

DAFTAR PUSTAKA

- Ashari, R & Widayanto. (2019). Pengaruh Kepercayaan Dan Risiko Terhadap Keputusan Pembelian Melalui Sikap Pengguna Pada Situs Belanja Online Lazada.Com. *Journal of Chemical Information and Modeling*, 53(9):1689-1699.
- Banjarnahor, A. R. (2021). Manajemen Komunikasi Pemasaran. Medan: Yayasan Kita Menulis.
- Bereket. (2019) *The effect of brand image on consumers buying behavior in the case of castell beer. St. Mary's University school of graduate studies.*
- Dasril, Angga Putra. (2016). Pengaruh Iklan, Kepercayaan Merek, dan Citra Merek Terhadap Keputusan Pembelian Konsumen Pada Kartu Perdana XL di Kota Padang. Skripsi. Sumatera Barat: Universitas Negeri Padang.
- Chesney, Thomas., Swee Hoon Chuah., Angela Dobeles., Robert Hoffman. 2017. "Information Richness and Trust in V-Commerce: Implications for Services Marketing." *Journal of Services Marketing*, vol. 31 Issue 3.
- Kamisa, N., Devita, A., dan Novita, D. 2022. Pengaruh Online Customer Review dan Online Customer Rating Terhadap Kepercayaan Konsumen". *Journal of Economic and Business Research* 2(1):21-29.
- Kotler, Philip and Gary Armstrong. (2016). Prinsip-prinsip Pemasaran. Edisi 13. Jilid 1. Jakarta: Erlangga.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity (Fifth Edition)*. Pearson Education.
- Kotler, Phillip dan Kevin Lane Keller. (2016). Manajemen Pemasaran edisi 12 Jilid 1. & 2. Jakarta: PT. Indeks.
- Farki, A., Imam, B., Berto, M.W. (2016). Pengaruh Online Customer Review dan Rating Terhadap Kepercayaan Dan Minat Pembelian Pada Online Marketplace di Indonesia. *Jurnal Teknik ITS*. Vol. 5 No. 2 : 2301-9271.
- Gardner, B. B., & Levy, S. J. (2017). *The Product and the Brand. Journal of Marketing*, 24(1), 9-15.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25
- Guo, J., Wang, X., and Wu, Y. (2020). Positive emotion bias: role of emotional content from online customer reviews in purchase decisions. *J. Retail. Consum. Serv.* 52:101891. doi: 10.1016/j.jretconser.2019.101891
- Güzel, S. A., Özer, G., & Özcan, M. (2019). The effect of the variables of tax justice perception and trust in government on tax compliance: The case of Turkey. *Journal of Behavioral and Experimental Economics*, 78, 80–86.
- Hunt, S. D. (2015). *Marketing Theory Foundations, Controversy, Strategy, Resource-Advantage Theory*. Routledge. file:///C:/Users/youhe/Downloads/kdoc_o_00042_01.pdf
- Hariyanto, & Trisunarno. (2020). Analisis Pengaruh Online Customer Review, Onjnnline Customer Rating dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian Pada Toko Online di Shopee. *Jurnal Teknik ITS*, 9(2):234-239.

- Hakim, A. (2016). Model Struktural Hubungan Teknologi Informasi, Kualitas Informasi dan Kinerja Manajerial Industri Kreatif Percetakan Digital. MIX: Jurnal Ilmiah Manajemen, Vol. 6, No. 1, Februari 2016.
- Hidayati, N. L. (2018). Pengaruh *Viral Marketing*, *Online Consumer Reviews* dan Harga Terhadap Keputusan Pembelian *Shopee* di Surabaya. Jurnal Pendidikan Tata Niaga(JPTN) Volume 06 Nomor 03 , ISSN: 2337-6708.
- Laksana, M. F. (2019). Praktis Memahami Manajemen Pemasaran. Sukabumi: CV Al Fath Zumar
- Lichtenstein, D. R., Netemeyer, R. G., & Burton, S. (2017). *The Relationship Between Brand and Customer Loyalty*. *Journal of Marketing Research*, 54(1), 46-61.
- Leninkumar, V. (2017). *The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty*. *International Journal of Academic Research in Business and Social Sciences*, 7(4).
- Novi. (2023, 7 22). Wawancara. (Helena, Interviewer)
- Ngoc Duy Phuong, N. & Thi Dai g, T. (2018) *Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam*. *Marketing and Branding Research*. 5 (2), 78–91. <https://doi.org/10.19237/MBR.2018.02.01>
- Mo, Zi., Li, Y. and Fan, P. (2015), *Effect of Online Reviews on Consumer Purchase Behavior*. *Journal of Service Science and Management*, 8, 419–424.
- Priansa, D. J. 2017. Komunikasi Pemasaran Terpadu Pada Era *Media Sosial*. CV Pustaka Setia. Bandung
- Reki Savalas (2018). Pengaruh Kualitas Informasi Dan Keamanan Yang Dirasakan Terhadap Kepercayaan (Pada Situs Toko *Online Lazada*). Jurnal Ekobis dewantara. Vol. 1, No 2, Tahun 2018.
- Roro, Ratih Febriani., Budi, Sudaryanto. (2018). Pengaruh *Brand image* Dan Kualitas Layanan Terhadap Kepercayaan Dan Keputusan Pembelian Pada Toko *Online* (Studi pada Konsumen *OLX.co.id* di Kota Semarang). *Diponegoro Journal Of Management*. Volume 7, Nomor 2, Tahun 2018
- Rifa'i, Khamdan. 2019. Membangun Loyalitas Pelanggan. Jember: Zifatama Publisher
- Sarkar, S., Chauhan, S., & Khare, A. (2020). *A Meta-Analysis of Antecedents and Consequences of Trust in Mobile Commerce*. *International Journal of Information Management*, 50, 286–301.
- Sarah, I. S., Suhartanto, D. & Setiawati, L. 2018. "Examining Electronic Word-Of-Mouth Communication in Social Media Context," *International Conference on Information Technology Systems and Innovation (ICITSI)*, pp. 295-299.
- Sugiyono. (2022). Metode Penelitian Kualitatif. (Edisi Ke-5). Bandung:CV. Alfabeta
- Thakur, S. 2016. *Service Quality and Patient's Satisfaction Towards Private Health Care Industries in India*. *International Journal of Research in Commerce and Management*. Vol 3 (3), ISSN 0976-2183.
- Tjiptono Fandy, Anastasia Diana (2020) Pemasaran : Penerbit Andi Yogyakarta

- Wahyudi, M., R. Azikin., dan S. Rahim. 2019. Manajemen Penanggulangan Banjir di Kelurahan Paccerakkang Kota Makassar. *Jurnal Administrasi Publik* 5(1):31-45
- Widyanita, F. A. (2018). Analisis Pengaruh Kualitas Pelayanan *Marketplace Shopee* Terhadap Kepuasan *Konsumen Shopee* Indonesia Pada Mahasiswa FE UII Pengguna *Shopee*. Skripsi. Yogyakarta: Universitas Islam Indonesia.
- Keller, K.L. (2020) *Strategic Brand Management: Building, Measuring and Managing Brand Equity. 5th Edition, Pearson Prentice Hall, Upper Saddle River.*
- Wahyuni, R., & Irfani, H. (2017). Pengaruh *Relationship Marketing* , Kepuasan Dan *Brand Image* Terhadap Loyalitas. *Jurnal Ekobistek Fakultas Ekonomi*, 6(2), 331–337.
- Wu HC, Li T, Li MY. A Study of Behavioral Intentions, Patient Satisfaction, Perceived Value, Patient Trust and Experiential Quality for Medical Tourists. *J Qual Assur Hosp Tour.* 2016;17(2):114-150. doi:10.1080/1528008X.2015.1042621
- Suparyanto, RW dan Rosad. (2015). Manajemen Pemasaran. Surabaya: IN Media.

