

DAFTAR PUSTAKA

- Agnihotri, R., Dingus, R., Hu, M., & Krush, M. 2016. Social Media: Influencing Customer Satisfaction in B2B Sales. *Industrial Marketing Management*. Vol. 53, 172-180.
- Agnihotri, R., Kothandaraman, P., Kashyap, R., & Singh, R. 2012. Bringing “Social” Into Sales: The Impact of Salespeople’s Social Media Use on Service Behaviors and Value Creation. *Journal of Personal Selling and Sales Management*. Vol. 32, No. 3, 333-348.
- Agnihotri, R., Trainor, K., Itani, O & Rodriguez, M. 2017. Examining the Role of Sales-Based CRM Technology and Social Media Use on Post-Sale Service Behaviors. *Journal of Business Research*. Vol. 81, 144-154.
- Ancillai, C., Terho, H., Cardinali, S., & Pascucci, F. 2019. Advancing Social Media Driven Sales Research: Establishing Conceptual Foundations for B-to-B Social Selling. *Industrial Marketing Management*. Vol. 82, 293-308.
- Andzulis, JM., Panagopoulos, NG., Rapp, A. 2012. A Review of Social Media and Implications for the Sales Process. *Journal of Personal Selling & Sales Management*. Vol. 32, No. 3, 305-316.
- Berinato, S., & Clark, J. 2010. Six Ways to Find Value in Twitter's Noise. “*Harvard Business Publishing Education*. Available at: <https://hbsp.harvard.edu/product/F1006Z-PDF-ENG?Ntt=&recommendedBy=SMR548-PDF-ENG>, accessed on February 28, 2022.
- Bowen, M., Bennejean, CL., Haas, A., & Rangarajan, D. 2021. Social Media in B2B Sales: Why and When Does Salesperson Social Media Usage Affect Salesperson Performance?. *Industrial Marketing Management*. Vol. 96, No. 9, 166-182.
- Challagalla, G., Venkatesh, R., & Kohli, A. 2009. Proactive Postsales Service: When and Why Does It Pay Off?. *Journal of Marketing*. Vol. 73, No. 2, 70-87.
- Cooper & Schindler. 2014. *Bussiners Research Method*. New York: McGrawHill.
- Dubinsky, AJ., Jolson, MA., Michaels, RE., Kotabe, M., & Lim, CU. 1992. Ethical Perceptions of Field Sales Personnel: An Empirical Assessment. *Journal of Personal Selling and Sales Management*. Vol. 12, No. 4, 9-21.

- Franke, GR., & Park, JE. 2006. Salesperson Adaptive Selling Behavior and Customer Orientation: A Meta-Analysis. *Journal of Marketing Research*. Vol. 43, No. 4, 693-702.
- Ghozali, I. 2006. Aplikasi Analisis Multivariate Dengan Program SPSS. Edisi 4. Semarang: Badan Penerbit Universitas Diponegoro.
- Guenzi, P., & Habel, J. 2020. Mastering the Digital Transformation of Sales. *California Management Review*. Vol. 62, No. 4, 57-85.
- Guenzi, P., & Nijssen, E. 2020. Studying the Antecedents and Outcome of Social Media Use by Salespeople Using a MOA Framework. *Industrial Marketing Management*. Vol. 90, 346-359.
- Hansen, JM., & Levin, MA. 2016. The Effect of Apathetic Motivation on Employees' Intentions to Use Social Media for Businesses. *Journal of Business Research*. Vol. 69, No. 12, 6058-6066.
- Hayes, A. 2015. An Index and Test of Linear Moderated Mediation. *Multivariate Behavioral Research*. Vol. 50, 1-22.
- Itani, OS., Agnihotri, R., & Dingus, R. 2017. Social Media Use in B2B Sales and its Impact on Competitive Intelligence Collection and Adaptive Selling: Examining the Role of Learning Orientation as an Enabler. *Industrial Marketing Management*, Vol. 66, 64-79.
- Jobber, D., & Lancaster, G. 2009. Selling and Sales Management.. Prentice Hall/Financial Times.
- Kotler, P., & Armstrong, G. 2018. Principles of Marketing Global Edition 17th Edition. London: Pearson Education.
- Manske, AK., Glaeser, J., Kuypers, MM., & Overmann, J. 2005. Physiology and Phylogeny of Green Sulfur Bacteria Forming a Monospecific Phototrophic Assemblage at a Depth of 100 Meters in the Black Sea. *Applied and environmental microbiology*. Vol. 71, No. 12, 8049–8060.
- Marshall, N., Park, S., Adger, W., Brown, K., & Howden, S. 2012. Transformational Capacity and the Influence of Place and Identity. *Environmental Research Letters*. Vol. 73, 1-9.
- Ogilvie, GS., Van, ND., Krajden, M. 2018. Effect of Screening With Primary Cervical HPV Testing vs Cytology Testing on High-grade Cervical Intraepithelial Neoplasia at 48 Months: The HPV FOCAL Randomized Clinical Trial. *JAMA*. Vol. 320, No. 1, 43-52.

- Rodriguez, M., Peterson, R., & Krishnan, V. 2012. Social Media's Influence on Business-To- Business Sales Performance. *The Journal of Personal Selling and Sales Management*. Vol. 32, No. 3, 365-378.
- Schillewaert, N., Ahearne, M., Frambach, R., & Moenaert, R. 2005. The Adoption of Information Technology in the Sales Force. *Industrial Marketing Management*. Vol. 34, No. 4, 323-336.
- Schultz, R., Schwepker, CH., & Good, D. 2012. An Exploratory Study of Social Media in Business-to-Business Selling: Salesperson Characteristics, Activities and Performance. *The Marketing Management Journal*. Vol. 22, 76-89.
- Sekaran, U., & Bougie, R. 2016. Research Methods for Business: A Skill-Building Approach. 7th Edition, West Sussex: John Wiley & Sons.
- Sugiyono, 2010. Metode Penelitian Kuantitatif dan R&D. Alfabeta: Bandung.
- Szymanski, DM., & Churchill, GA. 1990. Client Evaluation Cues: A Comparison of Successful
- Tanner, JF., & Raymond, MA. 2012. Principles of Marketing. Boston: Flat World Knowledge
- Weitz, B.A., Sujan, H., & Sujan, M. 1986. Knowledge, Motivation, and Adaptive Behavior: A Framework for Improving Selling Effectiveness. *Journal of Marketing*. Vol. 50, No. 4, 174-191.