

DAFTAR PUSTAKA

- Abadhanny Pribadi, R. (2019). Marketing Mix And Brand Image On Purchase Decision And Post Purchase Behaviour: Case Study Of Jogja Bay Waterpark. *Proceedings On Engineering Sciences*, 1(2), 883–900. <https://doi.org/10.24874/Pes01.02.094>
- Arbaini, P. (2020). Pengaruh Consumer Online Rating Dan Review Terhadap Keputusan Pembelian Pada Pengguna Marketplace Tokopedia. *Jurnal Bisnis Dan Manajemen*, 7(1), 25–33. <https://doi.org/10.26905/Jbm.V7i1.3897>
- Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis*, 1–11.
- Arnould, E., Press, M., Salminen, E., & Tillotson, J. S. (2019). Consumer Culture Theory: Development, Critique, Application And Prospects. *Foundations And Trends In Accounting*, 12(2), 80–166. <https://doi.org/10.1561/17000000052>
- Assauri, S. (2015). *Manajemen Pemasaran: Dasar, Konsep, Dan Strategi*.
- Azmy, A., Nauyoman, D., & Zakky, M. (2020). The Effect Of Brand Image And Perception Of Products On The Purchase Decisions Of Matic Motorcycle In East Belitung. *Jurnal Administrasi Bisnis*, 9(1), 31–42. <https://doi.org/10.14710/Jab.V9i1.25278>
- Badir, M., & Andjarwati, A. L. (2020). The Effect Of E-WOM, Ease Of Use And Trust On Purchase Decisions (Study On Tokopedia Application Users). *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 7(1), 39. <https://doi.org/10.24252/Minds.V7i1.13715>
- Bae, S., & Lee, T. (2011). Product Type And Consumers' Perception Of Online Consumer Reviews. *Electronic Markets*, 21(4), 255–266. <https://doi.org/10.1007/S12525-011-0072-0>
- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand Image And Price Perceptions Impact On Purchase Intentions: Mediating Brand Trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/J.Msl.2020.5.035>
- Berraies, S., Ben Yahia, K., & Hannachi, M. (2017). Identifying The Effects Of Perceived Values Of Mobile Banking Applications On Customers: Comparative Study Between Baby Boomers, Generation X And Generation Y. *International Journal Of Bank Marketing*, 35(6), 1018–1038. <https://doi.org/10.1108/IJBM-09-2016-0137>
- Bhattacharjee, A. (2001). Understanding information systems continuance: An

- Expectation-Confirmation Model. *MIS Quarterly*, 25(3), 351–370.
- Carroll, L. S. L. (2017). A Comprehensive Definition Of Technology From An Ethological Perspective. *Social Sciences*, 6(4). <https://doi.org/10.3390/Socsci6040126>
- Changchit, C., Klaus, T., & Lonkani, R. (2020). Online Reviews: What Drives Consumers To Use Them. *Journal Of Computer Information Systems*, 00(00), 1–10. <https://doi.org/10.1080/08874417.2020.1779149>
- Chen, J., Kou, G., & Peng, Y. (2018). The Dynamic Effects Of Online Product Reviews On Purchase Decisions. *Technological And Economic Development Of Economy*, 24(5), 2045–2064. <https://doi.org/10.3846/Tede.2018.4545>
- Chen, T., Samaranayake, P., Cen, X. Y., Qi, M., & Lan, Y. C. (2022). The Impact Of Online Reviews On Consumers' Purchasing Decisions: Evidence From An Eye-Tracking Study. *Frontiers In Psychology*, 13(June). <https://doi.org/10.3389/Fpsyg.2022.865702>
- Chen, Y., & Xie, J. (2008). Online Consumer Review: Word-Of-Mouth As A New Element Of Marketing Communication Mix. *Management Science*, 54(3), 477–491. <https://doi.org/10.1287/Mnsc.1070.0810>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The Impact Of Electronic Word-Of-Mouth: The Adoption Of Online Opinions In Online Customer Communities. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Chou, S. Y. (2012). Online Reviews And Pre-Purchase Cognitive Dissonance : A Theoretical Framework And Research Propositions. *Journal Of Emerging Trends In Computing And Information Sciences*, 3(2), 199–204.
- Clemons, E. K., Gao, G., & Hitt, L. M. (2006). When Online Reviews Meet Hyperdifferentiation: A Study Of Craft Beer Industry. *Proceedings Of The Annual Hawaii International Conference On System Sciences*, 6(February). <https://doi.org/10.1109/HICSS.2006.534>
- Coveney, J. (2008). Food And Trust In Australia: Building A Picture. *Public Health Nutrition*, 11(3), 237–245. <https://doi.org/10.1017/S1368980007000250>
- Cuong, D. T. (2022). The Relationship Between Product Quality, Brand Image, Purchase Decision, And Repurchase Intention. In A.-E. M., A.-S. M.A., A.-K. M.N., & S. K. (Eds.), *International Conference On Emerging Technologies And Intelligent Systems, ICETIS 2021* (Vol. 299, Pp. 533–545). Springer Science And Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-030-82616-1_44
- Darmawan, D. (2019). The Effect Of Customer Satisfaction On Trust And Customer Loyalty. *Management And Accounting Research Journal Global*,

03(02), 1–73.

- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-To-Millennials: Marketing 4.0, Customer Satisfaction And Purchase Intention. *Journal Of Business Research*, 122(February 2020), 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- De Langhe, B., Fernbach, P. M., & Lichtenstein, D. R. (2016). Navigating By The Stars: Investigating The Actual And Perceived Validity Of Online User Ratings. *Journal Of Consumer Research*, 42(6), 817–833. <https://doi.org/10.1093/jcr/ucv047>
- Djan, I., & Rubbiah Adawiyah, S. (2020). The Effect Of Convenience And Trust To Purchase Decision And Its Impact To Customer Satisfaction. *International Journal Of Business And Economics Research*, 9(4), 269. <https://doi.org/10.11648/j.ijber.20200904.23>
- Duan, W., Gu, B., & Whinston, A. B. (2008). Do Online Reviews Matter? - An Empirical Investigation Of Panel Data. *Decision Support Systems*, 45(4), 1007–1016. <https://doi.org/10.1016/j.dss.2008.04.001>
- Fahrozi, R., Rahmawati, D., Muldani, V., & Saddam, M. (2022). *The Influence Of Online Customer Review On Trust And Its Implications For Purchasing Decisions On The Tokopedia Marketplace*. 9(1), 217–228.
- Fernandes, S., Panda, R., Venkatesh, V. G., Swar, B. N., & Shi, Y. (2022). Measuring The Impact Of Online Reviews On Consumer Purchase Decisions – A Scale Development Study. *Journal Of Retailing And Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103066>
- 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.
- Filieri, R. (2016). What Makes An Online Consumer Review Trustworthy? *Annals Of Tourism Research*, 58, 46–64. <https://doi.org/10.1016/j.annals.2015.12.019>
- Forman, C., Ghose, A., & Wiesenfeld, B. (2008). Examining The Relationship Between Reviews And Sales: The Role Of Reviewer Identity Disclosure In Electronic Markets. *Information Systems Research*, 19(3), 291–313. <https://doi.org/10.1287/isre.1080.0193>
- Foster, B. (2017). Impact Of Brand Image On Purchasing Decision On Mineral Water Product “Amidis” (Case Study On Bintang Trading Company). *American Research Journal Of Humanities And Social Sciences*, 2(1), 1–11. <https://doi.org/10.21694/2378-7031.16023>
- Guo, J., Wang, X., & Wu, Y. (2020). Positive Emotion Bias: Role Of Emotional

Content From Online Customer Reviews In Purchase Decisions. *Journal Of Retailing And Consumer Services*, 52, 101891. <https://doi.org/10.1016/j.jretconser.2019.101891>

- Hahn. (2012). *Beriklan Dan Berpromosi Sendiri*. Gramedia Pustaka Utama.
- Hair, J. F. ; J. W. C. B. ; B. J. Babin ; R. E. A. (2019). *Multivariate Data Analysis*.
- Hawlitsek, F., Notheisen, B., & Teubner, T. (2018). The Limits Of Trust-Free Systems: A Literature Review On Blockchain Technology And Trust In The Sharing Economy. *Electronic Commerce Research And Applications*, 29, 50–63. <https://doi.org/10.1016/j.elerap.2018.03.005>
- Holt, D. B. (1997). Poststructuralist Lifestyle Analysis: Conceptualizing The Social Patterning Of Consumption In Postmodernity. *Journal Of Consumer Research*, 23(4), 326–350. <https://doi.org/10.1086/209487>
- Hung, C. J. (2018). A Study On The Correlation Among Brand Image, Perceived Risk, And Purchase Intention In Food And Beverage Industry. *Revista De Cercetare Si Interventie Sociala*, 61(June), 122–133.
- Ikhsan, R., Saraswati, M., Devi, N., Fernando, Y., Sayoga, R., & Wijaya, L. (2022). *How To Build Online Hotel Reservation Intention? The Role Of Rational Price, Online Review And Trust In Apps*. <https://doi.org/10.1109/ICBIR54589.2022.9786452>
- Imam Ghozali. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (VIII)*. Badan Penerbit Universitas Diponegoro.
- Jara, M., & Cliquet, G. (2012). Retail Brand Equity: Conceptualization And Measurement. *Journal Of Retailing And Consumer Services*, 19(1), 140–149. <https://doi.org/10.1016/j.jretconser.2011.11.003>
- Junaedi, A. T., Wijaya, E., & Manullang, M. (2020). Building Consumer Satisfaction To Improve Consumer Trust Through Service Quality And Consumer Experience In Jne Pekanbaru. *Jurnal Aplikasi Manajemen*, 18(3), 504–510. <https://doi.org/10.21776/Ub.Jam.2020.018.03.10>
- Kambiz, S. S. (2014). *The Impact Of Brand Image On Customer Satisfaction And Loyalty Intention*.
- Kim, R. B., & Chao, Y. (2019). Effects Of Brand Experience, Brand Image And Brand Trust On Brand Building Process: The Case Of Chinese Millennial Generation Consumers. *Journal Of International Studies*, 12(3), 9–21. <https://doi.org/10.14254/2071-8330.2019/12-3/1>
- Kotler, P., & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran Jilid 1 Edisi 12*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Managemen (15th Editi)*. Pearson

Education, Inc.

- Kremer, F., & Viot, C. (2012). How Store Brands Build Retailer Brand Image. *International Journal Of Retail And Distribution Management*, 40(7), 528–543. <https://doi.org/10.1108/09590551211239846>
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013). Importance Of Online Product Reviews From A Consumer's Perspective. *Advances In Economics And Business*, 1(1), 1–5. <https://doi.org/10.13189/Aeb.2013.010101>
- Lalujan, D. I. O., Pengemanan, S. S., & Tumbuan, W. J. F. A. (2016). Analyzing The Influence Of Brand Image , Perceived Price And Perceived Quality On Consumer Buying Decision Of Low Cost Green Car (Case Study Of : Astra Toyota Agya At Manado). *Berkala Ilmiah Efisiensi*, 16(04), 145–155.
- Lee, J., Park, D. H., & Han, I. (2008). The Effect Of Negative Online Consumer Reviews On Product Attitude: An Information Processing View. *Electronic Commerce Research And Applications*, 7(3), 341–352. <https://doi.org/10.1016/J.Elerap.2007.05.004>
- Leninkumar, V. (2017). The Relationship Between Customer Satisfaction And Customer Trust On Customer Loyalty. *International Journal Of Academic Research In Business And Social Sciences*, 7(4), 450–465. <https://doi.org/10.6007/Ijarbss/V7-I4/2821>
- Liao, S. H., Chung, Y. C., & Widowati, R. (2009). The Relationships Among Brand Image, Brand Trust, And Online Word-Of-Mouth: An Example Of Online Gaming. *IEEM 2009 - IEEE International Conference On Industrial Engineering And Engineering Management*, 2207–2211. <https://doi.org/10.1109/IEEM.2009.5373094>
- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021). The Effect Of Social Mission On Service Quality And Brand Image. *Journal Of Business Research*, 132(October 2020), 744–752. <https://doi.org/10.1016/J.Jbusres.2020.10.054>
- Lin, Y. H., & Ryan, C. (2016). From Mission Statement To Airline Branding. *Journal Of Air Transport Management*, 53, 150–160. <https://doi.org/10.1016/J.Jairtraman.2016.02.013>
- Ma, Z., Gao, Q., & Chen, Y. (2022). Post-Purchase Trust In E-Commerce: A Theoretical Framework And A Text Mining-Based Assessment Method. *International Journal Of Human-Computer Interaction*, 1–19. <https://doi.org/10.1080/10447318.2022.2065046>
- Maia, C. R., Lunardi, G. L., Dolci, D. B., & Da Silva Añaña, E. (2022). The Effects Of Brand And Online Reviews On Consumer Trust And Purchase Intentions In Developing Countries: The Case Of The Online Travel Agencies In Brazil. *Brazilian Business Review*, 19(3), 288–308. <https://doi.org/10.15728/Bbr.2022.19.3.4>

- Mandili, I., Zarkasih, A., Munthe, R. S., & Wahyuni, E. (2022). Effect Of Product Quality, Customer Satisfaction, Trust, And Brand Image On Repurchase Intention. Case Study: Halal Cosmetic Products. *Budapest International Research And Critics Institute-Journal*, 5(2), 10802–10809.
- Martínez, P., Pérez, A., & Del Bosque, I. R. (2014). CSR Influence On Hotel Brand Image And Loyalty. *Academia Revista Latinoamericana De Administracion*, 27(2), 267–283. <https://doi.org/10.1108/ARLA-12-2013-0190>
- Mishra, U., & Adarsh, M. (2021). *The Effect Of Online Review On Online Purchase Intention*. 5(1), 138–149. <https://doi.org/10.3126/Researcher.V5i1.41385>
- Mitra, S., & Jenamani, M. (2020). OBIM: A Computational Model To Estimate Brand Image From Online Consumer Review. *Journal Of Business Research*, 114(April), 213–226. <https://doi.org/10.1016/j.jbusres.2020.04.003>
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect Of Online Reviews On Consumer Purchase Behavior. *Journal Of Service Science And Management*, 08(03), 419–424. <https://doi.org/10.4236/jssm.2015.83043>
- Mowen, J. C., & Minor, M. (2012). *Consumer Behavior*. 1–15.
- Mudambi, S. M., & Schuff, D. (2010). What Makes A Helpful Online Review? A Study Of Customer Reviews On Amazon.Com. *MIS Quarterly: Management Information Systems*, 34(1), 185–200. <https://doi.org/10.2307/20721420>
- Nguyen, N., Leclerc, A., & Leblanc, G. (2013). The Mediating Role Of Customer Trust On Customer Loyalty. *Journal Of Service Science And Management*, 06(01), 96–109. <https://doi.org/10.4236/jssm.2013.61010>
- Öğüt, H., & Onur Taş, B. K. (2012). The Influence Of Internet Customer Reviews On The Online Sales And Prices In Hotel Industry. *Service Industries Journal*, 32(2), 197–214. <https://doi.org/10.1080/02642069.2010.529436>
- Oladepo, O. I. And, & Abimbola, O. S. (2015). The Influence Of Brand Image And Promotional Mix On Consumer Buying Decicion - A Study Of Beverage Consumers In. *British Journal Of Marketing Studies*, 3(4), 97–109.
- Oliver, R. L. (1976). Effect Of Expectation And Disconfirmation On Postexposure Product Evaluations: An Alternative Interpretation. *Journal Of Applied Psychology*, 62(4), 480–486. <https://doi.org/10.1037/0021-9010.62.4.480>
- Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The Impact Of Social Media Influencers On Travel Decisions: The Role Of Trust In Consumer Decision Journey. *Current Issues In Tourism*, 25(5), 823–843.
- Propheto, A., Kartini, D., Sucherly, & Oesman, Y. M. (2020). Marketing Performance As Implication Of Brand Image Mediated By Trust. *Management Science Letters*, 10(4), 741–746. <https://doi.org/10.5267/j.msl.2019.10.023>

- Putri, L., & Wandebori, H. (2016). Factors Influencing Cosmetics Purchase Intention. *International Conference On Ethics Of Business, Economics, And Social Science, 1*, 255–263.
- R. L., O. (1980). A Cognitive Model Of The Antecedents And Consequences Of Satisfaction Decisions. *Journal Of Marketing Research, 17*(4)(November), 460–469.
- Resnick, P., Zeckhauser, R., Friedman, E., & Kuwabara, K. (2000). *Resnick Et Al. (2000) Reputation Systems. 43*(12), 45–48.
- Robbins, S. P., & Judge, T. A. (2015). *Perilaku Organisasi (Edisi 16)(Salemba Empat, Ed)*. Jakarta: Pearson Education, Inc.
- Schiffman, L. G., & Kanuk, L. L. (2007). Consumer Behavior. Its Origins And Strategic Applications. *Consumer Behavior, 2–4*.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill-Building Approach (7th Ed.)*. John Wiley & Sons Ltd.
- Shaddai, E., Pustap, S., & Wulandari, R. (2020). Analysis Of Online Consumer Review And Online Consumer Rating To Consumer Trust And Purchase Decision On E-Commerce Jakmall . Com. *International Journal Of Innovative Science And Research Technology ISSN, 5*(2), 181–189.
- Shaheen, M., Zeba, F., Chatterjee, N., & Krishnankutty, R. (2020). Engaging Customers Through Credible And Useful Reviews: The Role Of Online Trust. *Young Consumers, 21*(2), 137–153. <https://doi.org/10.1108/YC-01-2019-0943>
- Sugiyono. (2017). *Metode Penelitian: Kualitatif, Kuantitatif, Dan R&D*. Alfabeta.
- Suhaily, L., & Darmoyo, S. (2017). Effect Of Product Quality, Perceived Price And Brand Image On Purchase Decision Mediated By Customer Trust (Study On Japanese Brand Electronic Product). *Jurnal Manajemen, 21*(2), 179–194. <https://doi.org/10.24912/Jm.V21i2.230>
- Suharto, Ligery, F., Al Shikhy, A. I., & Yuliansyah, Y. (2019). Purchasing Decision Using Mediation Of Trust In Product Quality And Brand Image. *Opcion, 35*(Special Issue 21), 1091–1106.
- Syahdiany, G., & Trinanda, O. (2019). Pengaruh Electronic Word Of Mouth Dan Customer Experience Terhadap Brand Trust Transmart Carrefour Kota Padang. *Jurnal Kajian Manajemen Dan Wirausaha, 01*(01), 226–231.
- Tran, L. T. T. (2020). Online Reviews And Purchase Intention: A Cosmopolitanism Perspective. *Tourism Management Perspectives, 35*(October 2019), 100722. <https://doi.org/10.1016/J.Tmp.2020.100722>
- Trivedi, S. K., & Yadav, M. (2020). Repurchase Intentions In Y Generation:

- Mediation Of Trust And E-Satisfaction. *Marketing Intelligence And Planning*, 38(4), 401–415. <https://doi.org/10.1108/MIP-02-2019-0072>
- Vania, F. S. (2017). Pengaruh Harga, Ulasan Produk, Kemudahan, Dan Keamanan Terhadap Keputusan Pembelian Secara Online Di Tokopedia.Com. *Manajemen & Bisnis*, 5(1), 1–7.
- Vásquez, C., Sergi, V., & Cordelier, B. (2013). From Being Branded To Doing Branding: Studying Representation Practices From A Communication-Centered Approach. *Scandinavian Journal Of Management*, 29(2), 135–146. <https://doi.org/10.1016/j.scaman.2013.02.002>
- Vermeulen, I. E., & Seegers, D. (2009). Tried And Tested: The Impact Of Online Hotel Reviews On Consumer Consideration. *Tourism Management*, 30(1), 123–127. <https://doi.org/10.1016/j.tourman.2008.04.008>
- Von Helversen, B., Abramczuk, K., Kopec, W., & Nielek, R. (2018). Influence Of Consumer Reviews On Online Purchasing Decisions In Older And Younger Adults. *Decision Support Systems*, 113, 1–10. <https://doi.org/10.1016/j.dss.2018.05.006>
- Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How Product Quality, Brand Image, And Customer Satisfaction Affect The Purchase Decisions Of Indonesian Automotive Customers. *International Journal Of Services, Economics And Management*, 10(2), 177–193. <https://doi.org/10.1504/IJSEM.2019.100944>
- Wang, H., Gurnani, H., & Erkoc, M. (2016). Entry Deterrence Of Capacitated Competition Using Price And Non-Price Strategies. *Production And Operations Management*, 25(4), 719–735. <https://doi.org/10.1111/poms.12500>
- Wang, S. W. (2014). Do Global Airline Alliances Influence The Passenger's Purchase Decision? *Journal Of Air Transport Management*, 37, 53–59. <https://doi.org/10.1016/j.jairtraman.2014.02.003>
- Werbler, C., & Harris, C. (2008). *Online Consumer Reviews Significantly Impact Consumer Purchasing Decisions, New Opinion Research Corporation Survey Finds.*
- You, Y., Vadakkepatt, G. G., & Joshi, A. M. (2015). A Meta-Analysis Of Electronic Word-Of-Mouth Elasticity. *Journal Of Marketing*, 79(2), 19–39. <https://doi.org/10.1509/jm.14.0169>
- Yousafzai, S. Y., Pallister, J. G., & Foxall, G. R. (2003). A Proposed Model Of E-Trust For Electronic Banking. *Technovation*, 23(11), 847–860. [https://doi.org/10.1016/S0166-4972\(03\)00130-5](https://doi.org/10.1016/S0166-4972(03)00130-5)
- Yuliviona, R., Alkindi, Reza Fabio, & Khamener, D. (2017). Pengaruh Promosi,

Lokasi, Dan Citra Merek Terhadap Keputusan Pembelian Wisatawan Pada Pusat Oleh-Oleh Bani Rawi Di Kabupaten Tanah Datar. *Menara Ekonomi*, III(6), 7–19.

Yuwono, M. A. B. (2016). Impact Of Coffee Product Packaging And Labeling On Purchase Intentions With Mediating Of Brand Image. *Academy Of Strategic Management Journal*, 15(Specialissue3), 150–154.

Zatwarnicka-Madura, B., Stecko, J., & Mentel, G. (2016). Brand Image Vs. Consumer Trust. *Actual Problems Of Economics*, 182(8), 237–245.

Zhang, J., Zheng, W., & Wang, S. (2020). The Study Of The Effect Of Online Review On Purchase Behavior. *International Journal Of Crowd Science*, 4(1), 73–86. <https://doi.org/10.1108/Ijcs-10-2019-0027>