

DAFTAR PUSTAKA

- A.Abiad, et al., (2022) *“The Impact of Product Description, Product Photo, Rating, and Review on Purchase Intention in E-Commerce”*, Jurnal Integrasi Sains dan Manajemen, Vol. 1, No. (1).
- Abdullah, M., (2016) Metode Penelitian Kuantitatif, (Sleman: Aswaja Pressindo)
- Agesti, dkk. (2021) “Pengaruh Viral Marketing, Online Customer Review, Persepsi Harga, Kepercayaan terhadap Keputusan Pembelian dengan Gaya Hidup sebagai Variabel Intervening pada Marketplace Shopee di Kota Surabaya”, *Jurnal Internasional Pemahaman Multikultural dan Multireligius (UMMU)*, vol. 8, no. 3.
- Ajzen, (2020), *The Theory of Planned Behavior: An Updated Perspective. Organizational Behavior and Human Decision Processes*, , Vol. 50, No. 2.
- Ali Mauludi (2016), Analisis Data dengan Statistik, (Jakarta: Alim`s Publishing).
- Arikunto. Suharsimi, (2019) *Prosedur Penelitian: Suatu Pendekatan Praktik*, (Jakarta: Rineka Cipta)
- Assael, Henry, (1998) *Consumer Behavior and Marketing Action*, 6th ed. (Ohio: South-Western College Publishing)
- Azizah. Saila, Mashudi, dan Binti Nur Asiyah, (2023), “Pengaruh Sharia Marketing Mix, Celebrity Endorser dan Kepercayaan Konsumen Terhadap Keputusan Pembelian,” *Ecoducation: Economics and Education Journal*, Vol. 5, No. (2)
- B. A Jamal,, & Anwar, G, (2021), *“Pricing Strategies and Consumer Purchase Decision of Products in Akwa Ibom State University”*, British Journal of Marketing and Management Sciences, vol. 7, No. (1)
- Chen, Y., & Xie, K. L, (2022) *“The Role of Online Reviews and Ratings in Shaping Consumer Preferences and Behavior”*, *Journal of Retailing and Consumer Services*, ISSN: 0891-2424Vol. 58, No. (4)
- Chevalier dan Mayzlin (2006), *“The Effect of Word of Mouth on Sales: Online Book Reviews”*, *Journal of Marketing Research*, Vol. 43, No. 3.
- Conference. Efarina, *Sinas Tampan 2022 Universitas Efarina: Problematika Kesehatan, Ekonomi dan Pendidikan di Era New Normal* (Universitas Efarina, t.t.)
- Dewi, Ayu Kusuma dan Yessy Artanti. (2020) “Peran Online Customer Review, City Image dan Perceived Price terhadap Purchase Intention pada Wisata Kuliner Surabaya”, *Jurnal Manajemen dan Keuangan*, Vol. 9 No. 1 Mei ISSN: 2615-1316.
- DinarStandard, *“State of the Global Islamic Economy Report 2023/24”*, diakses melalui[salaamgateway.com](https://salaamgateway.com/specialcoverage/SGIE23), pada 1 januari 2025.
- Djaali, (2020) Metodologi Penelitian Kuantitatif, (Jakarta Timur: Sinar Grafika Offset.

- F. Engel. James, Roger D. (1995) Blackwell, dan Paul W. Miniard, *Consumer Behavior*, 8th ed. (Orlando: Dryden Press)
- G. Schiffman. Leon dan Leslie Lazar Kanuk, (2016) *Consumer Behavior*, 10th ed. (New Jersey: Pearson Education)
- H. Ali, et al, (2016), "*The Effect of Price and Product Quality on Purchase Decisions Among E-Commerce Consumers*", *International Journal of Applied Management*", vol. 1, No. (1).
- Hardoko, (2022) "*The Effect of Trust, Security, Quality of Service, Perception of Risk and Price on Online Purchase Decisions*", *Strategic Management Business Journal*, Vol. 2. No. 01
- Haryanto, S., & Astuti, D, (2021), "Pengaruh Ulasan Pelanggan terhadap Perilaku Pembelian Konsumen pada *E-Commerce* di Indonesia, *Jurnal Manajemen dan Bisnis Indonesia*, ISSN: 1693-1156, Vol. 22, No. (3)
- Herdiawanto. Heri dan Jumanta Hamdayama, (2021) *Dasar-Dasar Penelitian Sosial*, (Jakarta: Kencana)
- I., Lestari, et al., (2024), "*Customer Reviews and Online Customer Ratings: Impact on Purchase Intention through Word of Mouth*", *International Journal of Research and Review*, Vol. 11, No. (1)
- J.Lee, & Shin, W, (2020), "*The Impact of Customer Reviews on Online Shopping Behavior in the Digital Age*", *Journal of Retailing and Consumer Services*, ISSN: 0047-2526, Vol. 54, No. (3)
- Jumlah Pengguna Internet di Indonesia Per Januari (2014-2024) dalam [https://dataindonesia.id/internet/detail/jumlah-pengguna-internet-di-indonesia-per-januari-\(2014-2024\)](https://dataindonesia.id/internet/detail/jumlah-pengguna-internet-di-indonesia-per-januari-(2014-2024)), diakses pada 25 september 2024
- K. B, Monroe, "*Pricing: Making Profitable Decisions*, (New York: McGraw-Hill Education)".
- Khammash, M. (2008) "*Electronic Word-of-Mouth: Antecedents of Reading Customer Reviews in On-line Opinion Platforms: A Quantitative Study From the UK Market*", *ADIS International Conference*.
- Kluter. Philip Dan Amsrong, (2006) *Prinsip-Prinsip Pemasaran* (Jakarta :Erlangga).
- Kotler. Philip dan Gary Armstrong, *Priciples of Marketing*, (New jersey: Pearson Education).t.t.,
- Kotler. Philip dan Kevin Lane Keller, (2016) *Manajemen Pemasaran Jilid 1*, Edisi 13 (Jakarta: Erlangga)
- Kotler. Philip dan Kevin Lane Keller, (2016) *Marketing Management*, 15th ed. (New Jersey: Pearson Education)
- Lemeshow. Stanley, et.al, (1990) *Adequacy of Sample Size in Health Studies*, (Chichester: John Wiley & Sons Ltd.)
- Liswandari. Tasya Arda dan Anton Eko Yulianto, (2013) "Pengaruh Harga, Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian pada Marketplace Shopee", Vol.12, No. 4.
- M., Kim, & Kim, Y, (2021), "*The Impact of Online Reviews and Ratings on Consumer Purchase Decisions in E-Commerce*", *Journal of Consumer Research*, ISSN: 2333-2587, Vol. 48, No.(3)
- Machfiudz, Masyhuri (2014) *Metode Penelitian Ekonomi*, (Malang: Genius Medi)

- Manik. Nurbetty dan Wayan Sukadana, (2020) “Memahami Ekonomi Digital di Indonesia: Studi Kasus Marketplace”, *E-Jurnal EP Unud* Vol 9, no. 2.
- Margaretha. Fitri , (2017) “Analisis Hubungan Antara Motif Dengan Tingkat Kepuasan Pengguna Aplikasi Shopee Sebagai Media Berbelanja Online Pada Shopee Holic Di Kota Samarinda”, *ejournal Ilmu Komunikasi*, Vol. 5 No. 4.
- Murni. Seri, Nurul Fajrina, (2021),“(Studi Komparatif Pada Masyarakat Kecamatan Kuta Alam dan Kecamatan Ulee Kareng Banda Aceh)”, *Jurnal Ilmiah Akuntansi*, Vol 8, No 2.
- Nurmaningsih, (2023), “Pengaruh Harga, *Online Customer Review*, dan *Online Customer Rating* terhadap Keputusan pembelian di *Marketplace* Shopee”, *journal of social science research*, E-ISSN: 2807-4238, Vol. 3, No. 3.
- P.Kotler, & Keller, K. L, (2016) *Marketing Management*, (New Jersey: Pearson Education,)
- Paiman, (2009) Teknik Analisis Korelasi dan Regresi Ilmu-Ilmu Pertanian, (Yogyakarta: UPY Press)
- Palinggi. Sandryones dan Erich C. Limbongan, Semnas: (2020) “Pengaruh Internet Terhadap Industri E-Commerce Dan Regulasi Perlindungan Data Pribadi Pelanggan Di Indonesia” (Jakarta: SEMNASRISTEK)
- Panji Ragatirta. Laurensius, & Erna Tiningrum, (2020) “Pengaruh Atmosphere Store, Desain produk, dan Citra merek terhadap Keputusan Pembelian (Studi Kasus di Rown Division Surakarta)”, *Jurnal Manajemen, Bisnis dan Pendidikan*, Vol 7, No 2.
- Priyatno. Duwi (2022) Olah Data Sendiri Analisis Regresi Linier dengan SPSS & Analisis Regresi Data Panel dengan Eviews, (Yogyakarta: Cahaya Harapan)
- Putri. Shelvira Devi Arianda Edy, dkk, (2022), "*The Effect of Price, Information Quality, and Perceived Risk on Online Purchasing Decisions in E-Commerce*", *indonesian Vocational Research journal*, Vol. 2, No. 1
- R. Pratama, & Kusuma, R, (2020), “Pengaruh Ulasan Pelanggan terhadap Keputusan Pembelian di Marketplace: Studi pada Konsumen Indonesia”, *Jurnal Ekonomi dan Bisnis Indonesia*, ISSN: 1979-2121, Vol. 15, No. (1)
- Ristiyana. Rinda, dkk. (2023) "*Metodologi Penelitian dan Bisnis: dilengkapi dengan Analisis SPSS dan SEM PLS*", (Jakarta: G press).
- Riyanto. Slamet dan Aglis Andhita Hatmawan, (2020) Metode Riset Penelitian Kuantitatif, (Sleman: Deepublish)
- S.Suryati, , & Anwar, K, (2023), “Pengaruh *Online Customer Review*, *Online Customer Rating*, dan *Star Seller* terhadap Kepercayaan Pelanggan hingga Keputusan Pembelian pada Toko Online di Shopee”, *Jurnal Teknik ITS*, Vol. 9, No. (2)
- Sahir. Syafrida Hafni, (2021) Metodologi Penelitian, (Yogyakarta: KBM Indonesia)
- Schiffman dan Kanuk, *Consumer Behavior*, 10th ed.,

- Setyawan. Dodiet Aditya, (2021) *Hipotesis dan Variabel Penelitian*, (Klaten: Tahta Media Grup)
- Sugeng. Bambang, “*Fundamental Metodologi Penelitian Kuantitatif (Eksplanatif)*”, (Yogyakarta: CV Budi Utama)
- Tommy Fimi. Muhammad dan Johantan Alfando, (2024) "Pengantar Ekonomi Digital", (Surabaya: Cipta Media Nusantara)
- Umar. Husein (2003), “ *Metode Riset Bisnis* ”, (Jakarta: Gramedia Pustaka Utama)
- Vasilios Priporas. Constantinos-, Nikolaos Stylos, dan Agapios K. Fotiadis, (2017) “*Generation Z Consumers' Expectations of Interactions in Smart Retailing: A Future Agenda,*” *Computers in Human Behavior* 77.
- Vasquez, Camilla (2014) *The Discourse of Online Consumer Reviews*, (London: Bloomsbury Publishing)
- Yuliza, Mai, dkk., (2016) *Teknik Pengambilan Keputusan*, (Banyumas: CV. Pena Persada)
- Z. Zhang, & Xu, J, (2021), “*The Influence of Customer Reviews on E-Commerce Purchase Decisions: A Review and Synthesis*”, *Journal of Marketing Research*, ISSN: 0149-2063, Vol. 58, No. (2)