

## DAFTAR PUSTAKA

- Abidin, C. (2020). Mapping Internet Celebrity on TikTok: Exploring Attention Economies and Visibility Labours. *Cultural Science Journal*, 12(1), 77–103. <https://doi.org/10.5334/csci.140>
- Abshor, M. U., Hasiolan, L. B., & Malik, D. (2018). Pengaruh Harga, Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Torabika Duo. *Journal Ekonomi Dan Bisnis*, 1–15. <http://jurnal.unpand.ac.id/index.php/MS/article/view/1029>
- Adnin, S. (2022). *Spire Insights: Tren Social Commerce di Indonesia*. <https://technobusiness.id/insight/spire-insights/2022/03/02/spire-insights-tren-social-commerce-di-indonesia/>
- Ahmed, N., & Kumari, A. (2022). Implication of E-commerce Emerging Markets in Post-Covid Era. *International Journal of Entrepreneurship and Business Management*, 1(1), 21–31. <https://doi.org/10.54099/ijebm.v1i1.102>
- Aji, G., Fatimah, S., Minan, F., & Azmi, M. A. (2023). *Analisis Digital Marketing Tiktok Live sebagai Strategi Memasarkan produk UMKM Anjab Store ( Digital Marketing Analysis of Tiktok Live as a Strategy to Market Anjab Store MSME products )*. 2(1), 13–24.
- Alias, M. S. (2018). Objektiviti Dalam Penyelidikan Sains Sosial: Perbandingan Perspektif Positivisme dengan Perspektif Islam. *Jurnal Islam Dan Masyarakat Kontemporari*, 16(1), 1–10.
- Anggraini, M., Nusrida, H., & Kamarni, N. (2022). Pola Prilaku Konsumsi Muslimah Generasi Z Terhadap Produk Trend Fashion (Studi Kasus Mahasiswi UIN Imam Bonjol). *Jurnal Ekonomika Dan Bisnis Islam*, 5, 52–64.
- Arbi, I. A. (2023). *Dilema Baru Pedagang Tanah Abang jika Berjualan “Live” di TikTok Dilarang...* <https://megapolitan.kompas.com/read/2023/09/27/05491291/dilema-baru-pedagang-tanah-abang-jika-berjualan-live-di-tiktok-dilarang>
- Azizah, H. N., Purwanto, P., Alfianto, A. N., & Labib, A. (2022). Niat Berperilaku Masyarakat dalam Menggunakan Vaksin halal : Penerapan Teori of Planned Behaviour. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 4(5), 1365–1379. <https://doi.org/10.47467/alkharaj.v4i5.942>
- Bahagia, B., Wibowo, R., Muniroh, L., Wahid, A. Al, Rizkal, R., Noor, Z. M., & Karim, A. (2022). The Drawbacks and Advantages of Tiktok in Student Amid Pandemic Covid-19. *Jurnal Basicedu*, 6(3), 5302–5310.
- BOF. (2023). *TikTok Shopping Ambitions Face Blow as Indonesia Plans Curbs*. <https://www.businessoffashion.com/news/technology/tiktok-shopping-ambitions-face-blow-as-indonesia-plans-curbs/>

- Cahyono, E. (2018). Pengaruh Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Handphone Merek Oppo Di Sleman Daerah Istimewa Yogyakarta. *JBMA (Jurnal Bisnis Manajemen Dan Akuntansi)*, 5(1), 61–75.
- Fadillah, A. N., Rusmayanti, H. K., Alfian, A., & Yusuf, A. (2021). Pengaruh direct marketing terhadap keputusan pembelian impulsif pizza hut delivery The effect of direct marketing on impulsive purchasing decisions for pizza hut delivery. *Jurnal Manajemen*, 13(1), 1–6.
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- Febriani, G. A. (2023). *Curhat Para Pemilik Brand Fashion & Hijab Usai TikTok Shop Ditutup*. <https://wolipop.detik.com/hijab-update/d-6966243/curhat-para-pemilik-brand-fashion--hijab-usai-tiktok-shop-ditutup>
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M. O. (2017). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research*, 71, 133–141.
- Ilmiyah, K., & Krishernawan, I. (2020). Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Mojokerto. *Maker: Jurnal Manajemen*, 6(1), 31–42. <https://doi.org/10.37403/mjm.v6i1.143>
- Imanudin, I. N., & Sulhan, M. (2023). Pengaruh Live Streaming, Konten Marketing, Dan Online Customer Review Terhadap Keputusan Pembelian Pada Toko Sweaterpolos.Id Diaplikasi TikTok (Studi Terhadap Konsumen Sweaterpolos.Id). *Mufakat: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(4), 866–876. <http://jurnal.anfa.co.id/index.php/mufakat/article/view/1028>
- Iqbal, M., & Kadir, A. (2020). ANALISIS PENGARUH KUALITAS PELAYANAN DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA MERCHANT GO FOOD FESTIVAL DUTA MALL BANJARMASIN. *JIEB: Jurnal Ilmiah Ekonomi Bisnis*, 5(2), 227–237. <https://doi.org/10.35972/jieb.v6i2.350>
- Irach, H. (2022). *Diary Fimela: Sampai Kehabisan Stok, Brand Fashion Lokal Ini Laris Manis Diborong Berkat TikTok*. <https://www.fimela.com/fashion/read/5042198/diary-fimela-sampai-kehabisan-stok-brand-fashion-lokal-ini-laris-manis-diborong-berkat-tiktok>
- Junianto, D., Sabtohadji, J., & Hendriani, D. (2020). Persepsi Mahasiswa Muslim Terhadap Investasi Produk Syariah Di Pasar Modal Dalam Kajian Theory Planned Behaviour. *Jurnal Shidqia Nusantara*, 1(1), 51–60. <http://ojs.uninus.ac.id/index.php/PBS/article/view/768>
- Kang, K. (2020). Analyzing Shopping Behavior of the Middle-aged users in Tiktok Live Streaming Platform. *AIS Electronic Library (AISeL)*, 1–6. <https://aisel.aisnet.org/amcis2020>

- Lubis, A. A. (2015). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Surat Kabar Pada Pt. Suara Barisan Hijau Harian Orbit Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 16(02), 1–11.
- Martey, E. M. (2020). Integrated Marketing Communication and Consumer Buying Behaviour using Mehrabian and Russell Model of Customer Mood in the Restaurant Industry in Ghana. *Journal of Agromedicine*, 7(2), 405–415. [https://doi.org/10.1300/j096v09n02\\_25](https://doi.org/10.1300/j096v09n02_25)
- Mecadinisa, N. (2022). *Diary Fimela: Swepo Hadirkan Pilihan Sweater dengan Harga Terjangkau*. <https://www.fimela.com/fashion/read/5083881/diary-fimela-swepo-hadirkan-pilihan-sweater-dengan-harga-terjangkau>
- Nada, F., Ramadhayanti, A., & Masahere, U. (2023). Pengaruh Content Marketing dan Live Shopping Terhadap Keputusan Pembelian Produk Fashion pada Pengguna Tiktok Shop. *Jurnal Ekonomi Bisnis Antartika*, 1(September 2021), 9–16.
- Nimri, R., Patiar, A., & Jin, X. (2020). The determinants of consumers' intention of purchasing green hotel accommodation: Extending the theory of planned behaviour. *Journal of Hospitality and Tourism Management*, 45(April), 535–543. <https://doi.org/10.1016/j.jhtm.2020.10.013>
- Novita, D., Andriani, J., & Yuliani, N. (2021). Influence Of Brand Image And Word Of Mouth Communication On Purchase Decision In Tiktok Shop. *Science Proceedings*, 02(1), 637–641. <http://www.openjournal.unpam.ac.id/index.php/SNH>
- Nurlan, F. (2019). *Metodologi penelitian kuantitatif*. CV. Pilar Nusantara.
- Prilano, K., Sudarso, A., & Fajrillah. (2020). Pengaruh Harga, Keamanan dan Promosi Terhadap Keputusan Pembelian Toko Online Lazada. *Business and Economics*, 1, No 1(2716–4128), 1–10.
- Purwanto, A. (2022). *Konsep Dasar Penelitian Kualitatif: Teori Dan Contoh Praktis*. Penerbit P4I.
- Puspita, N. (2020). Pengaruh Program Direct Marketing Terhadap Customer Relationship Management Pada Function Room Di Harris Hotel Sentul City Bogor. *Jurnal Manajemen Perhotelan*, 5(2), 82–93. <https://doi.org/10.9744/jmp.5.2.82-93>
- Rachmad, Y. E. (2022). Perception Of Social Media Marketing By Users Of E-Commerce Marketplace And Online Food Delivery. *The 1st Proceeding of The International Conference on Economics and Business*, 1(1), 121–134.
- Rahmayanti, S., & Dermawan, R. (2023). Pengaruh Live Streaming, Content Marketing, dan Online Customer Review Terhadap Keputusan Pembelian pada TikTok Shop di Surabaya. *SEIKO : Journal of Management & Business*, 6(1), 337–344. <https://doi.org/10.37531/sejaman.v6i1.2451>
- Rosmaniar, A., Oktaviani, M., & Mauliddah, N. (2021). Public Relation

- Moderates Between Sales Promotion With Purchase Decisions On XX Ready Foods In 2020. *Jurnal Ekonomi Dan Bisnis Dharma Andalas*, 23(1), 27–36. <https://doi.org/10.47233/jebd.v23i1.160>
- Sakitri, G., & Astuti, R. K. (2020). Strategi Kontrol Gula Darah dengan Theory of Planned Behaviour pada pasien Diabetes Mellitus tipe 2 di Puskesmas Stabelan. *Media Publikasi Penelitian*, 18(1), 55–63. <https://www.kuliah2.itspku.ac.id/index.php/profesi/article/view/42>
- Salim, S., Karo-Karo, I. R., & Haidir, H. (2022). *Penelitian Tindakan Kelas: Teori dan Aplikasi Bagi Mahasiswa, Guru Mata Pelajaran Umum dan Pendidikan Agama Islam di Sekolah*.
- Salisa, N. R. (2021). Faktor yang Mempengaruhi Minat Investasi di Pasar Modal: Pendekatan Theory of Planned Behaviour (TPB). *Jurnal Akuntansi Indonesia*, 9(2), 182. <https://doi.org/10.30659/jai.9.2.182-194>
- Saputra, G. G., & Fadhilah, F. (2022). Pengaruh Live Streaming Shopping Instagram Terhadap Kepercayaan Konsumen Online dan Dampaknya pada Keputusan Pembelian. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(2), 442–452. <https://doi.org/10.47065/ekuitas.v4i2.2353>
- Sari, D. N., Noorlitaria, G., & Asnawati, A. (2018). Pengaruh public relation dan strategi periklanan terhadap keputusan pembelian produk samsung galaxy. *Jurnal Manajemen*, 10(1), 14. <https://doi.org/10.29264/jmmn.v10i1.2089>
- Simanihuruk, P., Sidabutar, R. N. D. R., Tamba, D., Tarigan, I., & Sagala, R. (2023). Pengaruh Direct Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Dengan Variabel Intervening Kepuasan Konsumen Pada Live Streaming Marketing Tiktok (Studi Kasus : Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Katolik Santo Thomas). *Jurnal Manajemen Dan Bisnis*, 23(2), 31–41.
- Siregar, E. N., Ali, M., & Ihsan, A. (2023). *Analysis of Using Tiktok as Live Marketing in Attracting Consumers ' Interest in Buying*. 4(3).
- Sugiyono. (2018). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Ulfa, R. (2021). Variabel Dalam Penelitian Pendidikan. *Al-Fathonah : Jurnal Pendidikan Dan Keislaman*, 196–215. <https://doi.org/10.32550/teknodik.v0i0.554>
- Wang, Y., & Herrando, C. (2019). Does privacy assurance on social commerce sites matter to millennials? *International Journal of Information Management*, 44(October 2018), 164–177. <https://doi.org/10.1016/j.ijinfomgt.2018.10.016>
- Wei, B. (2023). *Research on the Influence of Live Webcast on Teenagers ' Consumption Behavior under the New Media Background*. 6(3).
- Yunianingsih, S., & Suhud, U. (2023). the Influence of Customer Satisfaction on

- Repurchase Intention Among Tiktok Live Streaming Users in Jakarta. *International Journal of Current Economics & Business Ventures*, 1(3), 478–494.
- Yusra, Y. (2022). *Laporan Populix: 86% Masyarakat Belanja Melalui Platform Media Sosial* | *DailySocial.id*. <https://dailysocial.id/post/laporan-populix-86-masyarakat-belanja-melalui-platform-media-sosial>
- Yustanti, I., & Novita, D. (2019). Pemanfaatan E-Learning bagi para Pendidik Di Era Digital 4.0 Utilization of E-Learning for Educators in Digital Era 4.0', Prosiding Seminar Nasional Program Pascasarjana Universitas PGRI Palembang. *Jurnal Univ PGRI Palembang*, 12(1), 338–346. <https://jurnal.univpgri-palembang.ac.id/index.php/Prosidingpps/article/view/2543>
- Zakariah, M. A., Afriani, V., & Zakariah, K. M. (2020). *Metodologi Penelitian Kualitatif, Kuantitatif, Action Research, Research And Development (R&D)*. Yayasan Pondok Pesantren Al Mawaddah Warrahmah Kolaka.