

## DAFTAR PUSTAKA

- Alrubaiee, L., Alshaibi, H. & Al-Bayati, Y. 2012. Relationship between B2B E-Commerce Benefits, E-Market- place Usage and Supply Chain Management Relationship between B2B E-Commerce Benefits, E-Marketplace Usage and Supply Chain Management. *Global Journal of Management and Business Research*, 12(9): 23–36.
- Anggraeni, P. & Madiawati, P.N. 2016. Pengaruh Kepercayaan dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online Pada Situs [www.traveloka.com](http://www.traveloka.com). *e-Proceeding of Management* :, 3(2): 1880–1887.
- Anoraga, Pandji, 2010. Manajemen Bisnis, Edisi Kedua, Rineka Cipta, Jakarta.
- Apriadi, D. & Saputra, A.Y. 2017. E-Commerce Berbasis Marketplace Dalam Upaya Mempersingkat Distribusi Penjualan Hasil Pertanian. *JURNAL RESTI (Rekayasa Sistem dan Teknologi Informasi)*.
- Arbaini, P. 2020. Pengaruh Consumer Online Rating Dan Review Terhadap Keputusan Pembelian Pada Pengguna Marketplace Tokopedia. *Jurnal Bisnis dan Manajemen*, 7(1): 25–33.
- Ashari, R.A. 2018. Analisis Faktor-Faktor Penggunaan E- Commerce bagi Usaha Mikro Kecil Menengah pada Pengusaha Perak Di Kotagede Yogyakarta. *Universitas Islam Indonesia*, 29.
- 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.
- Daulay, N. 2020. Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee (Studi Pada Masyarakat Kecamatan Medan Labuhan).
- Ferdinand, A. 2014. Metodologi Pedoman Penelitian Untuk Penulisan Skripsi Tesis Dan Disertasi Ilmu Manajemen. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Filieri, R. & McLeay, F. 2014. E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews. *Journal of Travel Research*, 53(1): 44–57.
- Ghozali, I. 2016. Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23. edisi ke 8.
- Grace G & Mulyati Y. 2020. Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang.

- Guo, G., Zhang, J., Thalmann, D. & Yorke-Smith, N. 2014. Leveraging prior ratings for recommender systems in e-commerce. *Electronic Commerce Research and Applications*, 13(6): 440–455.
- Indonesia, B. 2021. *Nilai Transaksi E-Commerce Mencapai Rp 266,3 Triliun pada 2020*. databoks.katadata.co.id.
- Ichsan, M. 2018. Pengaruh Consumer Online Rating And Review Terhadap Minat Beli Konsumen Pada Marketplace Tokopedia Di Wilayah DKI Jakarta. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/6875/0>
- Kamila, K.T., Suharyono & Perwangsa Nuralam, I. 2019. Pengaruh Online Consumer Review Terhadap Keputusan Pembelian ( Survei pada Mahasiswa Universitas Brawijaya TA 2015 / 2016 – 2018 / 2019 yang Pernah Membeli dan Menggunakan Xiaomi Smartphone ). *Journal Administrasi Bisnis*, 72(1): 202–211.
- Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Managemen*, 15th Edition, Pearson Education, Inc.
- Kotler, Philip & Garry Armstrong. 2010. *Prinsip-Prinsip Pemasaran*, Jilid 1 dan 2 Edisi Kedua Belas. Jakarta : Erlangga
- Kuswati, R., and Saleha, A. 2016. Antecedents Of Online Purchasing Behavior. *Jurnal Manajemen dan Bisnis*, 3(2): 39–48.
- 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.
- Lestari F B. 2020. Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Konsumen Marketplace Di Kota Tegal
- Li, N. & Zhang, P. 2002. Consumer Online Shopping Attitudes and Behavior: an Assessment of Research.
- Megawati, N. 2018. Pengaruh Online Customer Review dan Online Customer Rating Terhadap Minat Pembelian pada Online Shop (Studi Kasus : Pelanggan Online Shop Lazada pada Mahasiswa Feb Unila).
- 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.
- Moe, W.W. & Schweidel, D.A. 2012. Online product opinions: Incidence, evaluation, and evolution. *Marketing Science*, 31(3): 372–386.
- Muanas, A. 2014. Pengaruh Produk, Harga dan Promosi Terhadap Keputusan Pembelian Mobil Buana Indomobil Trada. *Jurnal Ilmu & Riset Manajemen*, Vol.

3 NO.

- 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.
- Mukhopadhyay, S. & Chung, T.S. 2016. Preference instability, consumption and online rating behavior. *International Journal of Research in Marketing*, 33(3): 624–638.
- Nathania, S. 2018. Analisa pengaruh online consumer review pada keputusan pembelian generasi millennial di Bandung : studi pada produk gadget di Tokopedia. <http://repository.unpar.ac.id/handle/123456789/5894>
- Sangadji, E.M. & Sopiha 2013. *Perilaku Konsumen : Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Penerbit Salemba. Tersedia di <http://library.usd.ac.id/web/index.php?pilih=search&p=1&q=0000125481&go=Detail>.
- Siyoto, S. & Sodik, A. 2015. Dasar Metodologi Penelitian. *Dasar Metodologi Penelitian*.
- Sugiyono 2014. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. *Bandung: Alfabeta*.
- Suliyanto 2018. *Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi*. Yogyakarta: Andi Offset.
- Suparto 2020. TiBuana Journal of applied Industrial Engineering-University of PGRI Adi Buana DOI : <https://doi.org/10.36456/tibuana.3.01.2193.1-7> p- ISSN 2622-2027 THE EFFECT ANALYSIS OF MARKETING MIX ON PURCHASE DECISIONS AND CUSTOMER LOYALTY USING STRUCTURAL EQUATION. 03(2): 23–28.
- Wertz, B. & Kingyens, A.T. 2013. A Guide to MARKETPLACES. Versionone.
- Whiteley, P.F. 2000. Economic Growth and Social Capital.
- Widiartanto & Ardianti A N. 2018. Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee. (Studi pada Mahasiswa Aktif FISIP Undip) *Jurnal Administrasi Bisnis*, Vol. 8, hal. 55-66, 2.
- Yustiani, R. & Yunanto, R. 2017. Peran Marketplace Sebagai Alternatif Bisnis Di Era Teknologi Informasi. *Komputa : Jurnal Ilmiah Komputer dan Informatika*, 6(2): 43–48.
- Zhao, X. (Roy), Wang, L., Guo, X. & Law, R. 2015. The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary*

*Hospitality Management*, 27(6): 1343–1364.

Zhou, Y.J. 2010. Impact Of E-Service Quality On Purchase Intention Through Mediator Perceived Value In Online Shopping. *Journal Of Information Engineering And Applications*, 7(8).