

## DAFTAR PUSTAKA

- Anderson, J.L. & Barnett, M.(2013). *Learning Physics with Digital Game Simulations in Middle School Science*. *J Sci Educ Technol*, 22(6), 914-926
- Anggara, V., & Widjaja, W. (2025). Pengaruh Content Marketing, Live Streaming dan Influencer Endorser Terhadap Impulsive Buying Pada Toko ROOHA di SHOPEE. In *Maret* (Vol. 01, Issue 01). <http://jurnal.pradita.ac.id/index.php/jtmam>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032744>
- Bansal, R. (2016). *Customer Engagement-A Literature Review*. 2(01), 3–6. <https://www.researchgate.net/publication/318224473>
- Basu Swasta dan T. Hani Handoko, (2008), Manajemen Pemasaran, Analisa Perilaku Konsumen, edisi pertama, cetakan keempat, Penerbit : BPFE, Yogyakarta
- Brown, J. R., Crosno, J. L., & Tong, P. Y. (2019). *Is the theory of trust and commitment in marketing relationships incomplete? Industrial Marketing Management*, 77, 155-169. <https://doi.org/10.1016/j.indmarman.2018.10.005>
- Castells, M. (2010). *The Rise of the Network Society: With a New Preface, Volume I: Second Edition With a New Preface. The Rise of the Network Society: With a New Preface, Volume I: Second Edition With a New Preface*. Wiley-Blackwell. <https://doi.org/10.1002/9781444319514>
- Clement Addo, P., Fang, J., Asare, A. O., & Kulbo, N. B. (2021). Customer engagement and purchase intention in live-streaming digital marketing platforms: 实时流媒体数字营销平台中的客户参与和购买意向. *Service Industries Journal*, 41(11–12), 767–786. <https://doi.org/10.1080/02642069.2021.1905798>
- Enginkaya<sup>1</sup>, E., & Esen<sup>2</sup>, E. (2014). Dimensions Of Online Customer Engagement. *Journal of Business, Economics & Finance*, 3(1), 106–111.
- Fitriani, R. (2023). Pengaruh Content Marketing Dan Experiential Marketing Terhadap Keputusan Pembelian Konsumen (*Studi Kasus Konsumen di Kecamatan Medan Tembung*). 1–84.
- Ghozali, I. (2016) Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro.
- Harmayani, et al. (2020). E-commerce: Suatu Pengantar Bisnis Digital. Medan: Yayasan KIIta Menulis
- Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. In *Article*

- in *Journal of Service Research* (Vol. 3).  
<https://www.researchgate.net/publication/285726483>
- Hu, M., & Chaudhry, S. S. (2020). Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Research*, 30(3), 1019–1041. <https://doi.org/10.1108/INTR-03-2019-0082>
- Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 12(4), 246–259. <https://doi.org/10.1016/j.elerap.2012.12.003>
- Kartha Yudha, J., Komaladewi, R., & Budhyawan, T. (2022). Effect Of Live Streaming E-Commerce In Building Customer Trust And Customer Engagement (Study On Tokopedia Consumers). *Journal of Business Studies and Management Review (JBSMR)*, 6(1).
- Kumar, V.. (2013). *Profitable Customer Engagement: Concepts, Metrics & Strategies*
- Kunz, W., Aksoy, L., Bart, Y., Heinonen, K., Kabadayi, S., Ordenes, F. V., Sigala, M., Diaz, D., & Theodoulidis, B. (2017). Customer engagement in a Big Data world. *Journal of Services Marketing*, 31(2), 161–171. <https://doi.org/10.1108/JSM-10-2016-0352>
- Limandono, J. A., Dharmayanti, D., & Si, M. (2022). Pengaruh *Content Marketing* dan *Event Marketing* Terhadap *Customer Engagement* Dengan Sosial Media Marketing Sebagai Variabel Moderasi Di Pakuwon City
- Milhinhos, P. R. V. (2015). The Impact of Content Marketing on Attitudes and Purchase Intentions of Online Shoppers : The Case Videos & Tutorials and User-Generated Content. Brazilian School of Public and Business Administration. Retrieved <https://bibliotecadigital.fgv.br/dspace/handle/10438/16054>.
- Natalia Chandra, C., & Purnama Sari, W. (2021). Pengaruh *Content Marketing* terhadap *Customer Engagement* (Studi Pada Akun Instagram LazadaID) (Vol. 5, Issue 1).
- Ng, S. C., Sweeney, J. C., & Plewa, C. (2020). *Customer engagement: A systematic review and future research priorities*. *Australasian Marketing Journal*, 28(4), 235–252. <https://doi.org/10.1016/j.ausmj.2020.05.004>
- Nhan PHAN, T., Vi, T. H., & Phuong LE-HOANG, V. (2020). *The Impact of Content Marketing on Customer Engagement on Instagram-A Case Study of Fashion Brands*. *International Journal of Management (IJM)*, 11(7), 859–868. <https://doi.org/10.34218/IJM.11.7.2020.076>
- Ni Made Yulia Dewati Ayu, N. M. Y. D. A., & Jakaria. (2023). Pengaruh *E-Commerce* Terhadap Pertumbuhan Ekonomi Indonesia. *Jurnal Ekonomi Trisakti*, 3(2), 2891–2900. <https://doi.org/10.25105/jet.v3i2.17499>
- Nur Atika, R., Haidar, K., Keguruan dan Ilmu Pendidikan, F., & Mulawarman, U. (n.d.). Pengaruh *Content Marketing* dan *Online Customer Review* Terhadap Keputusan Pembelian Online pada Komunitas Pelajar dan Mahasiswa

- Kabupaten Berau (KPMKB) di Samarinda. *Journal of Economic Education and Entrepreneurship Studies*, 5(1), 2024.  
<https://journal.unm.ac.id/index.php/JE3S/index>
- Nurul, R., 1✉, A., & Harto, B. (2024). Membangun Keterlibatan Konsumen Melalui Strategi Konten *Marketing* dalam *Live Streaming*: Analisis Kualitatif Terhadap Brand yang Berhasil di Shopee.  
<https://doi.org/10.31004/innovative.v4i2.9848>
- Pandu Muhammad Ridho, O., & Damayanti Aprilia, H. (2022). *The Effect Of Content Marketing On Customer Engagement With Viral Marketing As Intervening Variables (Study on Shopee Users in Bandar Lampung City)*.
- Poulos, M., Korfiatis, N., & Papavlassopoulos, S. (2020). *Assessing Stationarity in Web Analytics: A study of Bounce Rates*. *Expert Systems (Forthcoming)*
- Prasetya, M., & Susilo, D. (2022). *The effect of content marketing on purchase intention through customer engagement as variable mediation*. *Jurnal Universitas Media Nusantara*. <http://ejournal.unitomo.ac.id/index.php/jkp>
- Rivaldi, R., & Nasrudin Wibowo, S. (2024). *The Influence Of Tiktok Live Streaming, Content Marketing On The Decision To Purchase Nike Shoes In Feb Ugj Students*. In *Indonesian Interdisciplinary Journal Of Sharia Economics (Ijse) (Vol. 7, Issue 2)*.
- Sculley, D., Malkin, R. G., Basu, S., & Bayardo, R. J. (2009). Predicting bounce rates in sponsored search advertisements. In *Proceedings of the 15th ACM SIGKDD international conference on knowledge discovery and data mining* (pp. 1325–1334), Paris, France: ACM.
- Shofia, N. (2022). Pengaruh Citra Merek, *Content Marketing* Dan E-Wom Terhadap Minat Beli Layanan Platform *Media Streaming* Digital Disney Plus Hotstar Indonesia *JFM: Journal of Fundamental Management*, 2(3).  
<https://doi.org/10.22441/jfm.v2i3.17768>
- Srivastava, R., Gupta, P., Kumar, H., & Tuli, N. (2023). *Digital customer engagement: A systematic literature review and research agenda*. *Australian Journal of Management*, 50(1), 220-245.  
<https://doi.org/10.1177/03128962231177096> (Original work published 2025)
- Suarna, I. F. (2022). *Purchase Decision* pada *Live Streaming* Shopping Pengguna Media Sosial Tiktok di Bandung. *Ekono Insentif*, 16(2), 138–152.  
<https://doi.org/10.36787/jei.v16i2.942>
- Sugiyono. (2017). *Metodologi Penelitian Pendidikan*. Alfabeta. metode Sumarwan, U. (2011). *Perilaku Konsumen*. Jakarta: Penerbit Ghalia.
- Sugiyono.(2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Syahvitri, A. L. (2023). Pengaruh *Content Marketing* Terhadap *Customer Engagement* Pada Instagram Kuliner Tanjungpinang.

- Urrahmah, N. (2024). Pengaruh *Content Marketing*, *Live Streaming* Dan Kesadaran Halal Terhadap Keputusan Pembelian Produk *Skincare* Pada Konsumen E- Commerce Di Kota Banda Aceh.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). *Customer Engagement: Exploring Customer Relationships Beyond Purchase*. *Journal of Marketing Theory and Practice*, 20(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>
- Wongkitrungrueng, A., & Assarut, N. (2020). *The Role Of Live Streaming In Building Consumer Trust And Engagement With Social Commerce Sellers*. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Xu, X., Wu, J.-H., & Li, Q. (2020). *What Drives Consumer Shopping Behavior In Live Streaming Commerce?* *Journal of Electronic Commerce Research; Long Beach*, 21(3), 144–167. <https://www.proquest.com/scholarly-journals/what-drives-consumer-shopping-behavior-live/docview/2438206569/se-2>
- Yanis, N., Hidayat, R., & Lutfie, H. (2019). Pengaruh *Content Marketing* Instagram Terhadap *Customer Engagement* (Studi Kasus Pada Elzatta Bandung Tahun 2019).
- Yolanda, A. (2022). Pengaruh *Content Marketing* Terhadap *Customer Engagement* Pada Instagram Seven Tanjungpinang.
- Yunita Dwi Editia, Indira Shofia Maulida, Moh. Muklis Sulaeman, & Sabilar Rosyad. (2025). Pengaruh *Content Marketing*, *Live Streaming*, *Online Customer Review* terhadap Minat Beli Konsumen pada Aplikasi Media Sosial Tiktok. *Jurnal Bintang Manajemen*, 3(1), 165–176. <https://doi.org/10.55606/jubima.v3i1.3827>
- Zaini, S. A., & Salim, S. A. (2023). *The Role of Live Streaming towards Customer Engagement in Online Shopping*. *Research in Management of Technology and Business*, 4(1), 500–516. <https://doi.org/10.30880/rmtb.2023.04.01.034>
- Zheng, R., Li, Z., & Na, S. (2022). *How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective*. *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103015>