

DAFTAR PUSTAKA

- Achmad, N., Miftahul Fatah, M., & Daniar Wahyuningrum, D. (2023). *Factors that Affect Purchase Decisions on Marketplace Users with Brand Image as A Mediating Variable.*
- Ade Sitorus, S., Arina Romli, N., Pua Tingga, C., Putu Sukanteri, N., Eka Putri, S., Kurniawan Gheta, A., Wardhana, A., Widi Nugraha, K., Hendrayani, E., Chris Susanto, P., Primasanti, Y., & Ulfah, M. (2022). *Brand Marketing : The Art Of Branding.*
- Afwa, A., & Moniko, A. (2024). The Influence of Influencer Marketing and Online Customer Reviews on Purchase Intention Through the Perceived Value of Cosmetic Products on Tiktok Shop (An Empirical Study on Students in the City of Pekanbaru). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(1), 12. <https://doi.org/10.37676/ekombis.v12i1>
- Agustin, I. N., & Then, L. (2024). *The Mediating Role of Brand Trust on the Effect of Brand Ambassador to Purchase Decision.* 8(1), 15–31.
- Amalia, K., & Nurlinda, R. (2022). PENGARUH INFLUENCER MARKETING DAN ONLINE CUSTOMER REVIEW TERHADAP PURCHASE INTENTION MELALUI PERCEIVED VALUE PRODUK SERUM SOMETHINC. *SIBATIK JURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(11), 2383–2398. <https://doi.org/10.54443/sibatik.v1i11.353>
- Amin, A. M., Fadhilah, M., & Cahyani, P. D. (2024). *THE MEDIATING ROLE OF PERCEIVED VALUE ON PURCHASE DECISIONS IN ECOMMERCE.*
- Andreani, F., Gunawan, L., & Haryono, S. (2021). SOCIAL MEDIA INFLUENCER, BRAND AWARENESS, AND PURCHASE DECISION AMONG GENERATION Z IN SURABAYA. *Jurnal Manajemen Dan Kewirausahaan*, 23(1), 18–26. <https://doi.org/10.9744/jmk.23.1.18-26>
- Anggraini, W., Permatasari, B., & Devita Putri, A. (2023). *PENGARUH ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER RATING, DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DI TIKTOK SHOP PADA MASYARAKAT KOTA BANDAR LAMPUNG* (Vol. 6, Issue 2).
- Arief, M., & Sunarti, S. (2017). PENGARUH KEPERCAYAAN MEREK DAN KOMITMEN MEREK TERHADAP LOYALITAS MEREK (Survei pada Warga Kelurahan Penanggungan Konsumen Produk Aqua di Kota Malang). In *Jurnal Administrasi Bisnis (JAB)|Vol* (Vol. 44, Issue 1).

- Ariyani, R. (2022). *Pengaruh Kualitas Pelayanan dan Promosi Terhadap; Kepuasan Pelanggan, Perceived Value, dan Loyalitas Pelanggan Terhadap Pengguna Shopee Food Di Kota Yogyakarta.*
- Aziza, A., Hawrencia, I., Farrasyanti, V. S., & Anggraeni, A. (2024). *Factors Influencing Purchasing Decisions in Social Commerce: Brand Image and Brand Trust as Mediating Variables.* <https://ajmesc.com/index.php/ajmesc>
- Bonsón Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, 47, 286–302. <https://doi.org/10.1016/j.tourman.2014.10.009>
- Brown, J. R., Crosno, J. L., & Tong, P. Y. (2019). Is the theory of trust and commitment in marketing relationships incomplete? *Industrial Marketing Management*, 77, 155–169. <https://doi.org/10.1016/j.indmarman.2018.10.005>
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. <https://doi.org/10.1016/j.techfore.2018.11.025>
- Chen, Z., & Dubinsky, A. J. (2003). A conceptual model of perceived customer value in e-commerce: A preliminary investigation. *Psychology & Marketing*, 20(4), 323–347. <https://doi.org/10.1002/mar.10076>
- Choi, C., Greenwell, T. C., & Lee, K. (2018). Effects of service quality, perceived value, and consumer satisfaction on behavioral intentions in virtual golf. *Journal of Physical Education and Sport*, 18, 1459–1468. <https://doi.org/10.7752/jpes.2018.03216>
- Darmatama, M., & Erdiansyah, R. (2021). *The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions.*
- Ellis-Chadwick, F., & Mercanti-Guérin, M. (2020). *Marketing digital, 7ème Edition.* <https://www.researchgate.net/publication/344302020>
- Fili, V., Bugada, A., Tomassetti, P., Ribeiro, A. T., Elena, A., Rodriguez, R., Grabener, J., Seghezzi, F., Manzella, P., Norlander, P., Conte, M. Del, University, B., Delgue, J. R., Hyman, R., & Keune, M. (2022). *E-Journal of International and Comparative LABOUR STUDIES ADAPT International School of Higher Education in Labour and Industrial Relations Managing*

Editor Board of Directors Language Editor Book Review Editors Scientific Committee of Reviewers. www.adaptbulletin.eu

- Filieri, R. (2016). What makes an online consumer review trustworthy? *Annals of Tourism Research*, 58(C), 46–64. <https://EconPapers.repec.org/RePEc:eee:anture:v:58:y:2016:i:c:p:46-64>
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2018). Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services. *Information and Management*, 55(8), 956–970. <https://doi.org/10.1016/j.im.2018.04.010>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. In *Source: Journal of Marketing Research* (Vol. 18, Issue 1).
- Ghozali, I. (2009). *Ekonometrika: teori, konsep dan aplikasi dengan SPSS 17*. Semarang: Badan Penerbit Universitas Diponegoro, 50.
- Hair, J. F. . (2014). *A primer on partial least squares structural equations modeling (PLS-SEM)*. SAGE.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management and Data Systems*, 117(3), 442–458. <https://doi.org/10.1108/IMDS-04-2016-0130>
- Hair, Tomas, & Cristian Ringle. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. <http://www>.
- Hanaysha, J. R. (2022a). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2). <https://doi.org/10.1016/j.jjimei.2022.100102>
- Hanaysha, J. R. (2022b). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2). <https://doi.org/10.1016/j.jjimei.2022.100102>
- Hariyanto, H., & Trisunarno, L. (2020). *Analisis Pengaruh Online Customer Review, Online Customer Rating, dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian pada Toko Online di Shopee*.
- Hernández-Fernández, A., & Lewis, M. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28. <https://doi.org/10.1108/EJMBE-10-2017-0027>

- Homburg, C., Jozić, D., & Kuehnl, C. (2015). Customer experience management: Toward implementing an evolving marketing concept. *Journal of the Academy of Marketing Science*, 45. <https://doi.org/10.1007/s11747-015-0460-7>
- Huang, L., Wu, J., & Yan, L. (2015). Defining and measuring urban sustainability: a review of indicators. *Landscape Ecology*, 30(7), 1175–1193. <https://doi.org/10.1007/s10980-015-0208-2>
- Husin, H., Hermawati, A., Purbaningsih, Y., Susriyanti, S., Fettry, S., & Ali, S. (2023). ROLE OF PERCEIVED VALUE ON CUSTOM-ER LOYALTY THROUGH OPTIMIZATION OF SERVICE QUALITY AND INNOVATION. *Jurnal Aplikasi Manajemen*, 21(2). <https://doi.org/10.21776/ub.jam.2023.021.02.03>
- Hwang, J., Kim, H., & Kim, W. (2019). Investigating motivated consumer innovativeness in the context of drone food delivery services. *Journal of Hospitality and Tourism Management*, 38, 102–110. <https://doi.org/https://doi.org/10.1016/j.jhtm.2019.01.004>
- Ismail, W. (2019). *Validitas Referensi*.
- Japarianto, E., & Agatha, F. (n.d.). *PENGARUH BRAND TRUST TERHADAP CUSTOMER LOYALTY DIMEDIASI OLEH CUSTOMER SATISFACTION PADA PENGGUNA SHOPEE DI SURABAYA*.
- Jobim Jardim, J., Severo Alvez, L., & Maltz, M. (2009). Home-Care Products The history and global market of oral home-care products. In *Braz Oral Res* (Vol. 23).
- Joseph Hair, Tomas M.Hult, Christian Ringle, & Marko Starsedt. (2022). *smartpls-hair-2022*.
- Judith, C., & Dina Mayzlin. (2006). *The Effect of Word of Mouth on Sales: Online Book Reviews*.
- Kamisa, N. ', Devita P, A., & Novita, D. (2022). Title of the article. In *JEB. Journal of Economic and Business Research* (Vol. 2, Issue 1). <http://jurnal.teknokrat.ac.id/index.php/JEB>
- Kemeç, U., & Fulya, H. (2021). *The Relationships among Influencer Credibility, Brand Trust, and Purchase Intention: The Case of Instagram*. <https://orcid.org/0000->
- Khasbulloh, A. H. K., & Suparna, G. (2022). Effect of Perceived Risk and Perceived Value on Customer Loyalty through Customer Satisfaction as Intervening Variables on Bukalapak Users. *European Journal of Business and Management Research*, 7(4), 22–28. <https://doi.org/10.24018/ejbmr.2022.7.4.1472>

- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, 11(3), 241–252. <https://doi.org/10.1016/j.elerap.2011.06.003>
- Kotler, P., Keller, Manceau, & Hemonnet-Goujot, A. (2015). Marketing Management 15th. In *Décisions Marketing* (Vol. 83).
- Kumar, V., & Reinartz, W. (2016). Creating Enduring Customer Value. *Journal of Marketing*, 80. <https://doi.org/10.1509/JM.15.0414>
- Lassoued, R., & Hobbs, J. E. (2015). Consumer confidence in credence attributes: The role of brand trust. *Food Policy*, 52, 99–107. <https://doi.org/https://doi.org/10.1016/j.foodpol.2014.12.003>
- Laudon, K. C. . (2020). *E-Commerce (business, technology, society) Sixteenth edition*. Pearson.
- Lee, E.-J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*, 31, 356–366. <https://doi.org/https://doi.org/10.1016/j.chb.2013.10.050>
- Lemon, K., & Verhoef, P. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80. <https://doi.org/10.1509/jm.15.0420>
- Luciano, J. R., Dwi, M. Y., & Agustini, H. (2024). Analyze The Effect of Online Review on Purchase Intention of Smartphone Product Analisis Pengaruh Online Review Terhadap Niat Membeli Produk Smartphone. In *Management Studies and Entrepreneurship Journal* (Vol. 5, Issue 2). <http://journal.yrpipku.com/index.php/msej>
- Mandala, I., & Tирто Widjaja, B. (2023). THE INFLUENCE OF PRODUCT QUALITY AND PERCEIVED VALUE, MEDIATED BY BRAND TRUST ON CONVERTING MACHINE PURCHASE DECISIONS IN INDONESIA'S FLEXIBLE PACKAGING INDUSTRY. In *International Journal of Educational Review. Law And Social Sciences |IJERLAS*.
- Mantik, J., Rivaldo, Y., Victor Kamanda, S., & Yusman, E. (2022a). 2022) 2393-2399 Accredited. In *Jurnal Mantik* (Vol. 6, Issue 2).
- Mantik, J., Rivaldo, Y., Victor Kamanda, S., & Yusman, E. (2022b). The Effect Of Products, Promotions And Prices On Mizon's Purchasing Decision At Alfamart Sungai Harapan. In *Jurnal Mantik* (Vol. 6, Issue 2).
- Masitha Arimbi, I., & Wulandari, A. (2023a). *Attribution 4.0 International (CC BY 4.0) The Influence of Korean Brand Ambassador, Korean Wave, Price, and*

- Promotion on Purchasing Decisions of Scarlett Whitening.*
<http://world.journal.or.id/index.php/bpdm>
- Masitha Arimbi, I., & Wulandari, A. (2023b). *Attribution 4.0 International (CC BY 4.0) The Influence of Korean Brand Ambassador, Korean Wave, Price, and Promotion on Purchasing Decisions of Scarlett Whitening.*
<http://world.journal.or.id/index.php/bpdm>
- Mbete, G. S., & Tanamal, R. (2020). Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100. <https://doi.org/10.32493/informatika.v5i2.4946>
- Mudambi, S. M., & Schuff, D. (2010). *WHAT MAKES A HELPFUL ONLINE REVIEW? A STUDY OF CUSTOMER REVIEWS ON AMAZON.COM.*
<http://ssrn.com/abstract=2175066>
- Nabella, S. D. (2021). Improve Consumer Purchasing Decisions Through Quality of Service, Promotion And Quality of Information At PT. Ng Tech Supplies. *International Journal Of Science*. <http://ijstm.inarah.co.id>
- Nadeak, J. M. F., Putri, D. D., Gunawan, A. A., Gunawan, A., Fauziah, S., Ziva, F. N., Afifah, L. K., & Sulistiobudi, R. A. (2023). Analisis Pentingnya Online Customer Review Dalam Mempengaruhi Keputusan Pembelian Produk Gadget. *JURNAL NUSANTARA APLIKASI MANAJEMEN BISNIS*, 8(2), 251–267. <https://doi.org/10.29407/nusamba.v8i2.17553>
- Nadiah, Z., Hidayati, N., & Rahman. (2023). *Peran Brand Image, Brand Trust Dan Kualitas Informasi Terhadap Keputusan Pembelian Di Tiktok Shop (Studi Kasus Remaja Kota Malang).*
- Nurhabibah, S., Savitri, C., Pramudita, S., Program Manajemen, F., Buana, U., & Karawang, P. (2022). The Effect Of Online Customer Review And Online Customer Rating On Purchase Decisions At Copyright Grafika Store-Siti Nurhabibah,Citra Savitri, Syifa Pramudita Faddila THE EFFECT OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON PURCHASE DECISIONS AT COPYRIGHT GRAFIKA STORE under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0). *Jurnal Ekonomi*, 11(01).
<http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Nurhasanah, Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The Effect of E-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online Shopping Site. *IOP Conference Series: Materials Science and Engineering*, 1071(1), 012017. <https://doi.org/10.1088/1757-899x/1071/1/012017>

- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: A research agenda. *Journal of the Academy of Marketing Science*, 28(1), 168–174. <https://doi.org/10.1177/0092070300281015>
- Prabowo, A., Haryono, Y., Soediantono, D., Staf, S., Tni, K., & Laut, A. (2022). Peran Enterprise Resource Planning Systems (ERP) Terhadap Kinerja Perusahaan: Studi Empiris Pada Industri Pertahanan. *Journal of Industrial Engineering & Management Research (JIEMAR)*, 3(4). <https://doi.org/10.7777/jiemar>
- Prameka, A. S., Do, B.-R., & Rofiq, A. (2016). How Brand Trust is Influenced by Perceived Value and Service Quality: Mediated by Hotel Customer Satisfaction. *Asia Pacific Management and Business Application*, 5(2), 72–84. <https://doi.org/10.21776/ub.apmba.2016.005.02.2>
- Pratiwi, R. A., Juliati, R., & Sa'diyah, C. (2022). The Influence of Brand Image, Product Quality, and Price on Purchase Decisions. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 2(02), 129–137. <https://doi.org/10.22219/jamanika.v2i02.21963>
- Priharsari, D., & Purnomo, W. (2022). *Analisis Pengaruh Brand Awareness dan Perceived Value terhadap Purchase Intention pada Live Shopping* (Vol. 6, Issue 12). <http://j-ptik.ub.ac.id>
- Putri Ningsih, E. (2019). *PENGARUH RATING DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE PADA MARKETPLACE SHOPEE*.
- Regina, R., Rini, E. S., & Sembiring, B. K. F. (2021). The Effect of Online Customer Review and Promotion through E-Trust on the Purchase Decision of Bukalapak in Medan City. *International Journal of Research and Review*, 8(8), 236–243. <https://doi.org/10.52403/ijrr.20210833>
- Reynaldi, & Nuvriasari Audita. (2024). *The Influence of Brand Image and Perceived Value on Purchasing Decisions with Brand Trust as Mediation*.
- Riska Widya Abiba, Muhtadi Ridwan, & Khusnudin. (2024). FACTORS DRIVING GEN Z PURCHASING DECISIONS TOWARDS STREET FOOD WITH THE MEDIATING ROLE OF PURCHASE INTENTION. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 10(1), 190–219. <https://doi.org/10.20473/jebis.v10i1.52301>
- Samudra, M. W., & Juanda, A. (2024). Exploring the impact of brand image and perceived value on purchasing decisions through buyer interest. *Jurnal Ekonomi Dan Bisnis*, 27(Oktober), 125–152. www.ejournal.uksw.edu/jeb

- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Santoso, S. A. (2021). *Pengaruh Promotion Mix dan Brand Trust Terhadap Keputusan Pelanggan Indi Home di Wilayah Ciputat*.
- Schiffman, & Wisenblit. (2015). *Consumer Behavior*.
- Schindler, R. (2005). Published Word of Mouth: Referable, Consumer-Generated Information on the Internet. *Online Consumer Psychology: Understanding and Influencing Behavior in the Virtual World*.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. Wiley. <https://books.google.co.id/books?id=Ko6bCgAAQBAJ>
- Setiana, S., & Harmawan Saputra, M. (2025). *PENGARUH INFLUENCER MARKETING DAN ONLINE CUSTOMER REVIEW TERHADAP PURCHASE INTENTION MELALUI PERCEIVED VALUE PRODUK SKINTIFIC* (Vol. 7, Issue 2). www.statista.com
- Shafira, A. P., Indhagelista, N., Esmeralda, R., & Mariani, M. (2023). *FACTORS AFFECTING CONSUMER'S PURCHASE DECISION ON TIKTOK LIVE SHOPPING, WITH PERCEIVED VALUE AS THE MEDIATING VARIABLE IN JAKARTA* (Vol. 08, Issue 01).
- Sudirjo, F., Hadiyati, R., Muhammadiyah Luwuk, U., Nyoman Tri Sutaguna, I., Yusuf, M., & Bandung, S. (2023). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND E-SERVICE QUALITY ON BUYING DECISIONS IN ELECTRONIC COMMERCE Ratnawati 2 Politeknik Pertanian Negeri Pangkep 2. *Journal of Management and Creative Business (JMCBUS)*, 1(2). <https://iprice.co.id/insights/mapofecommerce/>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif Dan R &D*.
- Sugiyono, S. (2007). *Statistika untuk penelitian*. Alfabeta.
- Sumanto. (2014). *Teori dan Aplikasi Metode Penelitian*.
- Sunarsi, D. (2020). The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang. In *Pinisi Discretion Review* (Vol. 3, Issue 2).
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tjiptono, F. (2014). *Pemasaran Jasa: Prinsip, Penerapan dan Penelitian*.

- T.Wijaya, B. (2013). *Lifestyle Marketing*.
- Uci, A., Pratiwi, D., & Mardhiyah, A. (2023). THE INFLUENCE OF PRICE, SERVICE QUALITY, AND LIFESTYLE ON THE PURCHASE DECISION OF ORNAMENTAL PLANTS DURING THE COVID-19 PANDEMIC (A Study on Visitors of Madirsan Flower Tourism Village). *SOCIAL SCIENCES AND BUSINESS*, 3(1). <https://ojs.transpublika.com/index.php/JHSSB/>
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & Marketing*, 21(10), 799–822. [https://doi.org/https://doi.org/10.1002/mar.20030](https://doi.org/10.1002/mar.20030)
- Yi, S., & Liu, X. (2020). Machine learning based customer sentiment analysis for recommending shoppers, shops based on customers' review. *Complex and Intelligent Systems*, 6(3), 621–634. <https://doi.org/10.1007/s40747-020-00155-2>
- Zeqiri, J., Ramadani, V., & Aloulou, W. J. (2023). The effect of perceived convenience and perceived value on intention to repurchase in online shopping: the mediating effect of e-WOM and trust. *Economic Research-Ekonomska Istrazivanja*, 36(3). <https://doi.org/10.1080/1331677X.2022.2153721>