

DAFTAR PUSTAKA

- Albors-Garrigos, J. (2020). Barriers and enablers for innovation in the retail sector: Co-innovating with the customer. A case study in grocery retailing. *Journal of Retailing and Consumer Services*, 55(June 2019). <https://doi.org/10.1016/j.jretconser.2020.102077>
- Aleluia Arindra Irmawati. (2017). *Tesis Studi Kualitatif: Pemberdayaan Karyawan Pada Perusahaan Bisnis Kreatif*. Universitas Sanata Dharma.
- Alhenawi, Y., Hassan, M. K., & Hasan, R. (2022). Evolution of research in finance over the last two decades – A topographical view. *Research in International Business and Finance*, 59(September 2021). <https://doi.org/10.1016/j.ribaf.2021.101550>
- Bae, sang H., Sam, S., & Kim, S. (2011). Empirical Investigation of Consumers' Impulse Purchases from Television Home Shopping Channels: A Case of Order Cancellation Behavior. *Journal of Academy of Marketing Science*, 8(2), 121–136.
- Bazen, A., Barg, F. K., & Takeshita, J. (2021). Research Techniques Made Simple: An Introduction to Qualitative Research. *Journal of Investigative Dermatology*, 141(2), 241-247.e1. <https://doi.org/10.1016/j.jid.2020.11.029>
- Chaudhuri, A., & Ligas, M. (2009). Consequences of value in retail markets. *Journal of Retailing*, 85(3), 406–419.
- Chopdar, P. K., Paul, J., & Prodanova, J. (2022). Mobile shoppers' response to Covid-19 phobia, pessimism and smartphone addiction: Does social influence matter? *Technological Forecasting and Social Change*, 174(April 2021). <https://doi.org/10.1016/j.techfore.2021.121249>
- Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60(January), 102501. <https://doi.org/10.1016/j.jretconser.2021.102501>
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- Fan, W.-S. (2011). *Effect of Service Value And Switching Cost On Customers' Loyalty: A Case Study Of TV Shopping In Taiwan*. 27(Turnbull 1986), 6–17.
- Fitdiarni, N. (2015). Kepercayaan Pelanggan Untuk Melakukan Online Shopping Dan Dampaknya Terhadap Minat Beli Ulang. *Jurnal Ekonomi Dan Bisnis*, 3, 256–269.

- Gauri, D. K., Jindal, R. P., Ratchford, B., Fox, E., Bhatnagar, A., Pandey, A., Navallo, J. R., Fogarty, J., Carr, S., & Howerton, E. (2021). Evolution of retail formats: Past, present, and future. *Journal of Retailing*, 97(1), 42–61. <https://doi.org/10.1016/j.jretai.2020.11.002>
- Homeshopping, M. G. (2021). *Financial Statements as of December 31, 2020 and for the year then ended with independents auditor's report.*
- Howes, P. A., & Sallot, L. M. (2013). Company spokesperson vs. customer testimonial: Investigating quoted spokesperson credibility and impact in business-to-business communication. *Public Relations Review*, 39(3), 207–212. <https://doi.org/10.1016/j.pubrev.2013.04.002>
- Kumar, A., Mehra, A., & Kumar, S. (2019). Why do stores drive online sales? Evidence of underlying mechanisms from a multichannel retailer. *Information Systems Research*, 30(1), 319–338. <https://doi.org/10.1287/isre.2018.0814>
- Kurniawan, R., Mangunwihardjo, S., & Perdhana, M. S. (2019). Analisa Pengaruh Kemampuan Perusahaan, Daya Respon Rantai Pasok, Dan Praktik Manajemen Rantai Pasok Terhadap Keunggulan Bersaing Dan Kinerja Perusahaan (Studi pada Rantai Pasok Pelumas Jawa Tengah). In *Jurnal Bisnis Strategi* (Vol. 27, Issue 2, p. 150). <https://doi.org/10.14710/jbs.27.2.150-166>
- Kusmarni, Y. (1989). *Studi Kasus (John W. Creswell)*. 1–12.
- Liu, W., Liang, Y., Tang, O., & Ma, X. (2022). Channel competition and collaboration in the presence of hybrid retailing. *Transportation Research Part E: Logistics and Transportation Review*, 160(February). <https://doi.org/10.1016/j.tre.2022.102658>
- Maulana, F., & Wijayanto, A. (2019). Keahlian Penjualan, Perilaku Penjualan dan Kinerja Penjualan Salesforce PT Nasmoco Pemuda Semarang. In *Jurnal Administrasi Bisnis* (Vol. 8, Issue 2, pp. 121–130). <https://doi.org/10.14710/jab.v8i2.25966>
- Morney, E. (2022). Creative prerequisites for innovation in group collaboration—A case study of slow-TV, the genesis of a Norwegian television genre. *Journal of Creativity*, 32(3), 100031. <https://doi.org/10.1016/j.yjoc.2022.100031>
- MT Rahayu, B Suharjo, L. Y. (2018). Faktor-faktor yang Memengaruhi Pembelian Produk Melalui TV Home Shopping. *Jurnal Aplikasi Manajemen Dan Bisnis*, Vol. 4 No. 2, Mei 2018, 4(2), 232–239.
- Myers, M. D. (2014). *Penelitian Kualitatif di Manajemen dan Bisnis*.
- Neslin, S. A. (2022). The omnichannel continuum: Integrating online and offline channels along the customer journey. *Journal of Retailing*, 98(1), 111–132. <https://doi.org/10.1016/j.jretai.2022.02.003>

- Shih, T. (2011). Developing Marketing Strategies for TV Shopping Stores: A Second-Order Structural Equation Modeling Application. *International Journal of Electronic Business Management*, 9(4), 355–367.
- Shin, S., Shin, H. H., & Gim, J. (2023). How positive do testimonials on a restaurant website need to be? Impact of positivity of testimonial reviews on customers' decision-making. *International Journal of Hospitality Management*, 108(June 2022). <https://doi.org/10.1016/j.ijhm.2022.103382>
- Suciningrum, F., & Usman, O. (2021). The Effect of Product Quality, Service Quality, and Product Price on Customer Satisfaction in Shopee. *SSRN Electronic Journal*, 4(1), 1189–1199. <https://doi.org/10.2139/ssrn.3767892>
- Sweeney, K., Riley, J., & Duan, Y. (2022). Product variety in retail: the moderating influence of demand variability. *International Journal of Physical Distribution and Logistics Management*, 52(4), 351–369. <https://doi.org/10.1108/IJPDLM-12-2020-0407>
- Wagner, G., Schramm-Klein, H., & Steinmann, S. (2020). Online retailing across e-channels and e-channel touchpoints: Empirical studies of consumer behavior in the multichannel e-commerce environment. *Journal of Business Research*, 107(November 2018), 256–270. <https://doi.org/10.1016/j.jbusres.2018.10.048>
- Wagner, G., Schramm-klein, H., Wagner, G., Schramm-klein, H., & Steinmann, S. (2017). Consumers' attitudes and intentions toward Internet-enabled TV shopping. *Journal of Retailing and Consumer Services*, 34(January 2018), 278–286. <http://dx.doi.org/10.1016/j.jretconser.2016.01.010>
- Wibowo, B., & Heryjanto, A. (2020). Pengaruh Kredibilitas Influencer, Nominal Harga, dan ., *Journal of Business and Applied Management*, 13(1), 83–90.
- Yang, M., & Zeng, J. (2014). *The Evaluation Model of HD Interactive TV Shopping Service*. 53(Isi), 175–179. <https://doi.org/10.14257/astl.2014.53.38>
- Zhang, J., & Wedel, M. (2009). The effectiveness of customized promotions in online and offline stores. *Journal of Marketing Research*, 46(2), 190–206. <https://doi.org/10.1509/jmkr.46.2.190>