

DAFTAR PUSTAKA

- Agnihotri, A., Bhattacharya, S., & Prasad V.K, S. (2018). Are multiple brand endorsements economically effective? *Journal of Product and Brand Management*, 27(5), 523–533. <https://doi.org/10.1108/JPBM-08-2017-1549>
- Al-Adwan, A. S. (2019). Revealing the influential factors driving social commerce adoption. *Interdisciplinary Journal of Information, Knowledge, and Management*, 14, 295–324. <https://doi.org/10.28945/4438>
- Altarifi, S., Al-hawary, S. I. S., Emad, M., & Al, E. (2015). *Determinants of E-Shopping and its Effect on Consumer Purchasing Decision in Department of Marketing Department of Business Administration. International Journal of Business and Social Science* (Vol. 6).
- Begkos, C., & Antonopoulou, K. (2020). Measuring the unknown: Evaluative practices and performance indicators for digital platforms. *Accounting, Auditing and Accountability Journal*, 33(3), 588–619. <https://doi.org/10.1108/AAAJ-04-2019-3977>
- Chan, B., & Al-Hawamdeh, S. (2002). The development of e-commerce in Singapore: The impact of government initiatives. *Business Process Management Journal*, 8(3), 278–288. <https://doi.org/10.1108/14637150210428970>
- Ferdinand, A. (2002). Kualitas Strategi Pemasaran: Sebuahstudi Pendahuluan. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 1(1), 107–119.
- Gajewska, T., Zimon, D., & Madzik, P. (2019). The impact of the level of customer satisfaction on the quality of e-commerce services. <https://doi.org/10.1108/IJPPM-01-2019-0018>
- Geng, R., Wang, S., Chen, X., Song, D., & Yu, J. (2020). Content marketing in e-commerce platforms in the internet celebrity economy. *Industrial Management and Data Systems*, 120(3), 464–485. <https://doi.org/10.1108/IMDS-05-2019-0270>
- Ghozali, I. (2017). Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Gunawan, A. V., Linawati, L., Pranandito, D., & Kartono, R. (2019). The Determinant Factors of E-Commerce Purchase Decision in Jakarta and Tangerang. *Binus Business Review*, 10(1), 21–29.

<https://doi.org/10.21512/bbr.v10i1.5379>

Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.

Han, H., Yi, J., Jun, S., & Ahn, S. (2020). How do followers infer the motives behind an influencer's advertising disclosures? *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1159–1174. <https://doi.org/10.1108/APJML-06-2019-0397>

Hasselbring, W., & Weigand, H. (2001). Languages for electronic businesscommunication: State of the art. *Industrial Management and Data Systems*, 101(5), 217–226. <https://doi.org/10.1108/02635570110394644>

Henry, K., Adiwijaya, M., & Subagio, H. (2017). Pengaruh perceived risk terhadap purchase intention dengan mediasi perceived value dan customer attitude pada pelanggan online shopping melalui media sosial Facebook di Surabaya. *Petra Business and Management Review*, 3(2).

Jiang, Z., Guan, C., & Haaij, I. L. De. (2019). An analysis on the effectiveness of embedded. <https://doi.org/10.1108/APJML-03-2019-0128>

Kotler, P., & Keller, K. L. (2012). Marketing management, 14th. *Person Education*.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th global ed.). *England: Pearson*.

Kusumasondaja, S., & Tjiptono, F. (2019). Endorsement and visual complexity in food advertising on Instagram. *Internet Research*, 29(4), 659–687. <https://doi.org/10.1108/IntR-11-2017-0459>

Martin, J., Mortimer, G., & Andrews, L. (2015). Re-examining online customer experience to include purchase frequency and perceived risk. *Journal of Retailing and Consumer Services*, 25, 81–95. <https://doi.org/10.1016/j.jretconser.2015.03.008>

Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.

Moon, S., Park, Y., & Kim, Y. S. (2014). The impact of text product reviews on sales. *European Journal of Marketing*, 48(11–12), 2176–2197. <https://doi.org/10.1108/EJM-06-2013-0291>

- Mustafi, M. A. A., & Hosain, M. S. (2020). The role of online advertising on purchase intention of smartphones: mediating effects of flow experience and advertising value. *Journal of Contemporary Marketing Science*, 3(3), 385–410. <https://doi.org/10.1108/jcmars-05-2020-0024>
- Risselada, H., de Vries, L., & Verstappen, M. (2018). The impact of social influence on the perceived helpfulness of online consumer reviews. *European Journal of Marketing*, 52(3–4), 619–636. <https://doi.org/10.1108/EJM-09-2016-0522>
- Schiffman, L. G., & Kanuk, L. L. (2000). Consumer behavior. New Jersey: Prentice Hall.
- Sekaran, U., & Bougie, R. (2017). Metode Penelitian untuk Bisnis Pendekatan. *Pengembangan-Keahlian*. Jakarta. Salemba Empat.
- Shareef, M. A., Dwivedi, Y. K., Kumar, V., Davies, G., Rana, N., & Baabdullah, A. (2019). Purchase intention in an electronic commerce environment: A trade-off between controlling measures and operational performance. *Information Technology and People*, 32(6), 1345–1375. <https://doi.org/10.1108/ITP-05-2018-0241>
- Shin, E., Chung, T., & Damhorst, M. L. (2021). Are negative and positive reviews regarding apparel fit influential? *Journal of Fashion Marketing and Management*, 25(1), 63–79. <https://doi.org/10.1108/JFMM-02-2020-0027>
- Sholihah, A. (2018). *Penggunaan Instagram Sebagai Media Promosi (Studi Deskriptif Kualitatif pada Produk Teh Thailand Pikameame di Yogyakarta)*. Universitas Islam Negeri Sunan Kalijaga.
- Solomon, M. (2007). R. Consumer Behavior (Edisi Tujuh). Pearson Prentice Hall. United States of America.
- Testa, D. S., Bakhshian, S., & Eike, R. (2020). Engaging consumers with sustainable fashion on Instagram. *Journal of Fashion Marketing and Management*, 25(4), 569–584. <https://doi.org/10.1108/JFMM-11-2019-0266>
- Valentini, C., Romenti, S., Murtarelli, G., & Pizzetti, M. (2018). Digital visual engagement: influencing purchase intentions on Instagram. *Journal of Communication Management*, 22(4), 362–381. <https://doi.org/10.1108/JCOM-01-2018-0005>
- Yang, J., Sarathy, R., & Walsh, S. M. (2016). Do review valence and review volume impact consumers' purchase decisions as assumed? *Nankai Business Review International*, 7(2), 231–257. <https://doi.org/10.1108/NBRI-11-2015-0028>

Zakari, M. (2019). Effect of celebrity endorsement on telecommunication companies' reputation, 42(12), 1297–1314. <https://doi.org/10.1108/MRR-12-2018-047>