

DAFTAR PUSTAKA

- Abdurrahim & Sangen, M. (2019). Pengaruh Content Marketing, Sales Promotion, Personal Selling, dan Advertising Terhadap Minat Beli Konsumen Pada Hotel Biuti di Banjarmasin. *Jurnal Sains Manajemen Dan Kewirausahaan*.
- Agoes, S. & Ardana, I. C. (2019). Etika Bisnis dan Profesi : Tantangan Membangun Manusia Seutuhnya. *Jakarta: Salemba Empat*.
- Andrews, J. C. & Shimp, T. A. (2018). *Advertising, Promotion and other aspects of Integrated Marketing Communications, Edisi: 10, United States of America: Cengage Learning*.
- Anum, I., Khan, M. & Azmat, S. Z. (2023). Brand Credibility: Navigating the Pathway to Customer Satisfaction and Loyalty. *Pakistan Journal of Humanities and Social Sciences*, 11(4). <https://doi.org/10.52131/pjhss.2023.1104.0659>
- Aquinia, A., Soliha, E., Liana, L. & Wahyudi, D. (2020). *The Role of Perceived Quality and Brand Loyalty Influencing Repurchase Intention*. <https://doi.org/10.2991/aebmr.k.210311.076>
- Ardianingsih, A. (2018). Audit Laporan Keuangan. *Jilid 1. Jakarta : Bumi Aksara*.
- Asia, A. (2022). PENGARUH PROFESIONALISME, TRANSPARANSI DAN KREDIBILITAS PEGAWAI TERHADAP KEPUASAN MASYARAKAT PADA BADAN PENYELESAIAN SENGKETA KONSUMEN (BPSK) KOTA PAREPARE. *Institut Teknologi Dan Bisnis NOBEL Indonesia*.
- Assidiki, Z. & Budiman, A. N. (2023). The Influence of Price, Promotion, Product Quality, and Consumer Satisfaction on Purchasing Decisions of HAUS! *Research of Business and Management*, 1(1), 21–31. <https://doi.org/10.58777/rbm.v1i1.20>
- Belch, G. E. & Belch, M. A. (2018). *Advertising & Promotion: An Integrated Marketing Communications Perspective, Edisi: 11, United States of America: Mc Graw-Hill Education*.
- Budihartana, K. J. (2022). PENGARUH AKTIVITAS, KONTEN, INTERAKTIVITAS MEDIA SOSIAL TERHADAP KEPUASAN PELANGGAN DAN NIAT BELI ULANG MEREK ERIGO DI SOSIAL MEDIA INSTAGRAM. *Universitas Atma Jaya* .
- Buhalis, D., Parra López, E. & Martinez-Gonzalez, J. A. (2020). Influence of young consumers' external and internal variables on their e-loyalty to tourism sites. *Journal of Destination Marketing & Management*, 15, 100409. <https://doi.org/10.1016/j.jdmm.2020.100409>
- Cahyono, T. D. & Ananda, N. A. (2022). Consumer Satisfaction of Marketplace Users in Indonesia. *Asian Journal of Economics, Business and Accounting*, 140–148. <https://doi.org/10.9734/ajeba/2022/v22i1930665>
- Carlson, J., Rahman, M., Voola, R. & De Vries, N. (2018). Customer engagement behaviours in social media: capturing innovation opportunities. *Journal of Services Marketing*, 32(1), 83–94. <https://doi.org/10.1108/JSM-02-2017-0059>
- Chaerudin, S. M. & Syafarudin, A. (2021). The Effect Of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction. *Ilomata International Journal of Tax and Accounting*, 2(1), 61–70. <https://doi.org/10.52728/ijtc.v2i1.202>

- Chen, Y., Lu, F. & Zheng, S. (2020). A Study on the Influence of E-Commerce Live Streaming on Consumer Repurchase Intentions. *International Journal of Marketing Studies*, 12(4), 48. <https://doi.org/10.5539/ijms.v12n4p48>
- Colicev, A. & O'Connor, P. (2020). How Social Media Impacts Brand Value: The Mediating Role of Customer Satisfaction. *Multidisciplinary Business Review*, 13(1), 82–96. <https://doi.org/10.35692/07183992.13.1.8>
- Damayanti, F. N., Suyono, J. & Alimudin, A. (2021). The Influence of Service Quality, Professionalism of Work, and Promotion on Customer Satisfaction of Bank Jatim Branch of Dr. Soetomo Hospital Surabaya. *IJEED (International Journal of Entrepreneurship and Business Development)*, 4(2), 241–249. <https://doi.org/10.29138/ijebd.v4i2.1196>
- Darmono, S. B. (2020). Darmono (2020) dalam penelitiannya terhadap 200 konsumen pengguna Iphone di Surabaya menyebutkan bahwa Product Quality memiliki pengaruh yang positif dan signifikan terhadap Customer Satisfaction pada pengguna iPhone di Surabaya. *Jurnal Strategi Pemasaran*, 7(1).
- Daryanto & Setyobudi, I. (2019). Konsumen dan pelayanan prima. *Yogyakarta: Gava Media*.
- Elsya, P. & Indriyani, R. (2020). The Impact of Product Knowledge and Product Involvement to Repurchase Intention for Tupperware Products among Housewives in Surabaya, Indonesia. *SHS Web of Conferences*, 76, 01037. <https://doi.org/10.1051/shsconf/20207601037>
- Ely. (2021). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Promosi Terhadap Keputusan Pembelian Toko Online Time Universe Studio. *Jurnal Ekonomi Dan Bisnis*.
- Fajri, F. Al, Bagaskara, B., Wijayanti, R. M., Christi, Y. B. & Usep Suhud. (2020). Antecedents yang Mempengaruhi Repurchase Intention Konsumen pada Smartphone Buatan Korea. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 1(1).
- Fakhruroji, M. (2019). Digitalizing Islamic lectures: Islamic apps and religious engagement in contemporary Indonesia. *Contemporary Islam*, 13(2), 201–215. <https://doi.org/10.1007/s11562-018-0427-9>
- Fatihudin, D. & Firmansyah, A. (2019). Pemasaran Jasa:(Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan). *Deepublish*.
- Fitriana, R. (2020). ANALISIS PENGARUH KREATIVITAS IKLAN, KREDIBILITAS BRAND AMBASSADOR DAN E-WOM TERHADAP BRAND LOYALTY GRAB DI KOTA SEMARANG YANG DI MEDIASI OLEH KEPUASAN. *Universitas Diponegoro*.
- Garcia, G. & Jung, I. (2020). Understanding immersion in 2D platform-based online collaborative learning environments. *Australasian Journal of Educational Technology*, 57–67. <https://doi.org/10.14742/ajet.6106>
- García-Fernández, L., Romero-Ferreiro, V., López-Roldán, P. D., Padilla, S. & Rodriguez-Jimenez, R. (2020). Mental Health in Elderly Spanish People in Times of COVID-19 Outbreak. *The American Journal of Geriatric Psychiatry*, 28(10), 1040–1045. <https://doi.org/10.1016/j.jagp.2020.06.027>
- Garzaro, D. M., Varotto, L. F. & Pedro, S. de C. (2020). Internet and mobile banking: the role of engagement and experience on satisfaction and loyalty. *International Journal of Bank Marketing*, 39(1), 1–23. <https://doi.org/10.1108/IJBM-08-2020-0457>

- Ghozali, I. & Latan, H. (2020). Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 (2nd ed.). *Badan Penerbit - Undip*.
- Gunawan, D. (2022). Keputusan Pembelian Konsumen Marketplace Shopee Berbasis Social Media Marketing. *Padang: PT Inovasi Pratama Internasional*.
- Hair, J. F., Babin, B. J., Anderson, R. E. & Black, W. C. (2019). Multivariate Data Analysis (8th ed.). *England: Pearson Prentice*.
- Hair, Joseph Franklin, Ringle, C. M., Sarstedt, M. & Hult, G. T. M. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *Sage Publishing*.
- Hall, J. (2020). *How You Can Use Interactive Content To Grow Your Audience*.
- Herawaty, M. T., Aprillia, A., Rahman, A., Rohimah, L., Taruna, H. I., Styaningrum, E. D. & Suleman, D. (2022). The Influence of Service Quality and Price on Alfamart Consumer Loyalty with Customer Satisfaction As Mediation Variables. *International Journal of Social and Management Studies*.
- Hewei, T. & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment Computing*, 41, 100474. <https://doi.org/10.1016/j.entcom.2021.100474>
- Ho, M. H.-W. & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121, 13–21. <https://doi.org/10.1016/j.jbusres.2020.07.046>
- Hudson, S., Matson-Barkat, S., Pallamin, N. & Jegou, G. (2019). With or without you? Interaction and immersion in a virtual reality experience. *Journal of Business Research*, 100, 459–468. <https://doi.org/10.1016/j.jbusres.2018.10.062>
- Indajang, K., Candra, V., Sianipar, M. Y., Sembiring, L. D. & Simatupang, S. (2023). The Effect of Service Quality and Price on Customer Satisfaction. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(3), 942–950. <https://doi.org/10.47065/ekuitas.v4i3.3090>
- Indrasari, M. (2019). Pemasaran dan Kepuasan Pelanggan. *Surabaya: Unitomo Press*.
- Irawan, H. (2021). Prinsip Kepuasan Pelanggan. . *Jakarta: Elex Media Komputindo*.
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M. & Awan, F. H. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jelita, A. F. K. & Rimiyati, H. (2021). Pengaruh Kredibilitas Influencer Pada Efektivitas Iklan Media Sosial Instagram Dalam Membentuk Minat Beli. *Jurnal Fokus Manajemen Bisnis*.
- Kerin, R. A. & Hartley, S. W. (2022). *MARKETING: THE CORE. McGraw-Hill Education, 8th, Ed.*
- Khalikussabir, K., Waris, A. & Wahono, B. (2022). Perceived price, eTrust, eSatisfaction, and online repurchase intention: A study of young online consumer behavior. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 19(1), 77–96. <https://doi.org/10.31106/jema.v19i1.11218>

- Lau, H. B., Bunga, M. & Ndoen, W. (2020). The Effect of Consumers Satisfaction on Repurchase Intention (Study on Pink Jaya Tofu Factory in Kupang City). *Proceedings of the 2nd International Seminar on Business, Economics, Social Science and Technology (ISBEST 2019)*. <https://doi.org/10.2991/aebmr.k.200522.047>
- Lbn. Raja*, E. A., Maharani, M. & Raja, J. G. Lbn. (2023). The Effect of Product Quality and Service Quality on Customer Satisfaction. *Riwayat: Educational Journal of History and Humanities*, 6(2), 494–499. <https://doi.org/10.24815/jr.v6i2.30545>
- Lee, C.-H. & Chen, C.-W. (2021). Impulse Buying Behaviors in Live Streaming Commerce Based on the Stimulus-Organism-Response Framework. *Information*, 12(6), 241. <https://doi.org/10.3390/info12060241>
- Lee, E., Abdollahi, M. & Agur, C. (2022). Conceptualizing the Roles of Involvement and Immersion in Persuasive Games. *Games and Culture*, 17(5), 703–720. <https://doi.org/10.1177/15554120211049576>
- Li, W., Ding, H., Xu, G. & Yang, J. (2023). The Impact of Fitness Influencers on a Social Media Platform on Exercise Intention during the COVID-19 Pandemic: The Role of Parasocial Relationships. *International Journal of Environmental Research and Public Health*, 20(2), 1113. <https://doi.org/10.3390/ijerph20021113>
- Lo, M. & Cheng, Y. (2023). Impact of Anchor Professionalism on User Intimacy in E-commerce Livestreaming. *Highlights in Business, Economics and Management*, 14, 214–218. <https://doi.org/10.54097/hbem.v14i.8988>
- Lone, R. A. & Bhat, M. A. (2023). The Role of Customer Satisfaction as a Mediator Between Product Quality and Customer Loyalty. *International Journal of Management and Development Studies*, 12(06), 13–31. <https://doi.org/10.53983/ijmds.v12n06.002>
- LORREN, M. L. F. (2021). PENGARUH BRAND IMAGE DAN KREDIBILITAS PERUSAHAAN TERHADAP KEPUASAN KONSUMEN MELALUI INTENSI PEMBELIAN TIKET GARUDA INDONESIA DI MASA PANDEMI COVID-19. *EKOLAH TINGGI ILMU EKONOMI INDONESIA JAKARTA*.
- Luo, Y., Luo, H., Huang, Y. & Huang, W. (2019). The Impact of Interactivity of Online Tourism Websites on Customer Satisfaction. *2019 16th International Conference on Service Systems and Service Management (ICSSSM)*, 1–7. <https://doi.org/10.1109/ICSSSM.2019.8887642>
- Majeed, M., Asare, C., Fatawu, A. & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business & Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2028331>
- Mega, Z. & Marwan, J. (2022). Professional Human Resources to Create Consumer Satisfaction and The Impact on Purchasing Intention. *IJHCM (International Journal of Human Capital Management)*, 6(2), 1–19. <https://doi.org/10.21009/IJHCM.06.02.1>
- Meng, Z. & Lin, M. (2023). The Driving Factors Analysis of Live Streamers' Characteristics and Perceived Value for Consumer Repurchase Intention on Live Streaming Platforms. *Journal of Organizational and End User Computing*, 35(1), 1–24. <https://doi.org/10.4018/JOEUC.323187>

- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N.-A. & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Moko, W. (2021). Manajemen Kinerja. *Universitas Brawijaya Press*.
- Nurmalasari, A. & Wijaya, N. H. S. (2022). Consumer Satisfaction, Consumer-Brand Identification, and Repurchase Intention. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 12(1), 1. <https://doi.org/10.30588/jmp.v12i1.931>
- Pane, D. C., Paula, C., Apriliyani, D. & Ufrida, N. (2021). PENGARUH PROFESIONALISME, EXPERIENCE, AKUNTABILITAS DAN KOMPETENSI AUDITOR TERHADAP KUALITAS AUDIT PADA KANTOR AKUNTAN PUBLIK DI WILAYAH KOTA MEDAN. *Jurnal Ilmiah : Manajemen Ekonomi Dan Akuntansi*.
- Park, J.-H. & Lee, I.-H. (2021). Effects of Professionalism of Skin Care Industry Workers on the Relational Commitment and Customer Satisfaction. *Journal of the Korean Society of Cosmetology*, 27(2), 455–463. <https://doi.org/10.52660/JKSC.2021.27.2.455>
- Pimentel, J. L. (2019). Some Biases in Likert Scaling Usage and Its Correction. *International Journal of Science: Basic and Applied Research (IJSBAR)*.
- Putri, M. E. (2021). PENGARUH CONSUMER INVOLVEMENT, KREDIBILITAS SUMBER INFORMASI, TERHADAP REPUCCHASE INTENTIONS DENGAN KEPUASAN SEBAGAI VARIABEL INTERVENING (Studi kasus pengguna aplikasi shopee pada mahasiswa Universitas Sarjanawiyata Tamansiswa)". *JURNAL ILMIAH EDUNOMIKA*, 5(1). <https://doi.org/10.29040/jie.v5i1.1797>
- Rahadi, D. R. (2023). *PENGANTAR PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODEL(PLS-SEM)*.
- Ririn Rosyidi, M. (2020). Monogrof Pengendalian Kulit Ikan Bandeng Dengan Metode Seven Tools. *Yogyakarta: CV. Bintang Surya Madani*.
- Robbins, S. P. & Coulter, M. (2018). *Management, Edisi: 14e, United States of America: Pearson Education Limited*.
- Rusmadi, R. (2020). Consumers Satisfaction in Marketing Management: A Conceptual Study. *International Journal for Educational and Vocational Studies*, 2(4). <https://doi.org/10.29103/ijevs.v2i4.2546>
- Safira Aulia Rahma & Erlita Ridanasti. (2023). The Impact Of Marketing Strategy On Consumer's Impulsive Buying Behavior On Tiktok Live. *International Journal of Science, Technology & Management*.
- Salls, J., Provident, I. & Dolhi, C. (2019). Impact of International Immersion Experiences in Occupational Therapy Education: A Retrospective Survey. *Internet Journal of Allied Health Sciences and Practice*. <https://doi.org/10.46743/1540-580X/2019.1840>
- Satiawan, A., Hamid, R. S. & Maszudi, E. (2023). Pengaruh Content Marketing, Influencer Marketing, Online Customer Review Terhadap Keputusan Pembelian dan Kepuasan Konsumen Di Tiktok. *Jurnal Manajemen Dan Bisnis Indonesia*, 9(1), 1–14. <https://doi.org/10.32528/jmbi.v9i1.238>

- Sekaran, U. & Bougie, R. (2020). *Research Methods for Business a Skill Building Approach 8th Ed. John Wiley & Sons.*
- Setiana, N. D. & Tjahjaningsih, E. (2024). The Influence of Content Marketing, Influencer Marketing, Online Customer Reviews on Satisfaction and its Impact on Tiktok Consumer Loyalty (Study on Semarang City Students). *Management Studies and Entrepreneurship Journal.*
- Sinulingga, H. S. N. A. B. (2021). *Perilaku Konsumen : Strategi dan Teori. IOCS.*
- Suchida, I. (2019). Pengaruh Fashion Involvement, Shooping Lifestyle. Hedonic Shopping Value dan Positive Emotion Terhadap Impulse Buying Produk Fashion Pada Pelanggan Duta Mal Banjarmasin. *At-Tadbir: Jurnal Ilmiah Manajemen, 3*(1).
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta.*
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta.*
- Sugiyono. (2020). *Metode Penelitian Kualitatif. Bandung: Alfabeta.*
- Sugiyono. (2022). *Metode Penelitian Kuantitatif. Alfabeta.*
- Sun, Y., Shao, X., Li, X., Guo, Y. & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications, 37,* 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Susanto, H., Muamar, M., Prasetyo, D., Purnomo, E. C. & Riyadi, A. (2023). THE INFLUENCE OF PRICE AND TRUST ON CONSUMER SATISFACTION IN SHOPPING ONLINE SHOP (TOKOPEDIA) IN SAMPIT. *Jurnal Ekonomi, 12*(1).
- Tufahati, N., Barkah, C. S., Tresna, P. W. & Chan, A. (2021). THE IMPACT OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION(SURVEYS ON CUSTOMER OF BLOOMYTHINGS). *Journal of Business & Applied Management, 14*(2).
- Wang, Y., Gao, Y. & Wang, F.-J. (2022). How Leisure Involvement Affects Repurchase Intention in Fitness Clubs? The Mediating Role of Commercial Friendship. *Frontiers in Sports and Active Living, 4.* <https://doi.org/10.3389/fspor.2022.777185>
- Warjani, R. (2019). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying (Studi Pada Konsumen UMKM Toko Pakaian Ryn Boutique Jalan Dr. Mansyur Medan). *Fakultas Ilmu Sosial Dan Ilmu Politik, Universitas Sumatera Utara.*
- Wiedmann, K.-P. & von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise – social influencers’ winning formula? *Journal of Product & Brand Management, 30*(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Wirtz, J. & Lovelock, C. (2021). Service Pricing and Revenue Management. In *Services Marketing* (pp. 172–209). WORLD SCIENTIFIC (US). https://doi.org/10.1142/9781944659806_0006
- Wuwumbene, C. M. (2024). PENGARUH AKTIVITAS, INTERAKTIVITAS, DAN KONTEN MEDIA SOSIAL TERHADAP KEPUASAN PELANGGAN SCARLETT WHITENING PADA PLATFORM SHOPEE. *Universitas Atma Jaya Yogyakarta.*

- Yang, Q. & Lee, Y.-C. (2022). What Drives the Digital Customer Experience and Customer Loyalty in Mobile Short-Form Video Shopping? Evidence from Douyin (TikTok). *Sustainability*, 14(17), 10890. <https://doi.org/10.3390/su141710890>
- Yim, M. Y.-C., Chu, S.-C. & Sauer, P. L. (2017). Is Augmented Reality Technology an Effective Tool for E-commerce? An Interactivity and Vividness Perspective. *Journal of Interactive Marketing*, 39, 89–103. <https://doi.org/10.1016/j.intmar.2017.04.001>

