

DAFTAR PUSTAKA

- Al rasyid, H., & Tri Indah, A. (2018). Pengaruh Inovasi Produk dan Harga Terhadap Keputusan Pembelian Sepeda Motor Yamaha di Kota Tangerang Selatan. *Perspektif*, 16(1), 39–49. <https://doi.org/2550-1178>
- Aruman, E. (2014). Customer Complaint Iceberg. Retrieved from <https://mix.co.id/headline/14925customer-complaint-iceberg/>
- Baek, H., Ahn, J., & Choi, Y. (2012). Helpfulness of Online Consumer Reviews: Readers' Objectives and Review Cues. *International Journal of Electronic Commerce*.
- Bagus Nyoman, I., & Yogi Ferawan, A. (2023). Pengaruh Emotional Content, Perceived Product Quality dan Perceived Empathy terhadap Purchase Decision Olive Fried Chicken di Glagahsari Yogyakarta. *Jurnal LaaRoiba*, 5. <https://doi.org/10.47476/reslaj.v5i3.1689>
- Chitra Dinisari, M. (2022). Jessica Lin, Co Founder Skin Care Whitelab yang Sukses Raih Beragam Penghargaan Artikel ini telah tayang di Bisnis.com dengan judul “Jessica Lin, Co Founder Skin Care Whitelab yang Sukses Raih Beragam Penghargaan”, Klik selengkapnya di sini: <https://entrepreneur.bisnis.com/read/20220119/265/1490780/jessica-lin-co-founder-skin-care-whitelab-yang-sukses-raih-beragam-penghargaan>
- Compas.co.id. (2022). 10 Brand Skincare Lokal Terlaris di Online Marketplace. Retrieved from <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Drover, W., Wood, M. S., & Corbett, A. C. (2018). Toward a cognitive view of signalling theory: Individual attention and signal set interpretation. *Journal of Management Studies*.
- Elfina Fitria, C., Maruta, A., & Mulyati, A. (2022). *PENGARUH PROMOSI MELALUI*

MEDIA SOSIAL DAN ELECTRONIC WORD OF MOUTH TERHADAP MINAT BELI KONSUMEN PADA PRODUK WHITELAB DI SURABAYA.

- Elwalda, A., Lu, K., & Ali, M. (2016). Perceived derived attributes of online customer reviews. *Computers in Human Behavior*.
- Farisi, S. (2018). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Adidas Pada Mahasiswa Universitas Muhammadiyah Sumatera Utara. *Prosiding The National Conference On Management And Business (Ncmab)*.
- Ghozali, I. (2014). *Structural Equal Modeling Metode Alternatif dengan Patrial Least Square (PLS)*. Semarang: Universitas Diponegoro Semarang.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris* (2nd Ed). Semarang: Universitas Diponegoro Semarang.
- Ghozali, P. . D. H. I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, Dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris* (2nd ed.). Semarang: Universitas Diponegoro Semarang.
- Ginee. (2022). Cara Memberi Penilaian Shopee dan Fenomena Fake Review. Retrieved from <https://ginee.com/id/insights/cara-memberi-penilaian-shopee/>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective* (7th ed). New Jersey: Pearson Education, Inc.
- Hanaysha, J. (2018). *An Examination of The Factors Affecting Consumer's Purchase Decision in The Malaysian Retail Market*. <https://doi.org/http://dx.doi.org/10.1108/PRR-08-2017-0034>
- Hari Kurniawan, H. (2017). PENGARUH PERCEIVED QUALITY TERHADAP BRAND LOYALTY MELALUI MEDIASI BRAND IMAGE DAN BRAND

- TRUST.(Studi pada Brand Restoran McDonald's di Kota Malang). *Jurnal Bisnis Dan Manajemen*, 4.
- Ilmiyah, K., & Krishernawan, I. (2020). PENGARUH ULASAN PRODUK, KEMUDAHAN, KEPERCAYAAN, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA MARKETPLACE SHOPEE DI MOJOKERTO. *Maker: Jurnal Manajemen*, 6.
- Indrawati. (2015a). *Metode Penelitian Manajemen dan Bisnis*. Bandung: PT Refika Aditama.
- Indrawati. (2015b). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Ivan Mahdi, M. (2022). Pengguna Media Sosial di Indonesia Capai 191 Juta Pengguna. Retrieved from <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>
- Jensen, M. L., Averbeck, J. ., Zhang, Z., & Wright, K. B. (2013). Credibility of anonymous online product reviews: a language expectancy perspective. *Journal of Management Information Systems*, 30.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (12 Jilid 1). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2014). *Manajemen Pemasaran* (13 Jilid 1). Jakarta: Erlangga.
- Kristiyono, Y. R., & Felim, C. (2021). Pengaruh Interpersonal Influence, Altruism, Dan Environment Knowledge Terhadap Green Purchasing Behaviour Konsumen the Body Shop Yang Dimediasi Oleh Environment Attitude. *Ultima Management : Jurnal Ilmu Manajemen*, 13(1), 47–61. <https://doi.org/10.31937/manajemen.v13i1.1912>

- Kuan, K. K., Hui, K.-L., Prasarnphanich, P., & Lai, H.-Y. (2015). "What makes a review voted? An empirical investigation of review voting in online review systems." *Journal of the Association for Information Systems*, 16.
- Lailiya, N. (2020). Pengaruh Brand Ambassador Dan Kepercayaan Terhadap Keputusan Pembelian Di Tokopedia. *Jurnal Ekonomi Dan Bisnis*.
- Latief, F., & Ayustira, N. (2019). Pengaruh Online Costumer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk Kosmetik Di Sociolla. *Jurnal Mirai Managemnt*, 4(2), 122–136. Retrieved from <https://journal.stieamkop.ac.id/index.php/mirai>
- Loewenstein, G., & Lerner, J. . (2003). *"The role of affect in decision making."* Newyork.
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*.
- Motyka, S., Grewal, D., Aguirre, E., Mahr, D., de Ruyter, K., & Wetzels, M. (2018). The emotional review–reward effect: how do reviews increase impulsivity? *Journal of the Academy of Marketing Science*, 46(6), 1032–1051. <https://doi.org/10.1007/s11747-018-0585-6>
- Mutia Annur, C. (2022). Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022. Retrieved from <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- Nurul Ivadah, M. (2021). *PENGARUH ULASAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PRODUK FASHION PADA E-COMMERCE SHOPEE*.
- Nurul, M., Soewarno, N., & Isnalita, I. (2019). Pengaruh Jumlah Pengunjung, Ulasan Produk, Reputasi Toko Dan Status Gold Badge pada Penjualan Dalam Tokopedia.

- E-Jurnal Akuntansi*, 28(3), 1855. <https://doi.org/10.24843/eja.2019.v28.i03.p14>
- Putri, N. Z., & Widodo, T. (2022). Analisis Pengaruh Customer Review Dan Influencer Review Dengan Trust Sebagai Variabel Moderasi Terhadap Purchase Intention Pada E-Commerce (Studi Pada Tokopedia). *EProceedings of Management*.
- Raeisya Aurellia, M. (2022). *PENGARUH ULASAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA PRODUK KOSMETIK MADAME GIE*.
- Rahmad, A. (2021). *Pengaruh Ulasan Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian di Tokopedia.Com Pada Mahasiswa Fakultas Ekonomi Umsu*.
- Rakhmayanti Dew, I. (2022). Data Terbaru! Berapa Pengguna Internet Indonesia 2022? Retrieved from <https://www.cnbcindonesia.com/tech/20220609153306-37-345740/data-terbaru-berapa-pengguna-internet-indonesia-2022#:~:text=Sedangkan data terbaru APJII%2C tahun,juta pengguna internet di Indonesia>.
- Saripa. (2019). Pengaruh ulasan dan penilaian produk terhadap keputusan pembelian melalui tokopedia. *Pengaruh Ulasan Dan Penilaian Produk Terhadap Keputusan Pembelian Melalui Tokopedia*.
- Sudjarmika, F. V. (2017). Pengaruh Harga Ulasan Produk, Kemudahan, Keamanan Terhadap Keputusan Pembelian. *Jurnal Manajemen Bisnis*, 5(1). Retrieved from <http://publication.petra.ac.id/index.php/manajemenbisnis/article/view/522>
- Sugiyono, P. D. (2013). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Sugiyono, P. D. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sutisna, & Sunyoto, D. (2013). *Perilaku Konsumen & Perilaku Pemasaran*.

Ujang, S. (2011). Perilaku Konsumen. In *Teori dan Penerapannya Dalam Pemasaran*. Bogor: Ghalia Indoensia.

Prasetio, A., & Sari, P. K. (2018). Customer Awareness towards Digital Certificate on E-Commerce: Does It Affect Purchase Decision? *hird International Conference on Informatics and Computing (ICIC)*, doi: 10.1109/IAC.2018.8780519.

Rachmawati, I., Sary, F., & Perdani, D. R. (2016). Influence of the Use of Brands in a Foreign Language (English) on the Purchase Decision Process of Cosmetic Products Made in Indonesia. *SOCIAL SCIENCES & HUMANITIES*.

Prasetio, A., Sari, P. K., & Sary, F. P. (2017). Social Capital and Electronic Word-Of-Mouth (eWOM) Effect Toward Online Purchase Intention. *American Scientific Publishers*.

Vachon, F., Allard, T., & Rivard, S. (2011). “An e-retailer’s dilemma: the dual influence of information presentation.” *Social Science Electronic Publishing*, 48.

Wang, X., Guo, J., Wu, Y., & Liu, N. (2019). Emotion as signal of product quality: Its effect on purchase decision based on online customer reviews. *Internet Research*, 30(2), 463–485. <https://doi.org/10.1108/INTR-09-2018-0415>

Welss, J. D., Valacich, J. S., & Traci, J. H. (2011). What signals are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS Quarte*, Vol. 35 No.

Widodo, T. (2017). *Metodologi Penelitian, Populer & Praktis*. Jakarta: PT. Raja Grafindo Persada.

Widyastutir, S., & Said, M. (2017). Consumer consideration in purchase decision of SPECS sports shoes product through brand image, product design and price perception. *International Journal of Supply Chain Management*, 6(4), 199–207.

Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *International Journal of Management Science and Business Administration*, 1.