

## DAFTAR PUSTAKA

- Akdim, Khaoula. "The Influence of EWOM. Analyzing Its Characteristics and Consequences, and Future Research LinesLa Influencia de EWOM. Analizando Sus Caracteristicas, Consecuencias y Futuras Lineas de Investigación 的影响。分析其特点和后果, 以及未来的研究方向。” *Spanish Journal of Marketing - ESIC* 25, no. 2 (2021): 239–59. <https://doi.org/10.1108/SJME-10-2020-0186>.
- Andryani, Kristina, Astri Wulandari, dan Felicciana Yayi Amanova. "Packaging Labeling and Marketing Strategy for Lek Dodo Goat Milk Products in Sambiroto Hamlet, Purwomartani Village, Yogyakarta." *Prospect: Jurnal Pemberdayaan Masyarakat* 2, no. 1 (2023): 54-66. <https://doi.org/10.55381/jpm.v1i1.87>
- Berndt, Andrea E. "Sampling Methods." *Journal of Human Lactation* 36, no. 2 (2020): 224–26. <https://doi.org/10.1177/0890334420906850>.
- Ceci, Laura. "Countries with the Most TikTok Users 2024," 2024. <https://www.statista.com/statistics/1299807/number-of-monthly-unique-tiktok-users/>.———. "Share of TikTok Users Worldwide Interested in Live Branded Content as of December 2021, by Category," 2022. <https://www.statista.com/statistics/1348801/tiktok-users-branded-live-content-interest-by-category/>.
- Creswell, John W. and J. David. *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. 6th ed. Los Angeles: SAGE Publications, Inc, 2023.

- Dwivedi, Yogesh K, Nripendra P Rana, Emma L Slade, Nitish Singh, and Hatice Kizgin. "Editorial Introduction: Advances in Theory and Practice of Digital Marketing." *Journal of Retailing and Consumer Services* 53 (2020): 101909. <https://doi.org/10.1016/j.jretconser.2019.101909>.
- Eichhorn, Jan. *Survey Research and Sampling*. Edited by Malcolm Williams, Richard D. Wiggins, and D. Betsy McCoach. *Экономика Региона*. The SAGE Q. California: SAGE Publications Inc., 2021.
- Gelder, Koen van. "Ways in Which Generation Z Engages with Food Content on Social Media in 2021," 2023. <https://www.statista.com/statistics/1312232/social-media-food-behavior/>.
- Ghozali, Imam. *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro, 2016.
- Hanaysha, Jalal Rajeh. "An Examination of the Factors Affecting Consumer's Purchase Decision in the Malaysian Retail Market." *PSU Research Review* 2, no. 1 (January 1, 2018): 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>.
- Keinänen, K. "The Role of Live Streaming in Marketing Communications and Corporate Branding." Lappeenranta University of Technology, 2017. [https://lutpub.lut.fi/bitstream/handle/10024/134346/progradu\\_keinanen\\_kat\\_ja.pdf](https://lutpub.lut.fi/bitstream/handle/10024/134346/progradu_keinanen_kat_ja.pdf).
- Kholit, Noviar Jamaal, and Muhamad Nastain. "Mapping of Data Communication Networks on Social Media." *INJECT (Interdisciplinary Journal of Communication)* 5, no. 2 (2021): 143–62. <https://doi.org/10.18326/inject.v5i2.143-162>.
- Kotler, Philip, Gary Armstrong, and Sridhar Balasubramanian. *Principles of Marketing*. 19th ed. United States: Pearson, 2023.
- Lind, Joonas. "The Role and Potential of Live Streaming in Marketing for Small and

Medium-Sized Enterprises,” 2018.

Liu, Hongfei, Chanaka Jayawardhena, Paurav Shukla, Victoria-Sophie Osburg, and Vignesh Yoganathan. “Electronic Word of Mouth 2.0 (EWOM 2.0) – The Evolution of EWOM Research in the New Age.” *Journal of Business Research* 176 (2024): 114587.  
<https://doi.org/10.1016/j.jbusres.2024.114587>.

Lu, Xiaoling, Yuzhu Li, Zhe Zhang, and Bharatendra Rai. “Consumer Learning Embedded in Electronic Word of Mouth.” *Journal of Electronic Commerce Research* 15, no. 4 (2014): 300–316. <http://www.jecr.org/node/451>.

Martin, William E, and Krista D Bridgmon. *Quantitative and Statistical Research Methods From Hypothesis to Results*. *Journal of Chemical Information and Modeling*. San Francisco: John Wiley & Sons, Inc., 2012.

Oentoeng, Irvan FC, and Mochamad Muslih. “Sustainable Marketing Governance to Drive Purchasing Decisions in Online Business.” *International Journal of Scientific Engineering and Science* 5, no. 1 (2021): 43–44.

Putri, Tiara Brescia, Citra Savitri, and Syifa Pramudita Fadilla. “Pengaruh Konten Pemasaran Dan E-Wom Pada Media Sosial Tiktok Shop Terhadap Keputusan Pembelian Generasi Z Di Kabupaten Karawang.” *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah* 6, no. 2 (2023): 2442–54.  
<https://doi.org/10.47467/alkharaj.v6i2.5305>.

Ramya, N, and Mohamed Ali. “Factors Affecting Consumer Buying Behavior September 2016.” *International Journal of Applied Research* 2, no. 10 (2016): 76–80.

Rosyid, Muhamammad Abdul, Muhammad Mujtaba Mitra Zuana, and Muawanah. “The

Influence of Halal Labels and Electronic Word Of.” *MJIFM: Majapahit Journal of Islamic Finance and Management* 3, no. 1 (2023): 15–31.

Shankar, Venkatesh, Dhruv Grewal, Sarang Sunder, Beth Fossen, Kay Peters, and Amit Agarwal. “Digital Marketing Communication in Global Marketplaces: A Review of Extant Research, Future Directions, and Potential Approaches.” *International Journal of Research in Marketing* 39, no. 2 (2022): 541–65. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2021.09.005>.

Slamet, and Ahmad Ulil Albab. “Electronic Word-of-Mouth Analysis and Its Impact on Purchase Decisions: Studies on ‘Millennial and Z’ Generation.” *European Journal of Business and Management Research* 8, no. 6 (2023): 175–81. <https://doi.org/10.24018/ejbmr.2023.8.6.2203>.

Stewhart, Walter A, and Samuel S Wilks. *Statistics and Causality*. Edited by Wolfgang Wiedermann and Alexander Von-Eye. New Jersey: John Wiley & Sons, Inc., 2016.

Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta, 2018.

Usman, Dhea Monicha, Misti Hariasih, and Alshaf Pebrianggara. “Peran Influencer, Fitur Live Streaming Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Produk Skincare The Originote Pada Aplikasi Tik Tok.” *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam* 5, no. 5 (2024): 3750–65. <https://doi.org/10.47467/elmal.v5i5.2063>.

Verma, Sanjeev, and Neha Yadav. “Past, Present, and Future of Electronic Word of Mouth (EWOM).” *Journal of Interactive Marketing* 53 (2021): 111–28. <https://doi.org/10.1016/j.intmar.2020.07.001>.

Vindy Zalfa, Khairina, and Lilik Indayani. “Analysis Of Live Streaming, Electronic Word Of Mouth (E-WOM) And Affiliate MarkeAng On Purchasing Decision For Fashion Trend Productsi At The Shopee Marketplace (Case Study Of

Shopee Users) Analisis Live Streaming, Electronic Word Of Mouth (E-WOM) Dan Aff.” *Management Studies and Entrepreneurship Journal* 5, no. 1 (2024): 1291–1305. <http://journal.yrpioku.com/index.php/msej>.

Wahyuningsih, Istiana, and Dila Damayanti. “Bisman (Bisnis Dan Manajemen): The Journal of Business and Management Pengaruh Kualitas Produk, Voucher Diskon Dan Shopping Lifestyle Terhadap Keputusan Pembelian Yang Dimediasi Oleh E-WOM Pada Live Streaming Shopee (Study Pada Mahasiswa Di DIY).” *Bisman (Bisnis Dan Manajemen)* 7, no. 1 (2024): 1–18.

Yuyuan, Qu, Ahmad Budiman Hj Husain, and Roselan Baki. “Optimizing Strategies of Live Streaming Platform for Marketing.” *International Journal of Academic Research in Business and Social Sciences* 13, no. 4 (2023). <https://doi.org/10.6007/ijarbss/v13-i4/16793>.