

DAFTAR PUSTAKA

- Beatriz Beatriz, Monica Anastasia, & Erica Adriana. (2023). Pengaruh Shoppertainment Terhadap Keputusan Pembelian Pada Media Sosial TikTok. *Sammajiva: Jurnal Penelitian Bisnis dan Manajemen*, 1(2), 242–255. <https://doi.org/10.47861/sammajiva.v1i2.254>
- Bharadwaj, A., Gulati, R., Lee, M., & Witschi, P. (2022). *Shoppertainment: APAC's Trillion-Dollar Opportunity*. August, 1–28.
- Dharmawan, R., Sugiono, A., & Nugeraha, P. (2024). Dharmawan et al Interactivity And Customer Engagement: Its Influence On Purchasing Decisions On Shopee Live “Survey On Eiger Adventure Consumers In Indonesia.” *Jim*, 21(1), 15. <https://journal.uny.ac.id/index.php/jim/index>
- Febriyanti, A., & Ratnasari, I. (2024). Pengaruh Live Streaming, Online Customer Review Dan Flash Sale Terhadap Keputusan Pembelian Produk Kosmetik Scarlett Whitening Di Tiktok Shop. *Jurnal Ilmiah Wahana Pendidikan*, 10(4), 50–57. <https://jurnal.peneliti.net/index.php/JIWP/article/view/8504/5150>
- Hasyim, A., & Adriana Hutari, N. (2024). Shoppertainment Behavior for Sellers in E-Commers Tiktok Perilaku Shoppertainment Pada Penjual Di E-Commers Tiktok. *Journal of Social and Economics Research*, 6(1), 443–459. <https://idm.or.id/JSER/index.php/JSER>
- Kotler, P., dan Armstrong, G. (2018). Principles of Marketing, 17th Edition, New Jersey: Prentice Hall. In *Early Greek Mythography, Vol. 1: Texts*. <https://doi.org/10.1093/oseo/instance.00295839>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0 philip kotler*. 256.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2024). Marketing 6.0 The Future Is Immersive. *John Wiley & Sons, Inc.*, 2, 2–5.
- Montera, V., & Aulia, S. (2024). Analisis Gaya Hidup Shoppertainment Melalui Shopee Live. *Prologia*, 8(2), 363–371. <https://doi.org/10.24912/pr.v8i2.27621>
- Moriarty, S. E., Mitchell, N., & Wells, W. (2015). Advertising: Principles & Practice. In *Managing*.
- Oktapianto, R., Astuti Sudirman, H., & Anindita, M. (2024). Pengaruh Live Streaming Shopping Dan Cash On Delivery Terhadap Purchase Decison Produk Eiger Pada Tiktok Shop. *INNOVATIVE: Journal Of Social Science Research*, 4(4), 13233–13244.
- Philip Kotler, Kevin Lane Keller, & A. C. (2022). Marketing Management (16th Ed.). Pearsoneducation. In *Journal of Clinical Orthodontics* (Vol. 58, Nomor 1).
- Purwaningrum, W. O., & Tangguh Dwi Pramono. (2025). *The Effect Of Digital Marketing Content And Social Media Marketing On Online Buying Interest In TikTok Shop In*. 3(1), 39-48. 3(1), 39–48.
- Rahananda, S. R., Asiyah, S., & Rahmawati, R. (2025). *Vol. 14. No. 02 ISSN : 2302-7061*. 14(02), 158–169.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D Bandung: Alfabeta*. 17, 302.
- Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*.
- Susandy, G., & Nursaadah, E. (2024). Pengaruh Digital Storytelling Terhadap Keputusan Pembelian Produk Eiger Pada Marketplace Shopee. *DIMENSIA (Diskursus Ilmu Manajemen STIESA)*, 19(02 SE-Articles), 51–65.

<http://ojs.stiesia.ac.id/index.php/dimensia/article/view/1174>

- Tania, S. (2024). Exploring Indonesian Generation Z Motivation in Accessing Social Media Live Stream Shoppertainment. *Interaksi: Jurnal Ilmu Komunikasi*, 13(2), 336–350. <https://doi.org/10.14710/interaksi.13.2.336-350>
- Wahyuni, I., Afriansyah, R., M, E. M., & Siskawati, I. (2024). *The Role of Brand Equity , Digital Marketing , Customer Experience , and Social Media Engagement on Consumer Purchase Intention on Tiktok Shop Application*. 5(2), 2806–2816.
- Wicaksana, A. H., & Nuryanto, I. (2024). Pengaruh Viral Marketing, Influencer Marketing dan Live Streaming Shopping terhadap Keputusan Pembelian pada TikTok Shop di Kota Semarang. *Kampus Akademik Publishing Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(7), 69–78.
- Wirawan, F. . W., & Oktivera, E. (2021). Shoppertainment, Budaya dan Konsumerisme. *Konferensi Nasional Komunikasi Humanis*, November. <https://babel.antaranews.com/berita/296453/survei-tiktok->