

## REFERENCE

- Afif, M., & Mulyawisdawati, R. A. (2018). *Sistem Pemasaran Multi Level Marketing (MLM) Ditinjau Dalam Hukum Ekonomi Syariah*. <https://doi.org/https://doi.org/10.31603/cakrawala.v13i2.2330>
- Alshenqeeti, H. (2015). Interviewing as a Data Collection Method: A Critical Review. *English Linguistics Research*, 39-45.
- Bornat J. 2004. Oral history. In: Seale C, Gobo G, Gubrium JF, Silverman D, editors. *Qualitative research practice*. London: Sage Publications. pp 34–47.
- Briggs, C. L. (1986). *Learning how to ask: A sociolinguistic appraisal of the role of the interview in social science research (Vol. 1)*. Studies in the social and cultural foundations of language. Cambridge, England: Cambridge University Press.
- Brodie, S., Albaum, G., Chen, D.F., Garcia, L., Kennedy, R., Msweli-Mbanga, P., Oksanen-Ylikoski, E., and Wotruba, T. (2004), *Public Perceptions of Direct Selling: An International Perspective*, Westminster: Westminster Business School, available from: <http://westminsterresearch.wmin.ac.uk/2543/>
- Carspecken, P F and Apple, M (1992). *Critical Qualitative Research: Theory, Methodology, and Practice*. In *The Handbook of Qualitative Research in Education*, Edited by Margaret D. LeCompte, Wendy L. Millroy and Judith Preissle. San Diego: Academic Press, Incorporated, pages 507-553.
- Chametzky, B. (2016). *Coding in Classic Grounded Theory: I've Done an Interview; Now What?* . *Sociology Mind*, 163-172.
- Charmaz, K. (2014). *Constructing Grounded Theory*. London: SAGE Publications.
- Constantin, C. (2009), "Multi-level marketing – a tool of relationship marketing", *Bulletin of the Transilvania University of Brasov*, Vol. 2 No. 51, pp. 31-6.
- Coughlan, A.T. and Grayson, K. (1998), "Network marketing organisations: Compensation plans, retail network growth, and profitability", *International Journal of Research in Mar*

- Creswell, J.W. (2002), *Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research*, Prentice Hall, NJ.
- Crittenden, V. L. and William F. Crittenden, W. F. (2004), "Developing the sales force, growing the business: The direct selling experience", *Business Horizons*, Vol. 47, No. 5, pp. 39-44. <https://doi.org/10.1016/j.bushor.2004.07.007>.
- Dai, F., Wang, K. Y. and Teo, S. T. (2011), "Chinese immigrants in network marketing business in Western host country context", *International Business Review*, Vol. 20, No. 6, pp. 659-669. <https://doi.org/10.1016/j.ibusrev.2011.02.015>
- Dana, J., Dawes, R., & Peterson, N. (2013). Belief in the unstructured interview: The persistence of an illusion. *Judgment and Decision Making*, 512-520.
- Daniel, E. (2016, November 15). The usefulness of qualitative and quantitative approaches ... Retrieved March 12, 2021, from <https://files.eric.ed.gov/fulltext/EJ1103224.pdf>
- Delgado, H. (2000), *The impact of the recruiting and training practices on the satisfaction and success in the networking marketing distribution channel* (Doctoral dissertation). (UMI No. 9956514)
- Denzin N. 1970. *The research act in sociology*. London: Butterworths
- Dyer, W.G. (2001), "Network marketing: An effective business model for familyowned businesses?", *Family Business Review*, Vol. 14, No. 2, pp. 97-104. <https://doi.org/10.1111/j.1741-6248.2001.00097.x>
- Dyer, W.G. (2001). Network marketing: An effective business model for familyowned businesses? *Family Business Review*, XIV(2), 97-10
- Einarsson, C., & Hammar-Chiriack, E. (2002). *Gruppsobservationer: Teori och Praktik*. Lund: Studentlitteratur.
- Ejimabo, N. O. (2015, August 30). The effective research process: Unlocking the advantages ... Retrieved April 1, 2021, from <http://eujournal.org/index.php/esj/article/download/6090/5867>

- Gantar, F. S. D., & Tieleung, M. V. J. (2018). "The analysis of distributor characteristics, corporate support, and learning organization in Pt. Mahakarya Sejahtera Indonesia Manado distributor".
- Grant, C. (1988), "Giving ethics the business", *Journal of Business Ethics*, Vol. 7 No. 7, pp. 489-95.
- Hammarberg, K., Kirkman, M., & de Lacey, S. (2016). Qualitative research methods: when to use them and how to judge them. *Human Reproduction*, 498-501.
- Heale, R., & Forbes, D. (2013). Understanding triangulation in research. *Evidencebased Nursing Online*, 1.
- Heryjanto, A. (2016). *Mitosis-Bisnis: Strategi Generasi Ketiga Lunpia Semarang Mempertahankan Keberlanjutan-bisnis*. Salatiga: Universitas Kristen Satya Wacana.
- HO, H. (2001, June). An exploratory study of network marketing as socially embedded exchange. Retrieved May 04, 2021, from <https://core.ac.uk/reader/48538803>
- Holton, J. (2010). The Coding Process and Its Challenges. *The Grounded Theory Review*, 20-40.
- Hughes CC. (1992). "Ethnography": What's in a word—Process? Product? Promise? *Qual Res* 2(4):439–450.
- Jain, S., Shashi, S., & Singla, B. (2015, August 10). Motivational factors in multilevel marketing business: A confirmatory approach. Retrieved May 8, 2021, from [https://www.researchgate.net/publication/282962559\\_Motivational\\_factors\\_in\\_multilevel\\_marketing\\_business\\_A\\_confirmatory\\_approach](https://www.researchgate.net/publication/282962559_Motivational_factors_in_multilevel_marketing_business_A_confirmatory_approach)
- Jones, M., & Alony, I. (2011). Guiding the Use of Grounded Theory in Doctoral Studies – An Example from the Australian Film Industry. *International Journal of Doctoral Studies*, 95-114
- Kabir, Syed Muhammad Sajjad. 2016. *Basic Guidelines for Research: An Introductory Approach for All Disciplines*. Vol. 1. Chitagong: Book Zone Publication.

- Keep, W.W. and Nat, P.J. (2014), “Multilevel marketing and pyramid schemes in the United States”, *Journal of Historical Research in Marketing*, Vol. 6, No. 2, pp.188 – 210. <https://doi.org/10.1108/JHRM-01-2014-0002>
- Kenny, M., & Fourie, R. (2015). *Contrasting Classic, Straussian, and Constructivist Grounded Theory: Methodological and Philosophical Conflicts*. *The Qualitative Report* 2015, 1270-1289.
- Khan, S. N. (2014). *Qualitative Research Method: Grounded Theory*. *International Journal of Business and Management*, 9(11), 224–233.
- Kielmann, K., Cataldo, F. and Seeley, J. (2012). *Introduction to Qualitative Research Methodology: A Training Manual*, produced with the support of the Department for International Development (DfID), UK, under the Evidence for Action Research Programme Consortium on HIV Treatment and Care (2006-2011)
- Koe, J.H.N. and Soo, W.M. (2011), “The influence of MLM companies and agent attributes on the willingness to undertake multilevel marketing as a career option among youth”, *Research in Interactive Marketing*, Vol. 5, No. 1, pp. 50 – 70. <https://doi.org/10.1108/17505931111121525>
- Koehn, D. (2001), “Ethical issues connected with multi-level marketing schemes”, *Journal of Business Ethics*, Vol. 29 Nos 1/2, pp. 153-60.
- Kumar, A., & Paul, J. (2018). *Mass prestige value and competition between American versus Asian laptop brands in an emerging market—Theory and evidence*. *International Business Review*, 27(5), 969–981. <https://doi.org/10.1016/j.ibusrev.2018.02.007>.
- Kumar, R. (2005) *Research Methodology A Step-by-step Guide for Beginners*, 2nd edition, Pearson Education, Australia.
- LeCompte, M. D. & Schensul, J. J. (2010) *Designing and conducting ethnographic research: an introduction*. (2nd .ed.). Lanham, MD: Altamira Press.
- Lee, K. F., & Loi, K. Y. (2016, May 30). (PDF) *towards SATISFYING distributors in multilevel marketing companies*. Retrieved April 07, 2021, from

[https://www.researchgate.net/publication/303796206\\_Towards\\_Satisfying\\_Distributors\\_in\\_Multilevel\\_Marketing\\_Companies](https://www.researchgate.net/publication/303796206_Towards_Satisfying_Distributors_in_Multilevel_Marketing_Companies)

- Legara et al., "Earning potential in multi-level marketing enterprises," *Statistical Mechanics and its Applications*, vol. 387, issue 19-20, pp. 4889-4895, 2008.
- Liamputtong P, Ezzy D. 2005. *Qualitative research methods*. Oxford: Oxford University Press.
- Mack, N., Woodsong, C., Macqueen, K. M., Guest, G., & Namey, E. (2011). *Qualitative Research Methods: A Data Collector's Field Guide*. North Carolina: Family Health International.
- McGuirk, P.M. (2011). Governing social reproduction in masterplanned estates: urban politics and everyday life in Sydney, *Urban Studies*, 48, 2611-2628
- McGuirk, Pauline M. and O'Neill, Phillip, "Using questionnaires in qualitative human geography" (2016). Faculty of Social Sciences - Papers. 2518. <https://ro.uow.edu.au/sspapers/2518>
- McLafferty, S. (2010) 'Conducting questionnaire surveys', In N. Clifford and G. Valentine, eds, *Key Methods in Geography*, 77-88. London: Sage
- Merriam, S. B. (1998). *Qualitative research and case study applications in education* (Rev. ed.). San Francisco: Jossey-Bass.
- Merriam-Webster. (2021, April 10). Excellent. Retrieved from Merriam-Webster: [https://www.merriam-webster.com/dictionary/mercenary?utm\\_campaign=sd&utm\\_medium=serp&utm\\_source=jsonld](https://www.merriam-webster.com/dictionary/mercenary?utm_campaign=sd&utm_medium=serp&utm_source=jsonld)
- Merriam-Webster. (2021, April 10). Guaranteed. Retrieved from Merriam-Webster: <https://www.merriam-webster.com/dictionary/handicap>
- Merriam-Webster. (2021, April 10). Proven. Retrieved from Merriam-Webster: <https://www.merriam-webster.com/dictionary/bureaucracy>
- Merriam-Webster. (April 14). Success. Retrieved from Merriam-Webster: Success | Definition of Success by Merriam-Webster

- Merriam-Webster. (2021, March 6). Ethnography. Retrieved from Merriam-Webster:  
<https://www.merriam-webster.com/dictionary/physical>
- Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects. *Journal of Economic Development, Environment and People*, 28-48.
- Nat, P.J. and Keep, W.W. (2002), "Marketing fraud: An approach for differentiating multilevel marketing from pyramid schemes", *Journal of Public Policy and Marketing*, Vol. 21, No. 1, pp. 139-151.  
<https://doi.org/10.1509/jppm.21.1.139.17603>
- Nga, J., & Mun, S. (2011, March 29). The influence of mlm companies and agent attributes on the willingness to undertake multilevel marketing as a career option among youth. Retrieved May 08, 2021, from  
<https://www.emerald.com/insight/content/doi/10.1108/17505931111121525/full/html>
- Parfitt, J. (2005). 'Questionnaire design and sampling'. In R. Flowerdew and D. Martin, eds, *Method in Human Geography: A Guide for Students Doing a Research Project*. Harlow: Pearson/Prentice Hall. See pp. 78–109.
- Parveen, H., & Showkat, N. (2017). In-depth Interview. Aligarh: e-PG Pathshala.
- Patton, M. Q. (1990). *Qualitative evaluative methods*. CA: Sage
- Rossman, G. & Rallis, S. (1998). *Learning in the field*. Thousand Oaks, CA: Sage.
- Paul, J. (2018). Toward a 'masstige' theory and strategy for marketing. *European Journal of International Management*, 12(5–6), 722–745.  
<https://doi.org/10.1504/EJIM.2018.094466>. Paul, J., & Ro
- Peterson, Robert A. and Thomas R. Wotruba (1996), "What is Direct Selling? Definition, Perspectives, and Research Agenda," *Journal of Personal Selling & Sales Management*, 4 (Fall), 1-16.
- Poe, Richard (1995), *Wave Three: The New Era in Network Marketing*. CA: Prima Publishing.
- Pope C. 2005. Conducting ethnography in medical settings. *Med Educ* 39:1180–1187.

- Pratt, M. G. (2000), "The Good, the Bad, and the Ambivalent: Managing Identification among Amway Distributors", *Administrative Science Quarterly*, Vol. 45, No. 3, pp. 456-493. <https://doi.org/10.2307/2667106>
- Pratt, M. G. and Rosa, J. A. (2003), "Transforming work-family conflict into commitment in network marketing organisations", *Academy Of Management Journal*, Vol. 46, No. 4, pp. 395-418. <https://doi.org/10.2307/30040635>
- Pratt, Michael G. (2000), "The Good, the Bad, and the Ambivalent: Managing Identification among Amway Distributors, *Administrative Science Quarterly*, 45, 456-93
- Reeves, S., Peller, J., Goldman, J., & Kitto, S. (2013). Ethnography in qualitative EDUCATIONAL research: AMEE GUIDE No. 80. *Medical Teacher*, 35(8). doi:10.3109/0142159x.2013.804977
- Rezvani, M., Shahram, G., & Ramin, H. (2017, February 1). (PDF) network marketing strategies in sale and marketing ... Retrieved May 3, 2021, from [https://www.researchgate.net/publication/319060072\\_Network\\_Marketing\\_Strategies\\_in\\_Sale\\_and\\_Marketing\\_Products\\_Based\\_on\\_Advanced\\_Technology\\_in\\_Micro-Enterprises](https://www.researchgate.net/publication/319060072_Network_Marketing_Strategies_in_Sale_and_Marketing_Products_Based_on_Advanced_Technology_in_Micro-Enterprises)
- Ryan, G. S. (2017) 'An introduction to the origins, history and principles of ethnography', *Nurse Researcher*, 24 (4) DOI: 10.7748.nr2017.e1470
- Saldana, J. (2016). *The Coding Manual for Qualitative Researchers*. London: Sage Publications.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. Chichester: John Wiley & Sons Ltd.
- Sparks, J.R. and Schenk, J.A. (2006), "Socialization communication, organisational citizenship behaviours, and sales in a multilevel marketing organisation", *Journal of Personal Selling and Sales Management*, Vol. 26, No. 2, pp. 161-180. <https://doi.org/10.2753/PSS0885-3134260204>
- Sue, V., and L. Ritter. (2012). *Conducting Online Surveys*. 2nd Edition, London: Sage

- Thomas, J. (1993). *Doing Critical Ethnography*. New York, NY: Sage.
- Trinh, T. M-ha. (1991). *When the moon waxed red: Representation, gender and cultural politics*. New York, NY: Routledge.
- Vander Nat, P.J. and Keep, W.W. (2002), “Marketing fraud: an approach for differentiating multi-level marketing from pyramid schemes”, *Journal of Public Policy & Marketing*, Vol. 21 No. 1, pp. 139-51.
- Von Koskull, C. (2014). Ethnographic research in Service Marketing: Theory, methods, and practice. *Field Guide to Case Study Research in Business-to-business Marketing and Purchasing*, 101-145. doi:10.1108/s1069-096420140000021004
- Wells, J.T. (2010), “Ponzis and pyramids”, *The CPA Journal*, Vol. 80 No. 2, pp. 6-10.

