

## DAFTAR PUSTAKA

- Agustina, L., Dede Mahmudah, Setiawan, A. B., Mustika, R., Dunan, A., & Ratnawati, A. (2019). *Perkembangan Ekonomi Digital di Indonesia*. Pusat Penelitian dan Pengembangan Aplikasi Informatika dan Informasi dan Komunikasi Publik Badan Penelitian dan Pengembangan SDM Kementerian Komunikasi dan Informatika.
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314-324.
- Beneke, J., De Sousa, S., Mbuyu, M., & Wickham, B. (2016). The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa. *International Review of Retail Distribution & Consumer Research*, 26(2), 171–201. <https://doi.org/10.1080/09593969.2015.1068828>.
- Berikut Alasan Mengapa Review Produk Penting Untuk Bisnismu*. (2021). SIRCLO.
- Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model revisited. *Journal of Business Research*, 115, 403–416.
- Camilleri, A. R. (2021). Who doesn't read online consumer reviews, and why? *Personality and Individual Differences*, 179(April), 110954. <https://doi.org/10.1016/j.paid.2021.110954>
- Charlton, G. (2015). Ecommerce consumer reviews: Why you need them and how to use them.
- Debora, Y. (2016). Berapa Besar Pengaruh Ulasan Pembeli Saat Berbelanja Online? *Tirto.Id*. <https://tirto.id/berapa-besar-pengaruh-ulasan-pembeli-saat-berbelanja-online-b7Gm>
- Elwalda, A., Lu, K. and Ali, M. (2016), "Perceived derived attributes of online customer reviews", *Computers in Human Behavior*, Vol. 56, pp. 306-319.
- Evans, A. M., Stavrova, O., & Rosenbusch, H. (2021). Expressions of doubt and trust in online user reviews. *Computers in Human Behavior*, 114(September 2020), 106556. <https://doi.org/10.1016/j.chb.2020.106556>
- Fandy Tjiptono, P. ., & Chandra, G. (2014). *Pemasaran Strategik* (Edisi 2). Penerbit ANDI.
- Farki, A., Baihaqi, I., & Wibawa, M. (2016). *Pengaruh Online Customer Review Rating Terhadap Kepercayaan Place di Indonesia*. 5(2).
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Desrtasi Ilmu Manajemen*.

- Filieri, R., Alguezaui, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, 51, 174–185. <https://doi.org/10.1016/j.tourman.2015.05.007>
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/https://doi.org/10.1016/j.jbusres.2014.11.006>
- Filieri, R., Hofacker, C. F., & Alguezaui, S. (2018). What makes information in online consumer reviews diagnostic over time? The role of review relevancy, factuality, currency, source credibility and ranking score. *Computers in Human Behavior*, 80, 122–131. <https://doi.org/10.1016/j.chb.2017.10.039>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*. <https://doi.org/10.1002/9781119409137.ch4>
- Ikhsan, M. (2021). Pandemi Percepat Perubahan Cara Orang Berbelanja Online. *CNN Indonesia*.
- Imandiar, Y. (2020). Masa Pandemi, Transaksi Shopee di Q2-2020 Naik hingga 130%. *DetikInet*. <https://inet.detik.com/cyberlife/d-5155740/masa-pandemi-transaksi-shopee-di-q2-2020-naik-hingga-130>
- Indonesia Jadi Negara dengan Pengguna E-Commerce Tertinggi di Dunia*. (2021). SIRCLO. <https://www.sirclo.com/blog/indonesia-jadi-negara-dengan-pengguna-e-commerce-tertinggi-di-dunia/>
- Jayani, D. H. (2019). *Tren Pengguna E-Commerce Terus Tumbuh*. Databoks. <https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023>
- Kazmi, A., & Mehmood, Q. S. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. *Management Science Letters*, 6, 409–508. <https://doi.org/10.5267/j.msl.2016.5.003>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing (16th Global Edition)*. Harlow, Essex Pearson Education Limited.
- Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016). *Marketing Management (15th Edition)*. New Jersey: Pearson Education.
- Lazada Group*. (2022). Wikipedia. [https://id.wikipedia.org/wiki/Lazada\\_Group](https://id.wikipedia.org/wiki/Lazada_Group)
- Lee, E. J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*, 31, 356–366. <https://doi.org/10.1016/j.chb.2013.10.050>
- Lee, J., Park, D. H., & Han, I. (2011). The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online

- shopping malls: An advertising perspective. *Internet Research*, 21(2), 187–206. <https://doi.org/10.1108/10662241111123766>
- Lidwina, A. (2021). *Pengguna E-Commerce Indonesia Tertinggi di Dunia*. Databoks. <https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia>
- Limanseto, H. (2021). *Kemajuan IPTEK untuk Mendorong Pertumbuhan Ekonomi dan Inovasi*. Kementerian Koordinator Bidang Perekonomian Republik Indonesia. <https://www.ekon.go.id/publikasi/detail/3150/kemajuan-iptek->
- Liu, Y., & Du, R. (2019). The effects of image-based online reviews on customers' perception across product type and gender. *Journal of Global Information Management*, 27(3), 139–158. <https://doi.org/10.4018/JGIM.2019070108>
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of online reviews on consumer purchase behavior. *Journal of Service Science and Management*, 8(03), 419.
- Mowen, J. C., & Minor, M. (2012). *Perilaku Konsumen dialih bahasakan oleh Dwi Kartika Yahya*. Jakarta: Erlangga.
- OJK. (n.d.). *Kelebihan dan Kekurangan Belanja Online*. Sikapi Uangmu OJK.
- Opiida. (2014). *Pengertian Marketplace*. Sarjanaekonomi. <https://sarjanaekonomi.co.id/marketplace/>
- Park, C. W., Sutherland, I., & Lee, S. K. (2021). Effects of online reviews, trust, and picture-superiority on intention to purchase restaurant services. *Journal of Hospitality and Tourism Management*, 47, 228-236.
- Plunkett, J. W. (2014). *Plunkett's E-Commerce and Internet Business Almanac 2014: E-Commerce and Internet Business Industry Market Research, Statistics, Trends and Leading Companies*. Plunkett Research, Limited.
- Ramadhani, F. (2021). *Ini 5 Faktor Pesatnya Perkembangan E-Commerce di Indonesia*. Kompas.Co.Id. <https://kompas.co.id/article/perkembangan-e-commerce/>
- Sanjaya, V. F., & Hernita, S. J. (2020). Online Consumer Review, Brand Community, Trust and Consumer Purchase Decisions in Indonesia. *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam*, 4(02), 276–287.
- Seberapa Besar Sih Pengaruh Ulasan Online? (2020). *Belirus.Com*. <https://belirus.com/seberapa-besar-sih-pengaruh-ulasan-produk-toko-online/>
- Setyowati, Dewi. (2021). *Transaksi Shopee Rp 239 Triliun, Rugi Induk Usaha Justru Meningkat*. katadata.
- Shopee*. (2022). Wikipedia.
- Shopee adalah platform belanja online terdepan di Asia Tenggara dan Taiwan*.

- (2022). Shopee Careers. <https://careers.shopee.co.id/about/>
- Somohardjo, N. (2017). The effect of online reviews on the review attitude and purchase intention. *Erasmus School of Economics*, 1–67.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sumarwan, U. (2011). Perilaku konsumen: Teori dan penerapannya dalam pemasaran. *Bogor: Ghalia Indonesia*.
- Swastha, B. (2008). Manajemen Pemasaran Modern. *Edisi Kedua*. Yogyakarta, Liberty.
- The Map of E-Commerce in Indonesia*. (2021). Iprice.Id. <https://iprice.co.id/insights/mapofecommerce/en/>
- Thomas, M. J., Wirtz, B. W., & Weyerer, J. C. (2019). Determinants of online review credibility and its impact on consumers' purchase intention. *Journal of Electronic Commerce Research*, 20(1), 1–20.
- Tjahyadi, R. A. (2006). Brand Trust Dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, Dan Karakteristik Hubungan Pelanggan-Merek. *Jurnal Manajemen Maranatha*, 6(1).
- Tokopedia*. (2022). Wikipedia.
- Triananda, K. (2014). *Hemat Waktu Alasan Orang Berbelanja "Online."* Beritasatu.Com. <https://www.beritasatu.com/gaya-hidup/175086/hemat-waktu-alasan-orang-berbelanja-online>
- Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015). Electronic Commerce - A Managerial and Social Perspective. In *Springer*. <http://www.springer.com/gp/book/9783319100906>
- Wardani, A. S. (2019, November 23). Teknologi Ubah Kebiasaan Konsumen Berbelanja, Bagaimana Pelaku Bisnis Menyesuaikan? *Liputan6.Com*. <https://www.liputan6.com/tekno/read/4117655/teknologi-ubah-kebiasaan-konsumen-berbelanja-bagaimana-pelaku-bisnis-menyesuaikan>
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1(5), 69–80.
- Zhang, M., Zhao, H., & Chen, H. (Allan). (2022). How much is a picture worth? Online review picture background and its impact on purchase intention. *Journal of Business Research*, 139(September 2021), 134–144. <https://doi.org/10.1016/j.jbusres.2021.09.050>