

DAFTAR PUSTAKA

- Abdullah, T., & Persada, R. G. Alma, Buchari. 2016. Manajemen Pemasaran dan Pemasaran Jasa. Bandung. In *Prosiding Seminar Nasional Unimus. Universitas Muhammadiyah Semarang* (Vol. 3, No. 1).
- Andono, B., & Maulana, Y. I. (2022). Pengaruh *Brand Image* Dan *Online Customer Review* Terhadap Keputusan Pembelian Melalui *Online Travel Agent Traveloka* (Studi pada konsumen di lingkungan mahasiswa STTKD). *Jurnal Manajemen Dirgantara*, 15(1), 62-72.
- Assauri, S. 2018. Manajemen Pemasaran (Dasar, Konsep, & Strategi). Depok: Raja Grafindo Persada.
- Baroroh, B. A., & Sutanto, J. E. (2021). *The Effect of Service Quality, Price, And Brand Image on Purchasing Desicions of Moslem Wedding Equipment Service. International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(1), 41-49.
- Deepak, R. K. A., & Jeyakumar, S. (2019). *Marketing Management. Educreation Publishing*
- Farki (2016). Pengaruh *Online Customer Review* dan *Rating* Terhadap Kepercayaan dan Minat Pembelian pada *Online Marketplace* Di Indonesia (Doctoral Dissertation, Institut Teknologi Sepuluh Nopember).
- Febri, I., Lukitaningsih, A., & Maharani, B. D. (2021). Respon Konsumen Pada *E-Service Quality Online Customer Review*, dan *E-Trust* Terhadap Keputusan Pembelian Pada Aplikasi Shopee. *MANDAR: Management Development and Applied Research Journal*, 4(1), 98-105.
- Firmansyah, A. (2022). Pengaruh *Emotional Branding* terhadap Loyalitas Pelanggan (Studi Kasus Pelanggan Kopi Kenangan) (Doctoral dissertation).
- Foster, B. (2016). *Impact of brand image on purchasing decision on mineral water product "Amidis" (Case study on bintang trading company). American Research Journal of Humanities and Social Sciences*, 2(1), 1-11.
- Geraldine, A. L. D., & Anisa, F. (2022). Pengaruh *Brand Image*, *Online Customer Review*, dan *Kualitas Pelayanan* Terhadap Keputusan Pembelian di Lazada. *Borobudur Management Review*, 2(2), 132-142.
- Ghoni, M. A., & Soliha, E. (2022). Pengaruh *Brand Image*, *Online Customer Review* dan *Promotion* Terhadap Keputusan Pembelian Pada *Marketplace* Shopee. *Jurnal Mirai Management*, 7(2), 14-22.
- Guo, J., Wang, X., & Wu, Y. (2020). *Positive emotion bias: Role of emotional content from online customer reviews in purchase decisions. Journal of Retailing and Consumer Services*, 52, 101891
- Guo, J., Wang, X., & Wu, Y. (2020). *Positive emotion bias: Role of emotional content from online customer reviews in purchase decisions. Journal of Retailing and Consumer Services*, 52, 101891.
- Hasibuan & Melayu, S. P. 2019. Manajemen: Dasar, Pengertian, dan Masalah. Jakarta: Bumi Aksara.
- Herdiyani, Y., & Suyanto, A. M. A. (2023). Pengaruh Harga Dan *E-Service Quality* Terhadap Keputusan Pembelian Pada Layanan *Netflix*. *E-Proceedings of Management*, 10(2)

- Hien, N. N., Phuong, N. N., Tran, T. V., & Thang, L. (2020). *The Effect of Country-of-Origin Image on Purchase Decisions: The mediating role of brand image and brand evaluation*. *Management science letters*, 10(6), 1205-1212.
- Holleschovsky, N. I., & Constantinides, E. (2016). *Impact of Online Product Reviews on Purchasing Decisions*. In *Proceedings of the 12th International Conference on Web Information Systems and Technologies (WEBIST 2016)* (pp. 271-278).
- Išoraitė, M. (2016). *Marketing Mix Theoretical Aspects*. *International Journal of Research-Granthaalayah*, 4(6), 25-37.
- Janah Roudhotul, S. E. (2021). *The Effect of Brand Image and Electronic Word Of Mouth on The Interests of Buying Beauty Products Wardah*. *Journal of Economic, Business and Accounting*, e-ISSN : 2597-5234, 4(2), 690–697
- Kerin, R. A., & Hartley, S. W. (2018). *Marketing: The Core (Seventh Edition)*. New York: McGraw-Hill Education.
- Kotler, P., & Armstrong, G. (2016). *Principles Of Marketing, Issue 14*, New Jersey :Prentice-Hall Published. In *Principles Of Marketing, 14th Edition (14th ed.)*
- Kotler, P., & Keller, K.L (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks
- Kotler, Phillip dan Gery Armstrong. (2018). *Principle of Marketing. 17e Global Edition, Pearson Education Limited. United Kingkom. CM17NA*
- Kuncoro, B. T., & Suharti, S. (2024, December). *The Influence of Service Quality, Brand Image, and Online Customer Reviews on Purchase Decisions*. In *Economics and Business International Conference Proceeding* (Vol. 1, No. 2, pp. 1176-1187).
- Laudon, Kenneth C., and Carol Giercio Traver. (2016). *E-Commerce 2016 Business, Tecnology, Sociey (12th Ed.)*.
- Manulang & Hutabarat. 2016. *Manajemen Pemasaran daalm Kompetisi Global*. Yogyakarta: Indomedia Pustaka.
- Mowen, J. C. and Minor, M. 2000. *Consumer Behavior*. New York: Prentice Hall, Inc., 5th Edition.
- Nugrahani Ardianti, A. (2019). *Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee (Studi pada Mahasiswa Aktif FISIP Undip)*. *Jurnal Ilmu Administrasi Bisnis* , 8(2), 1–11. <http://teknonisme.com>
- Parasurasman, A., Zeithaml, V.A, & Malhotra, A. 2015. *E-S-Qual: A Multiple Item Scale for Asessing Electronic Service Quality*. *Journal of Service Research*, Vol.1, No. 1: 7-213
- Permana, H., Djatmiko, T., & Telkom, U. (2018). *Analisis Pengaruh Kualitas Layanan Elektronik (E-Service Quality) Terhadap Kepuasan Pelanggan*. *Fakultas Ekonomi Dan Bisnis*, XX(1), 201–215.
- Peter, Paul J. dan Jerry C. Olson. 2016. *Consumer Behavior: Consumer Behavior and Marketing Strategy*. Translated by Damos Sihombing. Jakarta: Erlangga
- Pintubatu, C., & Saputri, M. E. (2021). *Pengaruh Brand Image dan Brand Ambassador Terhadap Keputusan Pembelian Pada Tokopedia*. *E-Proceeding of Management*, 5749–5757. www.kominfo.go.id, 2019
- Pradana, D., Hudayah, S., Rahmawati. (2017). *Pengaruh Harga Kualitas Produk Dan Citra Merek Brand Image Terhadap Keputusan Pembelian Motor*. *KINERJA Jurnal Ekonomi dan Manajemen*, 14(1), 16-23

- Pradita, S. O., & Sitio, A. (2020). *The Impact of Brand Image and Service Quality on Buying Decisions and Its Implication on Consumer Satisfaction (Case study at PT IMI)*. *Dinasti International Journal of Digital Business Management*, 1(3), 394-408.
- Purbohastuti, A. W. (2021). Efektivitas bauran pemasaran pada keputusan pembelian konsumen Indomaret. *Jurnal sains manajemen*, 7(1), 1-17.
- Purwaningrum, T., & Chamidah, S. (2022). *Online Purchase Decisions: Analysis E-Service Quality and Information Quality in Tokopedia*. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(3), 2653-2662.
- Putra, S. B. G., Abiyoga. A. L. N. (2023). Pengaruh *Brand Image*, Kualitas Produk, Harga dan *Life Style* Terhadap Keputusan Pembelian. *Jurnal Manajemen, Kewirausahaan dan Pariwisata* Pebruari 2023, Vol.3 (No.2): Hal 343-351
- Putri Arizona, N. A. D. Y. A. (2021). Pengaruh Kesadaran Merek Dan Persepsi Kualitas Terhadap Keputusan Pembelian Yang Dimediasi Oleh Citra Merek Produk Hand Sanitizer Antis (Studi Kasus Dimasa Pandemi Covid-19 Pada Mahasiswa/I STEI Rawamangun Jakarta) (*Doctoral dissertation*, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta).
- Rachmawati, S. D., & Andjarwati, A. L. (2020). Pengaruh Kesadaran Merek dan Citra Merek Terhadap Keputusan Pembelian. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 7(1), 25. <https://doi.org/10.19184/ejeba.v7i1.14849>
- Rahayu, S., Limakrisna, N., & Purba, J. H. V. (2023). *The Influence of Brand Image, Online Service Quality, And Of Use on Purchase Decisions On With Trust As A Mediation Variable*. *International Journal of Science, Technology & Management*, 4(3), 629-639.
- Robbins, Stephen P. and Mary Coulter. 2016. *Management, Volume 1 Edition 13*. Translated by: Bob Sabran and Devri Bardani P. Erlangga, Jakarta
- Salsabila, F., Hidayat, W., & Nugraha, H. S. (2022). Pengaruh E-Service Quality dan *Brand Image* Terhadap Keputusan Pembelian Pada E-Commerce Tokopedia (Studi pada mahasiswa Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis*, 11(2), 265-271.
- Sangadji, E. M. & Sopiha. 2018. *Perilaku Konsumen*. Yogyakarta: Andi.
- Santosa, T. (2019). Pengaruh *Brand Image*, Kualitas Produk, dan Harga terhadap Keputusan Pembelian di *Outlet Mini Melts* Surabaya. *Agora*, 7(1), 1-5. <http://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/8172>
- Santoso, D. A., Erdiansyah, R., & Pribadi, M. A. (2019). Pengaruh *Brand Awareness* dan *Brand Image* terhadap Minat Beli Produk Kecantikan Innisfree. *Prologia*, 2(2), 286. <https://doi.org/10.24912/pr.v2i2.3589>
- Santy, R. D., & Andriani, R. (2023). *Purchase Decision in Terms of Content Marketing and E-WOM on Social Media*. *Journal of Eastern European and Central Asian Research (JEECAR)*, 10(6), 921-928.
- Sari HR, G. I., Fermayani, R., & Harahap, R. R. (2020). Analisis Pengaruh Kepercayaan, Keamanan, Kualitas Pelayanan, Kualitas Produk, Dan Persepsi Risiko Terhadap Keputusan Pembelian Melalui Situs Jejaring Sosial (Studi Kasus Pada Mahasiswa Di Kota Padang). *Jurnal Menara Ekonomi : Penelitian Dan Kajian Ilmiah Bidang Ekonomi*, 6(2), 1–11. <https://doi.org/10.31869/me.v6i2.1816>

- Schermerhorn. (2017). *Management 6th Asia-Pacific edition custom F/Out (black and white)*.
- Schiffman, L., & Kanuk, L. L. (2008). *Consumer Behavior 7th Edition*. Jakarta (ID): PT Index Group
- Setyani, A. H., & Azhari, M. Z. (2021). Pengaruh *Korean Wave* Dan Ulasan Online Terhadap Minat Beli Produk Skin Care Korea Selatan. 4(1), 67-74.
- Sugiyono, (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta
- Sunyoto, D. 2019. *Dasar-Dasar Manajemen Pemasaran dan Pemasaran Jasa Cetakan ke 3*. Bandung: Alfabeta.
- Tampubolon, E. P., Dewi, R. S., & Wijayanto, A. (2024). Pengaruh *E-Service Quality*, *Online Customer Review* Dan Harga Terhadap Keputusan Pembelian Secara Online Pada Marketplace Lazada Di Kota Semarang. *Jurnal Ilmu Administrasi Bisnis*, 13(1), 40-48.
- Terry, G. R. (2021). *Management Fundamentals Revised Edition*. Bumi Aksara.
- Ulum, F., & Muchtar, R. (2018). Pengaruh *E-Service Quality* Terhadap *E-Customer Satisfaction Website Start-Up* Kaosyay. *Jurnal Tekno Kompak*, 12(2), 68. <https://doi.org/10.33365/jtk.v12i2.156>
- Wen, C., R. Prybutok, V., Blankson, C., & Fang, J. (2014). *The role of E-quality within the consumer decision making process*. *International Journal of Operations & Production Management*, 34(12), 1506-1536.
- Zaky, N. S. A., Nugraha, H. S., & Farida, N. (2022). Pengaruh *E-Service Quality* dan *Brand Image* terhadap Keputusan Pembelian (Studi pada E-Commerce Shopee). *Jurnal Ilmu Administrasi Bisnis*, 11(1), 70-79.

