

DAFTAR PUSTAKA

- Sugiyono. (2016). *Metode Penelitian : Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Anggraeni, P., & Madiawati, P. N. 2016. Pengaruh Kepercayaan dan Kualitas Informasi Terhadap Keputusan Pembelian Secara *Online* pada Situs www.traveloka.com. *E-Proceeding Of Management*, 3.2: 1-8.
- Chou, S.Y., 2012. *Online Reviews and Pre-Purchase Cognitive Dissonance : A Theoretical Framework and Research Propositions*. *Journal of Emerging Trends in Computing and Information Sciences*, 3(2), pp.199–204.
- Engler, T.H., Winter, P. & Schulz, M., 2015. Understanding *Online* product ratings: A customer satisfaction model. *Journal of Retailing and Consumer Services*, 27, pp.113–120.
- Farki, Ahmad., Imam Baihaqi, dan Berto Mulia Wibawa. 2016. Pengaruh *Online* Customer Review dan Rating Terhadap Kepercayaan dan Minat Pembelian pada *Online* Marketplace di Indonesia. *Jurnal Teknik ITS* 5.1: 2301-9271.
- Filieri, R., 2014. What makes *Online* reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), pp.1261–1270.
- Goldsmith,R.E & Horowitz,D. 2006 . Measuring Motivations For *Online* Opinion, Seeking, *Journal of Interactive Advertising*, 6 (2) : 3-14.
- Guo, G. et al., 2014. Leveraging prior ratings for recommender systems in e-commerce. *Electronic Commerce Research and Applications*, 13(6), pp.440–455.
- Henning-Thurau, T., Gwinner, K.P., Walsh, G and Gremler, D.D. 2004, Electronic Word of Mouth Via Consumer Opinion Platforms: What motivates cutomers to articulate themselves on the Internet, *Journal of Interactive Marketing*, Vol 18 No. 1, pp.38-52.
- Hoffman, Donna L., and Marek Fodor. 2010. Can you measure the ROI of your social media marketing. *MIT Sloan Management Review* 52.1: 41-49.

- Hulisi Ogut, Asunur Cezar. 2012. The Factors Affecting Writing Reviews in Hotel Websites. *Procedia - Social and Behavioral Sciences* 58 (2012) 980 – 986
- Karmila, Desi., & Depi Rusda. 2019. E-marketplace Penjualan dan Pemasaran Barang Furniture pada Toko Mebel Menggunakan PHP dan MYSQL Server. *Jurnal Penelitian Dosen Fikom (UNDA)* 10.1: 2088-3595.
- Kozinets, Robert V., et al. 2010. Networked narratives: Understanding word-of-mouth marketing in *Online* communities. *Journal of marketing* 74.2: 71-89.
- Kuswati, Rini., dan Amalia Saleha. 2018. Antecedents Of *Online* Purchasing Behavior Antesenden Perilaku Pembelian Secara Daring. *Antecedents of Online* 3.2: 39-48
- L. Alrubaiee, H. Alshaibi dan Y. Al-bayati, Relationship between B2B ECommerce Benefits, E-Market-Place Usage and Supply Chain Management. *Global Journal of Management and Business Research*, vol. 12, no. 9, June 2012.
- Lackermair, G., Kailer, D. & Kanmaz, K., 2013. Importance of *Online* Product Reviews from a Consumer ‘‘ s Perspective. , 1(1), pp.1–5.
- Ahmadi dan Hermawan. 2013. *E-Business & E-Commerce*. Andi Offset: Yogyakarta.
- Buchari, Alma. 2014. *Manajemen Pemasaran Dan Pemasaran Jasa*. Edisi Revisi. Alfabeta. Bandung.
- Danang Suntoyo. 2017. *Dasar-Dasar Manajemen Pemasaran*. Yogyakarta.
- Kotler, Philip and Gary Amstrong. 2016. *Prinsip-prinsip Pemasaran*. Edisi13. Jilid 1. Jakarta: Erlangga.
- Laudon, K., & Traver, C. G. 2017. *E-commerce 2016*. Harlow: Pearson Education.