

DAFTAR PUSTAKA

- Ajijah, J. H., & Selvi, E. (2021). Pengaruh Kompetensi dan Komunikasi Terhadap Kinerja Perangkat Desa. *Jurnal Manajemen*, 13(2), 232–236.
- Ardianti, A. Nugrahani, & M.AB, Dr. W. (2019). Pengaruh *Online customer review* dan Online dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee. *Undip E-Journal*.
- Ardista, R. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan PT. Langit Membiru Wisata Bogor. *Jurnal Parameter*, 6(1), 38–49.
- Chen, J., Kou, G., & Peng, Y. (2018). The Dynamic Effects of Online Product Ulasans on Purchase Decisions. *Technological and Economic Development of Economy* 24(5):2045-2064.
- Chen, T., Samaranayake, P., Cen, X., Qi, M., & Len, Y.-C. (2022). The Impact of Online Ulasans on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Front Psychol*.
- Durianto, & Darmadi. (2019). *Invasi Pasar Dengan Iklan Yang Efektif*. Gramedia Pustaka Utama.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*.
- Haitao, N. (2022). Analysis of Product Variety and Price on Purchase Decisions. *International Journal of Advanced Multidisciplinary (IJAM)*.
- Han, W. (2021). Purchasing Decision-Making Process of Online Consumers. *Proceedings of the 2021 International Conference on Public Relations and Social Sciences (ICPRSS 2021)*, 547.
- Hariyanto, H. T., & 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. *Jurnal Teknik ITS*, 9.
- Hatammimi, J., & Purnama, S. D. (2022). Factors Affecting Prospective Entrepreneurs to Utilize E-Marketplace: A Study of Business School Students in Indonesia. *International Journal of Research in Business and Social Science (IJRBS) VOL. 11(1)*, 11(1), 1–11.
- Isan, D., & Nasir, B. (2023). Dampak Penggunaan Internet Terhadap Perilaku Remaja di Desa Long Uro Kecamatan Kayan Selatan Kabupaten Malinau. *EJournal Pembangunan Sosial*.
- Jasmalinda. (2021). Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Motor Yamaha di Kabupaten Padang Pariaman. *Jurnal Inovasi Penelitian*, 1(10).
- Katadata Insight Center (KIC). (2023). *Laporan Perilaku Konsumen e-Commerce Indonesia 2023: Pemulihan Ekonomi dan Tren Belanja Pasca Pandemi*.

- Kotler, P., & Keller, K. L. (2022). *Marketing Management 15 Global Edition* (Global). Pearson Education.
- Kuo, H. C., & Nakhata, C. (2019). The Impact of Electronic Word-of-Mouth on Customer Satisfaction. *Journal of Marketing Theory and Practice*, 331–348.
- Kurniawan, Y., Hiererra, S. E., Nicholas, H., Setiawan, J., & Frendy. (2020). The Effect of Indonesian E-Marketplace Reputation on Customer Trust in Online Shopping. *Journal of Theoretical and Applied Information Technology*.
- Lee, M., & Youn, S. (2019). Electronic word of mouth (eWOM). *International Journal of Advertising*, 473–499.
- Lestari, S. (2020). Analisis Konstruksi Fesyen Involvement Remaja Pada Masa Pandemi COVID-19. *Jurnal Ilmu Psikologi*, 125–223.
- Mangiaracina, C. L., & Riccardo. (2021). The Impact of E-Marketplace on the B2B Relationships. *Industrial Management & Data Systems Emerald Publishing Limited*.
- Marie, A. L., & Widodo, R. E. (2019). Pengaruh Online Ulasan Terhadap Online Hotel Booking Intentions Study Kasus Pada Traveloka. *Jurnal Ilmiah Pariwisata*, 24.
- Meutia, R., & Aulia, I. (2019). Analisis Faktor yang Mempengaruhi Keputusan Pembelian pada Pusat Jajanan Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 8.
- Min, K., Bing, S., Tian, L., & Hong-Ying, M. (2022). A study on the influence of online ulasan of new products on consumers' purchase decisions: An empirical study on JD.com. *Frontiers in Psychology*, 13.
- Muslimah, N., & Mursid, M. C. (2019). The Effect of Online Consumer Review on the Intention of Buying Products on Social Commerce. *ATM No. 1*, 3.
- Nender, E. W. A., Widyawati, S., & Savitri, A. D. (2017). Penerimaan Diri Pada Remaja yang Orangtuanya Bercerai. *Jurnal Psikologi Universitas Semarang*, 10–18.
- Olanrewaju, O., & Soetan, A. (2018). Assessing Internet Activities and Its Derived Benefits for Learning Among Secondary School Students in Ilorin South, Kwara State, Nigeria. *IISTE, Journal of Education and Practice Vol.9, No.12*.
- Pires, P. B., Santos, J. D., Brito, P. Q. de, & Marques, D. N. (2022). Connecting Digital Channels to Consumers Purchase Decision-Making Process in Online Stores. *Sustainability, MDPI*.
- Prasetyo, B. S. B. (2018). Pengaruh Persepsi Karyawan Tentang Upah Terhadap Kepuasan Kerja Karyawan CV. Kembar Jaya jombang. *Repository STIE PGRI Dewantara JombangJ*
- Prihastomo, Y., Meyliana, Prabowo, H., & Hidayanto, A. N. (2018). The Key Success Factors in E-Marketplace Implementation: A Systematic Literature Ulasan. *International Conference on Information Management and Technology (ICIMTech)*, 443–448.

- Putri, N. A. B., Syam, A., Mustari, Dinar, M., Said, Muh. I., & Jufri, M. (2022). The Effect Of Online Consumer Ulasan And Prices On Online Purchase Decisions. *Pinisi Discretion Ulasan, Volume 6, Issue 1, 6(1)*, 131–140.
- Rachmat, R. B. M. (2021). The Impact of Online Product Ulasans in Virtual Community Towards Purchase Decision in Indonesia Denim Industry. *Advanced International Journal of Business, Entrepreneurship and SMES (AIJBES)*, 57–66.
- Rahayu, F. (2022). *Analisis Perkembangan Tren Fesyen Terhadap Sikao Konsumsi Pembelian Pakaian Muslimah Syari'i*. Kompasiana.
- Sanaky, M. M., Saleh, L. M., & Titaley, H. D. (2021). Analisis Faktor-Faktor Penyebab Keterlambatan Pada Proyek Pembangunan Gedung Asrama Man 1 Tulehu Maluku Tengah. *Jurnal Simetrik, 11(1)*.
- Sari, M. S., & Zefri, M. (2019). Pengaruh Akuntabilitas, Pengetahuan, dan Pengalaman Pegawai Negeri Sipil Beserta Kelompok Masyarakat (Pokmas) Terhadap Kualitas Pengelola Dana Kelurahan Di Lingkungan Kecamatan Langkapura. *Jurnal Ekonomi, 21(3)*.
- Shabrina, N., Darmadi, D., & Sari, R. (2020). Pengaruh Motivasi dan Stres Kerja Terhadap Kinerja Karyawan CV. Muslim Galeri Indonesia. *Jurnal Madani: Ilmu Pengetahuan, Teknologi, Dan Humaniora, 3(2)*, 164–173.
<https://doi.org/10.33753/madani.v3i2.108>
- Shofianti. (2021). Dampak E-Commerce Terhadap Perubahan Kebiasaan Belanja Masyarakat di Indonesia. *Repository Universitas Islam Negeri Syarif Hidayatullah Jakarta*.
- S.T.Surulivel, Dr., Dr.S.Selvabaskar, Dr.N.R.Vembu, & S.Sanjeevkumar. (2018). *Online Product Ulasan' – An Enabler Of Technology-Aided Purchase Decisions? - A Critical Analysis. International Conference on Computation of Power, Energy, Information and Communication (ICCPEIC)*.
- Sulaiman, A., Salleh, A., Hashim, N., & Jaya, I. (2021). *Explaining Product Ratings And Ulasans On Potential Customers' Online Purchase Decision. Journal of Strategic Digital Transformation in Society, 1(1)*, 8–17.
- Sulistyawati, W., Wahyudi, & Trinuryono, S. (2022). Analisis (Deskriptif Kuantitatif) Motivasi Belajar Siswa Dengan Model Blended Learning Di Masa Pandemi Covid19 . *Kadikma, 13*, 68–73.
- Supratman, & Pujasari, L. (2018). Pengguna Media Sosial oleh Digital Native. *Jurnal Ilmu Komunikasi, Vol.15, No.1*, 53.
- Surulivel, Dr. S. T., Selvabaskar, Dr. S., Vembu, Dr. N. R., & Sanjeevkumar, S. (2018). *'Online Product Ulasan' – An Enabler Of Technology-Aided Purchase Decisions? – A Critical Analysis. International Conference On Computation Of Power, Energy, Information And Communication (Iccpeic)*.

- Susanti, D. O. (2022). *The Electronic Market (Marketplace) on Electronic Trade (E-commerce) in Indonesia. Jurnal Notariil*, 7(1), 24–31.
- Sutiono, Y. (2019). Analisis Efektivitas Iklan Youtube Dengan Menggunakan Metode Epic Model terhadap Keputusan Pembelian Rokok Clas Mild (Studi Kasus Iklan Sound Maker Rokok Clas Mild). *Repository Institut Informatika Dan Bisnis Darmajaya*.
- Sutjahyo, & Napitupulu, T. A. (2019). Factors Affecting Online Consumer Behavior on The Leading E-Marketplace in Indonesia. *Journal of Theoretical and Applied Information Technology (JATIT & LLS) Vol.97, No.7*.
- Tao, Z. (2023). Harnessing the Power of Social Media Marketing to Boost E-Marketplace Performance: A Paradigm Shift. *Journal of Digitainability, Realism, & Mastery (DREAM)*.
- Toyib, H., Ndraha, A. B., & Telaumbanua, Y. (2022). Kolaborasi Sumber Daya Manusia Dalam Pencapaian Target Dan Sasaran Kinerja LKPJ Pada Dinas Ketahanan Pangan, Pertanian Dan Perikanan Kabupaten Nias. *Jurnal EMBA*, 10(4), 1508–1516.
- Triandewo, M. A., & Yustine. (2020). Pengaruh Kualitas Layanan, Citra Perusahaan dan Kepercayaan Pada Loyalitas Konsumen. *Jurnal Bisnis Dan Akuntansi*, 22(1), 13–24.
- Twitter (Diakses tahun 2023),
<https://x.com/ohmybeautybank/status/1692729403275637191?s=20>, diakses tahun 2023.
- Twitter (Diakses tahun 2023),
<https://x.com/kimb4444/status/1653449783510704129?s=20>, diakses tahun 2023.
- Twitter (Diakses tahun 2023),
<https://x.com/nyanyiak/status/1250687378777235456?s=20>, diakses tahun 2023.
- We Are Social, & Meltwater. (2023). *Digital 2023 Indonesia*.
- White Paper. (2022). *10 Wilayah E-commerce Terbesar di Indonesia*.
- Widuri, I. L., MS, M., & Ramelan, M. R. (2022a). The Effect of Online Customer Ulasan and E-Service Quality on Consumer Purchase Decisions on the Marketplace Shopee in Bandar Lampung. *International Journal of Regional Inovation (IJORI Journal)*, 29–33.
- Widuri, I. L., MS, M., & Ramelan, M. R. (2022b). The Effect of Online Customer Ulasan and E-Service Quality on Consumer Purchase Decisions on the Marketplace Shopee in Bandar Lampung. *IJORI (International Journal of Regional Inovation) Journal No. 3, 2*, 29–33.