

DAFTAR PUSTAKA

BUKU

- Ferdinand, (2006): Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis, dan Desertasi Ilmu Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2011). Aplikasi analisis multivariate dengan program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- Jasfar, Farida. (2009). Manajemen Pemasaran Pendekatan Terpadu. Bogor: Ghalia Indonesia
- Kotler, (2002). Manajemen Pemasaran. Jakarta: PT. Prenhalindo.
- Kotler, P. & Keller, K.L. (2012), Manajemen Pemasaran Jilid I Edisi ke 12. Jakarta: Erlangga.
- Kotler, Philip; Armstrong, Garry, (2008). Prinsip-prinsip Pemasaran,Jilid 1, Erlangga, Jakarta
- Kotler, Philip., Keller, Kevin L. (2013). Manajemen Pemasaran, Jilid Kedua, Jakarta: Erlangga.
- Peter, J Paul and Jerry C Olson. (2013). Perilaku Konsumen dan Strategi Pemasaran Terjemahan oleh Diah Tantri Dwiandani Edisi Kesembilan Jilid 1. Jakarta: Erlangga.
- Sugiyono, (2016). Metode Penelitian Manajemen. Bandung: Alfabeta.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung:Alfabeta.
- Suliyanto. (2011). Ekonometrika Terapan: Teori dan Aplikasi dengan SPSS. Yogyakarta: Andi Offset.

JURNAL

- Adityo, Benito dan Khasanah, Imroatul. 2010. Analisis Pengaruh Kepercayaan, Kemudahan, dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online di Situs Kaskus. Jurnal. Semarang: Universitas Diponegoro
- Asnawati, A., et al. "The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision." *International Journal of Data and Network Science* 6.1 (2022): 81-90. DOI: 10.5267/j.ijdns.2021.10.001
- Assael, H. (1998). Consumer behavior and marketing action, 6th. *Cincinnati, OH: South-Western Pub.*
- B. N. Malar Selvi, J. Edwin Thomson. 2016. An Exploratory Study on the Electronic Word of Mouth Communication in Promoting Brands in the Online Platforms. Scientific Research Publishing.
- Bahi, Hamdan‘Afif, Heri Pratikto, and Titis Shinta Dhewi. "The impact of e-wom and advertising on purchase decision si. se. sa syar'i clothes with brand awareness as an intervening variables (a study on si. se. sa fashion consumers)." *International Journal of Business, Economics and Law* 23.1 (2020): 255-261.
- Delgado., et al, (2003). Development and Validation of a Brand Trust Scale, International ,Journal of Market Research, vol 45, No1,PP 35-34
- Ekawati, Kumadji, dan Kusumawati. (2014). Pengaruh *Electronic Word Of Mouth* Terhadap Pengetahuan Konsumen serta Dampaknya Pada Keputusan Pembelian. Jurnal Administrasi Bisnis (JAB) : Vol. 14 No. 2 h.2
- Garbarino, E and Johnson, M.S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer relationships. *Journal of Marketing*, Vol. 63, April: 70-87
- Godes, D. & Mayzlin, D. (2004) *Using online conversations to study word of mouth communication*. *Marketing Science*, 23, 4 (Fall), pp. 545–560.
- Hennig-Thurau, Thorsten. Kevin Gwinner. Gianfranco Walsh. Dwayne Gremler. (2004). *Electronic Word of Mouth Via Consumer Opinion Platform : What Motivates Consumers To Articulate Themselves on The Internet ?*Journal of Interactive Marketing.38 : 52 <https://doi.org/10.1002/dir.10073>

- Jalilvand, M. R., and Samiei, N. 2012. *The Effect Of Electronik Word Of Mouth on Brand Image and Purchase Intention: An empirical study in the automobile industry in Iran*. Marketing Intelligence & Planning, 30 (4): 460-476.
- Kamtarin, Milad. 2012. *The Effect of Electronic Word of Mouth, Trust and Perceived Value on Behavioral Intention from the Perspective Consumers*, International Journal of Academic Research in Economics and Management Sciences, Vol. 1, No. 4.
- Kasmi, Adi Nurdian Candra. (2017)." Penerapan E-commerce berbasis Bussiness to Consumers untuk meningkatkan penjualan produk makanan ringan khas Pringsewu." Jurnal Aktual 15.2: 109-116.
- Lerthaitrakul, Weerawit, Panjakajornsak, Vinai. 2014. *The airline service quality affecting post purchase behavioral intention : empirical evidence from the low cost airline industry*. International Journal of trade, economics and Finance, Vol 5 No 2, April 2014
- Lin et al. (2013). *Electronic Word-Of-Mouth: The Moderating Roles Of Product Involvement And Brand Image*. International Conference on Technology Innovation and Industrial Management
- Mahliza, Febrina, Lucky Nugroho, and Yananto Mihadi Putra. "The effect of e-wom, brand trust, and brand ambassador on purchase decisions at tokopedia online shopping site." IOP Conference Series: Materials Science and Engineering. Vol. 1071. No. 1. IOP Publishing, 2021. DOI 10.1088/1757-899X/1071/1/012017
- Moorman, Christine, Rohit Deshpande, dan Gerald Zaltman. 1993. "Factors Affecting Trust in Market Research Relationships". Journal of Marketing. Vol 57. pp 81-101
- Mustika, E. I., & Arifin, A. L. (2021). The influence of trust and information quality on online purchase decision in the Shopee application (a case study on Pt Sri Bogor's employee). *International Journal of Social Science*, 1(2), 37-42. <https://doi.org/10.53625/ijss.v1i2.134>
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of retailing and consumer services*, 29, 92-103.
- Park, Chung-Hoon & Kim, Young-Gul. 2003. A Framework of Dynamic CRM: Linking Marketing with Information Strategy. Business Process Management Journal. Vol. 9, No. 5, pp.652-671, 2003.

Pasharibu, Yusepaldo, and Ajeng Nurhidayah. "Digitalization Strategies Through Brand Image, Celebrity Endorser, and EWOM of Indonesian Halal Product Towards a Purchase Decision." *International Journal of Economics, Business and Accounting Research (IJEBAR)* 5.3 (2021): 2771-2782

Perera, Charitha Harshani, Rajkishore Nayak, and Nguyen Van Thang Long. "The Impact of electronic-word-of mouth on e-loyalty and consumers' e-purchase decision making process: A Social media perspective." *International Journal of Trade, Economics and Finance* 10.4 (2019): 85-91. doi: 10.18178/ijtef.2019.10.4.642

Purba, Fahma Rindha, and Eristia Lidia Paramita. "The Influence of eWOM and Customer Satisfaction on Purchasing Decisions." *International Journal of Social Science and Business* 5.4 (2021): 578-585. doi.org/10.23887/ijssb.v5i4.40447

Putranti dan Pradana. (2015). *Electronic Word Of Mouth (E-Wom), Kepuasan Konsumen Dan Pengaruh Langsung Dan Tak Langsung Terhadap Minat Beli Konsumen*. Media Ekonomi Dan Manajemen Vol. 30 No. 1.

Qalati, Sikandar Ali, et al. "Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping." *Cogent Business & Management* 8.1 (2021): 1869363.

Samadi, Mansour (Ph.D.), Ali Yaghoob-Nejadi (M.A.). 2009. A Survey of the Effect of Consumers' Perceived Risk on Purchase Intention. *E-Shopping, Business Intelligence Journal*. Vol. 2 No. 2.

Samsir, Yusnidar, dan Sri Restuti, 2014. ‘ Pengaruh Kepercayaan dan Persepsi Risiko Terhadap Minat Beli dan Keputusan Pembelian Produk Fashion Secara Online di Kota Pekan Baru’. *Jurnal Sosial Ekonomi PembangunanI*, Vol. 4, No 12

Saputra, A. A. A. J., & Wrdana, I. M. (2020). The role of trust and brand images in mediation of e-wom effects on purchase decisions. *American Journal of Humanities and Social Sciences Research*, 4(7), 1-08.

Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The effect of electronic word of mouth (e-wom) and brand image on repurchase intention moderated by brand trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81-91. doi.org/10.52403/ijrr.20210912

- Schiffman, Leon G. and Leslie Lazar Kanuk, 1997. Customer Behavior, USA: Prentice Hall Inc.
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability*, 12(4), 1691.
- Sheau-Fen, Y., Sun-May, L., & Yu-Ghee, W. (2012). Store brand proneness: Effects of perceived risks, quality and familiarity. *Australasian Marketing Journal*, 20(1), 48t58.
- Stichmann, C. (2007) 'An analysis Of Antecedents And Consequences of Trust In A Corporate Brand', *European Journal of Marketing*, 41(9-10), Pp.999-1050. Doi: 10.1108/03090560710773318.
- Suresh, A.M., dan Shashikala R.2011. Identifying Factors of Consumer Perceived Risk towards Online Shopping in India. IPEDR. 12. Hal. 336-341.
- Syafaruddin, Sugiharyono, dan Kumadji. (2016). Pengaruh Komunikasi *Electronicword Of Mouth* Terhadap Kepercayaan (*Trust*) Dan Niat Beli (*Purchase Intention*) Serta Dampaknya Pada Keputusan Pembelian. *Jurnal Bisnis dan Manajemen* Vol. 3 No.1
- Virgilio, F. And Antonelli, G. (2017) 'Consumer Behavior, Trust, And Electronic Word of Mouth Communication: Developing An Online Purchase Intention Model', *Social Media For Knowledge Management Applications In Modern Organizations*, I (July), Pp. 58-80. Doi: 10.4018/978-1-5225-2897-5.Ch003.
- Wangsa, I. Nyoman Wara, et al. "The Effect of Sales Promotion on Electronic Word of Mouth and Purchase Decision (Study on Bukalapak Users in Denpasar City)." *European Journal of Business and Management Research* 7.2 (2022): 176-182. DOI <https://doi.org/10.24018/ejbmr.2022.7.2.1353>
- Widagdo, dan Saputri. (2017). Pengaruh *Electronic Word Of Mouth* Terhadap *Purchase Intention* Melalui Media Sosial Twitter Pada Chatime Indonesia. *e-Proceeding of Management* : Vol.4, No.3 p.2904.

INTERNET

IPrice. (2022). Top E-commerce di Indonesia tahun 2019-2022 (<https://iprice.co.id/insights/mapofcommerce/>) diakses pada tanggal 20 Januari 2023

Kompas. (2020). Sejarah Harbolnas di Indonesia. (<https://tekno.kompas.com/read/2020/12/12/08010007/sejarah-harbolnas-belanja-setiap-1212-yang-kini-tak-lagi-sakral?page=all>) diakses pada tanggal 20 Januari 2023

Opiida, I. (2014, April 18). Pengertian E-Marketplace. From tokokhalista: (<https://tokokhalista.wordpress.com/2014/04/18/pengertian-emarketplace/>) diakses pada tanggal 20 Januari 2023

Rizaty. (2001). Transaksi e-commerce di Indonesia 2018-2022 (<https://databoks.katadata.co.id/datapublish/2021/11/25/transaksi-e-commerce-indonesia-diproyeksikan-capai-rp-403-triliun-pada-2021>) diakses pada tanggal 20 Januari 2023