

## DAFTAR PUSTAKA

- Agustinus Rangga Respati. (2022, June 29). *AAJI Sebut Jumlah Agen Asuransi Berlisensi Turun, Ini Penyebabnya* . KOMPAS. <https://money.kompas.com/read/2022/06/29/100000526/aa ji-sebut-jumlah-agen-asuransi-berlisensi-turun-ini-penyebabnya?page=all#>
- Aw, S. (2018). Komunikasi Organisasi. *Remaja Rosdakarya*. Bandung.
- Budyatna, M. (2011). *Teori komunikasi antar pribadi*.
- Chalmers, A. F. (1982). *Il'hat is this Thing Called Science?* Brisbane, Australia: University of Queensland Press.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Davis, K. (1973). The case for and against business assumption of social responsibilities. *Academy of Management Journal*, 16(2), 312–322.
- Denis Riantiza Meilanova. (2021, November 29). *ASURANSI JIWA MASIH ANDALKAN SALURAN DISTRIBUSI KONVENTSIONAL*. <https://bisnisindonesia.id/article/asuransi-jiwa-masih-andalkan-saluran-distribusi-konvensional>
- Denis Riantiza Meilanova. (2022, June 29). *Jumlah Agen Asuransi Susut, Gara-Gara Disrupsi Digital ?* . BISNIS. <https://finansial.bisnis.com/read/20220629/215/1549098/jumlah-agen-asuransi-susut-gara-gara-disrupsi-digital>
- Diwan, P. (1999). *Advertising management*. Golden Books centre.
- Dr. Suranto Aw., M. Pd. , M. Si. (2018). *Komunikasi Organisasi : prinsip komunikasi untuk peningkatan kinerja organisasi* . Remaja Rosdakarya.
- Hardjana, A. (2019). *Komunikasi Organisasi: Strategi, Interaksi dan Kepemimpinan, Buku 2*.
- Hughes, R. L., Ginnett, R. C., & Curphy, G. J. (1993). Leadership: Enhancing the lessons of experience. Richard D. Irwin. Inc., Boston.
- Jaya, I. M. L. M. (2020). *Metode Penelitian Kuantitatif dan Kualitatif: Teori, Penerapan, dan Riset Nyata*. Anak Hebat Indonesia.
- Kim, J.-N., & Rhee, Y. (2011). Strategic thinking about employee communication behavior (ECB) in public relations: Testing the models of megaphoning and scouting effects in Korea. *Journal of Public Relations Research*, 23(3), 243–268.
- Lammers, J., & Galinsky, A. D. (2009). 4 The conceptualization of power and the nature of interdependency. *Power and Interdependence in Organizations*, 67.

- Littlejohn, S. W., & Foss, K. A. (2010). *Theories of human communication*. Waveland press.
- Litwin, G. H., & Stringer, R. A. (1968). *Motivation and Organizational Climate*. Division of Research, Graduate School of Business Administration, Harvard University.  
<https://books.google.co.id/books?id=FVevAAAAIAAJ>
- Maizal Walfajri. (2020, July 11). *AAJI: Turnover tinggi bikin asuransi jiwa terus rekrut agen walau ada pandemi*. KONTAN. <https://keuangan.kontan.co.id/news/aaji-turnover-tinggi-bikin-asuransi-jiwa-terus-rekrut-agen-walau-ada-pandemi>
- Martin, S. E., & Rawlins, J. D. (2018). Stories they tell: The rhetoric of recruiting independent consultants. *Journal of Business and Technical Communication*, 32(4), 447–479.
- Meyer, J. P., & Allen, N. J. (1997). *Commitment in the workplace: Theory, research, and application*. Sage publications.
- Michael, K. (1994). *Communication Management*. Sydney, Prentice-Hall.
- Mintzberg, H., & Westley, F. (1992). Cycles of organizational change. *Strategic Management Journal*, 13(S2), 39–59.
- Moleong, L. J. (2018). Metodologi penelitian kualitatif/penulis, Prof. DR. Lexy J. Moleong, MA| OPAC Perpustakaan Nasional RI. *Bandung: PT. Rosda Karya*.
- Muhammad, A. (2004). *Komunikasi organisasi*.
- Nga, J. K. H., & Mun, S. W. (2011). The influence of MLM companies and agent attributes on the willingness to undertake multilevel marketing as a career option among youth. *Journal of Research in Interactive Marketing*, 5(1), 50–70.
- Pace, R. W., & Faules, D. F. (2001). *Komunikasi Organisasi: strategi menibgkatkan kinerja perusahaan*.
- Priansa, D. J. (2017). *Manajemen Kinerja Kepegawaian dalam Pengelolaan SDM Perusahaan*.
- Prihartono, M. W. (2001). Manajemen pemasaran dan tata usaha asuransi. Yogyakarta: Kanisius.
- Prudential.co.id. (n.d.). *Kembangkan Kariermu Bersama PRUVenture*. Retrieved April 6, 2023, from <https://www.prudential.co.id/id/pulse/article/kembangkan-kariermu-bersama-pruvventure/>
- Raco, J. (2018). *Metode penelitian kualitatif: jenis, karakteristik dan keunggulannya*.
- Raina, R., & Roebuck, D. B. (2016). Exploring cultural influence on managerial communication in relationship to job satisfaction, organizational commitment, and the employees' propensity

- to leave in the insurance sector of India. *International Journal of Business Communication*, 53(1), 97–130.
- Rhoades, L., Eisenberger, R., & Armeli, S. (2001). Affective commitment to the organization: the contribution of perceived organizational support. *Journal of Applied Psychology*, 86(5), 825.
- Ridlo, I. A. (2012). Turnover karyawan “Kajian literatur.” *Surabaya: PH Movement Publication*.
- Robbins, S., Judge, T. A., Millett, B., & Boyle, M. (2013). *Organisational behaviour*. Pearson Higher Education AU.
- Salim, A., & Carolina, S. (2001). *Teori dan paradigma penelitian sosial: dari Denzin Guba dan penerapannya*. Tiara Wacana Yogya.
- Selvi Mayasari. (2022, October 2). *Jumlahnya Terus Menyusut, Apakah Kehadiran Agen Asuransi Masih Dibutuhkan ?* KONTAN. <https://keuangan.kontan.co.id/news/jumlahnya-terus-menyusut-apakah-kehadiran-agen-masih-dibutuhkan>
- Siagian, S. (2015). Manajemen Sumber Daya Manusia Ed. 1 Cetakan 23. *Bumi Aksara*, Jakarta.
- Sitorus, R. M. T. (2020). *Pengaruh Komunikasi Antarpribadi Pimpinan Terhadap Motivasi Kerja*. Scopindo Media Pustaka.
- Sjafrizal, T. (2020). Manajemen Komunikasi Pekerja Asing di Indonesia dalam Perspektif Matouschkanian Michael Kaye. *JURNAL EKONOMI, SOSIAL & HUMANIORA*, 1(06), 43–54.
- Sparks, J. R., & Schenk, J. A. (2001). Explaining the effects of transformational leadership: an investigation of the effects of higher-order motives in multilevel marketing organizations. *Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior*, 22(8), 849–869.
- Sparks, J. R., & Schenk, J. A. (2006). Socialization communication, organizational citizenship behaviors, and sales in a multilevel marketing organization. *Journal of Personal Selling & Sales Management*, 26(2), 161–180.
- Sukarna, D. (2011). Dasar-dasar manajemen. *Bandung: Mandar Maju*.
- Toffler, A. (1970). Future shock, 1970. *Sydney: Pan*.
- Yin, R. K. (2009). *Case study research: Design and methods* (Vol. 5). sage.
- Yusuf, R. M., & Syarif, D. (2018). *Komitmen organisasi*. Nas Media Pustaka.

Zainiyah, R., Dewi, E. I., & Wantiyah, W. (2018). Pengaruh Teknik Relaksasi Afirmasi terhadap Stres Mahasiswa yang Menempuh Skripsi di Program Studi Ilmu Keperawatan Universitas Jember. *Pustaka Kesehatan*, 6(2), 319–322.