

## DAFTAR PUSTAKA

- Adam, M. T. P., Krämer, J., & Müller, M. B. (2015). Auction Fever! How Time Pressure and Social Competition Affect Bidders' Arousal and Bids in Retail Auctions. *Journal of Retailing*, 91(3), 468–485. <https://doi.org/10.1016/j.jretai.2015.01.003>
- Aggarwal, P., Jun, S., & Huh, J. (2011). Scarcity messages: A consumer competition perspective. *Journal of Advertising*, 40(3), 19–30. <https://doi.org/10.2753/JOA0091-3367400302>
- Albashrawi, M., & Motiwalla, L. (2019). Privacy and Personalization in Continued Usage Intention of Mobile Banking: An Integrative Perspective. *Information Systems Frontiers*, 21(5), 1031–1043. <https://doi.org/10.1007/s10796-017-9814-7>
- Almohaimmed, B. (2020). The impacts of brand experiences on customer satisfaction and electronic word of mouth. *Business: Theory and Practice*, 21(2), 695–703. <https://doi.org/10.3846/btp.2020.11965>
- Alsaggaf, M. A., & Althonayan, A. (2018). An empirical investigation of customer intentions influenced by service quality using the mediation of emotional and cognitive responses. *Journal of Enterprise Information Management*, 31(1), 194–223. <https://doi.org/10.1108/JEIM-04-2017-0048>
- Asosiasi Penyelenggaraan Jasa Internet Indonesia (2018). Penetrasi & Perilaku Pengguna Internet Indonesia. [apjii.or.id](http://apjii.or.id). <https://apjii.or.id/survei>
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in Online Social Networks. *Computers in Human Behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Berita Tagar. (2020). Pengguna internet di Indonesia, 1998-Q2 2020. [lokadata.beritagar.id](http://lokadata.beritagar.id). <https://lokadata.beritagar.id/chart/preview/pengguna-internet-di-indonesia-1998-q2-2020-1617089144A>
- Berita Tagar. (2021). Transaksi E-commerce 2017-2021\*. [lokadata.beritagar.id](http://lokadata.beritagar.id). <https://lokadata.beritagar.id/chart/preview/pengguna-internet-di-indonesia-1998-q2-2020-1617089144A>
- Bhattacharjee, A. (2001). UNDERSTANDING INFORMATION SYSTEMS CONTINUANCE: AN EXPECTATION- CONFIRMATION MODE. *Information Systems and Decision - Sciences*, 25(3), 351–370.
- Carnevale, P. J. D., & Lawler, E. J. (1986). Time Pressure and the Development of Integrative Agreements in Bilateral Negotiations. *The Journal of Conflict Resolution*, 30(4), 636–659.
- Chen, T. Y., Yeh, T. L., & Wang, Y. J. (2021). The drivers of desirability in scarcity

- marketing. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 924–944. <https://doi.org/10.1108/APJML-03-2020-0187>
- Chih, W. H., Wang, K. Y., Hsu, L. C., & Huang, S. C. (2013). Investigating electronic word-of-mouth effects on online discussion forums: The role of perceived positive electronic word-of-mouth review credibility. *Cyberpsychology, Behavior, and Social Networking*, 16(9), 658–668. <https://doi.org/10.1089/cyber.2012.0364>
- Cialdini, R. B. (2009). *Influence: Science and Practice (5th Edition)*. 272.
- Databoks, (2021). 10 E-Commerce dengan Pengunjung Web Bulanan Tertinggi (Kuartal II-2021). [databoks.katadata.co.id. https://databoks.katadata.co.id/datapublish/2021/09/17/bukan-shopee-tokopedia-juara-e-commerce-terpopuler-kuartal-ii-2021](https://databoks.katadata.co.id/databoks.katadata.co.id/datapublish/2021/09/17/bukan-shopee-tokopedia-juara-e-commerce-terpopuler-kuartal-ii-2021)
- Ding, L., Velicer, W. F., & Harlow, L. L. (1995). Effects of Estimation Methods, Number of Indicators Per Factor, and Improper Solutions on Structural Equation Modeling Fit Indices. *Structural Equation Modeling: A Multidisciplinary Journal*, 2(2), 119–144. [https://www.researchgate.net/publication/233250439\\_Effects\\_of\\_Estimation\\_Methods\\_Number\\_of\\_Indicators\\_Per\\_Factor\\_and\\_Improper\\_Solutions\\_on\\_Structural\\_Equation\\_Modeling\\_Fit\\_Indices](https://www.researchgate.net/publication/233250439_Effects_of_Estimation_Methods_Number_of_Indicators_Per_Factor_and_Improper_Solutions_on_Structural_Equation_Modeling_Fit_Indices)
- Do, H. N., Shih, W., & Ha, Q. A. (2020). Effects of mobile augmented reality apps on impulse buying behavior: An investigation in the tourism field. *Heliyon*, 6(8), e04667. <https://doi.org/10.1016/j.heliyon.2020.e04667>
- F. Tjiptono, & A. Diana. (2003). *Total Quality Management (TQM)* (Ed. V). ANDI.
- Ferdinand, A. (2002). *Structural equation modeling dalam penelitian manajemen: aplikasi model-model rumit dalam....-- ed.2* (2nd ed.). BP Undip.
- Ferdinand, A. (2006). *Metode penelitian manajemen, pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen*. Badan Penerbit Universitas Diponegoro.
- Finucane, M. L., Alhakami, A., Slovic, P., & Johnson, S. M. (2000). The affect heuristic in judgments of risks and benefits. *Journal of Behavioral Decision Making*, 13(1), 1–17. [https://doi.org/10.1002/\(SICI\)1099-0771\(200001/03\)13:1<1::AID-BDM333>3.0.CO;2-S](https://doi.org/10.1002/(SICI)1099-0771(200001/03)13:1<1::AID-BDM333>3.0.CO;2-S)
- Fred D. Davis. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *Computer and Information Systems*, 13(3), 319–340. <https://doi.org/10.5962/bhl.title.33621>
- Fu, J. R., Ju, P. H., & Hsu, C. W. (2015). Understanding why consumers engage in electronic word-of-mouth communication: Perspectives from theory of planned behavior and justice theory. *Electronic Commerce Research and Applications*, 14(6), 616–630. <https://doi.org/10.1016/j.elerap.2015.09.003>

- Fullerton, G. (2011). Creating advocates: The roles of satisfaction, trust and commitment. *Journal of Retailing and Consumer Services*, 18(1), 92–100. <https://doi.org/10.1016/j.jretconser.2010.10.003>
- Gary B., S., Thomas J., C., & Misty E., V. (2007). *Discovering computers: menjelajah dunia komputer*. 660.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS) (Edisi 4)*. Badan Penerbit Universitas Diponegoro.
- Gierl, H., & Huettl, V. (2010). Are scarce products always more attractive? The interaction of different types of scarcity signals with products' suitability for conspicuous consumption. *International Journal of Research in Marketing*, 27(3), 225–235. <https://doi.org/10.1016/j.ijresmar.2010.02.002>
- Ginting, D. B. (2009). Structural Equation Model. *Media Informatika*, 8(3), 1300–1305. <https://doi.org/10.3109/9781439822463.209>
- Goyette, I., Ricard, L., & Bergeron, J. (2010). *e-WOM Scale : Word-of-Mouth Measurement Scale for e-Services Context* \*. 23, 5–23.
- Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59(4), 449–456. <https://doi.org/10.1016/j.jbusres.2005.10.004>
- Hair, J. F., Babin, B. J., & Krey, N. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations. *Journal of Advertising*, 46(1), 163–177. <https://doi.org/10.1080/00913367.2017.1281777>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *MULTIVARIATE DATA ANALYSIS* (7th Edition (ed.)). Prentice Hall International. <https://doi.org/10.3390/polym12123016>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Huang Minxue, Ali, R., & Liao, J. (2017). The effect of user experience in online games on word of mouth: A pleasure-arousal-dominance (PAD) model perspective. *Computers in Human Behavior*, 75, 329–338. <https://doi.org/10.1016/j.chb.2017.05.015>
- Hult, G. T. M., Sharma, P. N., Morgeson, F. V., & Zhang, Y. (2019). Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases? *Journal of Retailing*, 95(1), 10–23. <https://doi.org/10.1016/j.jretai.2018.10.003>

- Iprice Insights, (2021). Peta E-Commerce Indonesia. [iprice.co.id. https://iprice.co.id/insights/mapofecommerce/](https://iprice.co.id/insights/mapofecommerce/)
- Islam, T., Pitafi, A. H., Arya, V., Wang, Y., Akhtar, N., Mubarik, S., & Xiaobei, L. (2021). Panic buying in the COVID-19 pandemic: A multi-country examination. *Journal of Retailing and Consumer Services*, 59(June 2020), 102357. <https://doi.org/10.1016/j.jretconser.2020.102357>
- Jakpat (2021). Indonesia e-commerce trend 2021 (Jakpat Special Report-1<sup>st</sup> Semester Of 2021). [https://jakpat.net /](https://jakpat.net/)
- Jeong, M., & Lambert, C. U. (2001). Adaptation of an information quality framework to measure customers' behavioral intentions to use lodging Web sites. *International Journal of Hospitality Management*, 20(2), 129–146. [https://doi.org/10.1016/S0278-4319\(00\)00041-4](https://doi.org/10.1016/S0278-4319(00)00041-4)
- Kotler, P., & Armstrong, G. M. (2012). *Principles of Marketing*. Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran, Jilid. 1, Ed. 13*. Erlangga. <http://kin.perpusnas.go.id/DisplayData.aspx?pId=11722&pRegionCode=SIPERBANG&pClientId=637>
- Ladhari, R. (2007). The Effect of Consumption Emotions on Satisfaction and Word-of-Mouth Communications. *Psychology & Marketing*, 24(12), 1085–1108.
- Laroche, M., Babin, B. J., Lee, Y. K., Kim, E. J., & Griffin, M. (2005). Modeling consumer satisfaction and word-of-mouth: restaurant patronage in Korea. *Journal of Services Marketing*, 19(3), 133–139. <https://doi.org/10.1108/08876040510596803>
- Laudon, K. C., & Traver, C. G. (2016). E-Commerce 2016 business, technology, society (12th ed.). In *England: Britis Library Cataloguint-in*.
- Lee, J. Y., Park, J. H., & Jun, J. W. (2019). Brand webtoon as sustainable advertising in Korean consumers: A focus on hierarchical relationships. *Sustainability (Switzerland)*, 11(5), 1–10. <https://doi.org/10.3390/su11051364>
- Malhotra, D. (2010). The desire to win: The effects of competitive arousal on motivation and behavior. *Organizational Behavior and Human Decision Processes*, 111(2), 139–146. <https://doi.org/10.1016/j.obhdp.2009.11.005>
- Nanehkaran, Y. A. (2013). *An Introduction To Electronic Commerce*. 2(4), 69–87. [https://doi.org/10.1007/978-1-4471-3018-5\\_6](https://doi.org/10.1007/978-1-4471-3018-5_6)
- Prof.Dr.Sugiyono. (2009). *Metode penelitian pendidikan : pendekatan kuantitatif, kualitatif, dan r&d* (Cet.7). Alfabeta. <http://opac.depok.go.id:8123/inlislite3/opac/detail-opac?id=15711>
- Ribbink, D., Riel, A. C. R. Van, Liljander, V., & Streukens, S. (2004). PDF hosted

at the Radboud Repository of the Radboud University Nijmegen Managing Service Quality : An International Journal. *Managing Service Quality: An International Journal*, 14(6), 446–456.

- Ruiz-Alba, J. L., Abou-Foul, M., Nazarian, A., & Foroudi, P. (2021). Digital platforms: customer satisfaction, eWOM and the moderating role of perceived technological innovativeness. *Information Technology and People*. <https://doi.org/10.1108/ITP-07-2021-0572>
- Russell, J. A., & Mehrabian, A. (1977). Evidence for a three-factor theory of emotions. *Journal of Research in Personality*, 11(3), 273–294. [https://doi.org/10.1016/0092-6566\(77\)90037-X](https://doi.org/10.1016/0092-6566(77)90037-X)
- Sandhusen, R. (2008). *Marketing*. 606.
- Serra-Cantalops, A., Ramon-Cardona, J., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing - ESIC*, 22(2), 142–162. <https://doi.org/10.1108/SJME-03-2018-0009>
- Serra-Cantalops, A., Ramón Cardona, J., & Salvi, F. (2020). Antecedents of positive eWOM in hotels. Exploring the relative role of satisfaction, quality and positive emotional experiences. *International Journal of Contemporary Hospitality Management*, 32(11), 3457–3477. <https://doi.org/10.1108/IJCHM-02-2020-0113>
- Shah, H. J., & Attiq, S. (2016). Impact of Technology Quality, Perceived Ease of Use and Perceived Usefulness in the Formation of Consumer's Satisfaction in the Context of E-learning Hassan. *Abasyn Journal of Social Sciences*, 9(1), 124–140.
- Sugiyono, P. (2017). *Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D* (Volume 225). CV. Alfabeta.
- Tjiptono, F. (2002). *Strategi pemasaran*. 360.
- Top Brand Award. (2021). Top Brand Index Beserta Kategori Lengkap. Topbrand-Award.Com. [https://www.topbrand-award.com/top-brand-index/?tbi\\_find=Shopee](https://www.topbrand-award.com/top-brand-index/?tbi_find=Shopee)
- Tsao, W. C., & Hsieh, M. T. (2012). Exploring how relationship quality influences positive eWOM: The importance of customer commitment. *Total Quality Management and Business Excellence*, 23(7–8), 821–835. <https://doi.org/10.1080/14783363.2012.661137>
- Tu, C. C., Fang, K., & Lin, C. Y. (2012). Perceived ease of use, trust, and satisfaction as determinants of loyalty in e-auction marketplace. *Journal of Computers*, 7(3), 645–652. <https://doi.org/10.4304/jcp.7.3.645-652>
- Uslu, A. (2020). The relationship of service quality dimensions of restaurant enterprises with satisfaction, behavioural intention, eWOM, and the

- moderating effect of atmosphere. *Tourism and Management Studies*, 16(3), 23–35. <https://doi.org/10.18089/tms.2020.160303>
- Wofford, J. C. (2001). *Cognitive-affective stress response: effects of individual stress propensity on physiological*. 2.
- Wong, W. P. M., Lo, M. C., & Ramayah, T. (2014). The effects of technology acceptance factors on customer e-loyalty and e-satisfaction in Malaysia. *International Journal of Business and Society*, 15(3), 477–502.
- Wu, C. S., Cheng, F. F., & Yen, D. C. (2008). The atmospheric factors of online storefront environment design: An empirical experiment in Taiwan. *Information and Management*, 45(7), 493–498. <https://doi.org/10.1016/j.im.2008.07.004>
- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information and Management*, 58(1). <https://doi.org/10.1016/j.im.2020.103283>
- Yang, F. X. (2017). Effects of Restaurant Satisfaction and Knowledge Sharing Motivation on eWOM Intentions: The Moderating Role of Technology Acceptance Factors. *Journal of Hospitality and Tourism Research*, 41(1), 93–127. <https://doi.org/10.1177/1096348013515918>
- Yayasan Lembaga Konsumen Indonesia (2020). Laporan Tahunan. <https://ylki.or.id/tag/e-commerce/>
- Yen, C. L. A., & Tang, C. H. H. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. *International Journal of Hospitality Management*, 76(March 2018), 9–18. <https://doi.org/10.1016/j.ijhm.2018.03.006>