *Frontiers in Psychology*, 12(January), 1–13. <https://doi.org/10.3389/fpsyg.2021.748172>.
- Zainurossalamia ZA, S., Tricahyadinata, I., Robiansyah, R., Darma, D. C., & Achmad, G. N. (2021). Storytelling Marketing, Content marketing, and Social Media Marketing on the Purchasing Decision. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(3), 3836–3842. <https://doi.org/10.33258/birci.v4i3.2150>.
- 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>.