

DAFTAR PUSTAKA

- Agesti, N., Ridwan, M. S., & Budiarti, E. (2021). *International Journal of Multicultural and Multireligious Understanding The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya C. March 2020*, 496–507.
- Arya Pering, I. M. A. (2020). Kajian Analisis Jalur Dengan Structural Equation Modeling (Sem) Smart-Pls 4.0. *Jurnal Ilmiah Satyagraha*, 3(2), 28-48. <http://doi.org/10.47532/jis.v3i2.177>.
- Fatrina, D., Kamil, I., & Hasan, A. (2020). Pengaruh *Online Customer Review* dan E-WOM Terhadap Pengambilan Keputusan Transaksi *Online* Pada *Marketplace E-Commerce*. *Jurnal Nasional Teknologi Dan Sistem Informasi*, 5(3), 121–129. <https://doi.org/10.25077/teknosi.v5i3.2019.121-129>.
- Furadantin, N. R. (2018). Analisis Data Menggunakan Aplikasi SmartPLS 4.0 2018. *Academia (Accelerating the World's Research)*, 1-8.
- Ghozali I, & Latan H. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi Menggunakan Program SmartPLS 4.0*. Badan Penerbit Universitas Diponegoro.
- Hadita, H., Fitriani, I., & Faeni, D. P. (2022). *The impact of Viral Marketing on Purchase Intention mediated by Consumer Behavior (Study on Tiktok User of Management Students at Bhayangkara Jakarta Raya University)*. *Journal of Sustainable Community Development (JSCD)*, 4(2), 84–91. <https://doi.org/10.32924/jscd.v4i2.72>.
- Hadita, H., Meutia, K. I., & Widjarnarko, W. (2021). Dampak *Brand Image* dan Harga terhadap Keputusan Pembelian Produk Miniso. *Journal of Technopreneurship on Economics and Business Review*, 2(2), 75–87. <https://doi.org/10.37195/jtebr.v2i2.68>.
- Hadita, H., Widjanarko, W., & Hafizah, H. (2020). Pengaruh Kualitas Produk *Smartphone* Terhadap Keputusan Pembelian di Masa Pandemic Covid19. *Jurnal Kajian Ilmiah*, 20(3), 261–268. <https://doi.org/10.31599/jki.v20i3.294>.
- Hadita, & Meidiarti, L. (2022). *Analysis of Celebrity Endorsements in Social Media on Consumer Satisfaction Through Purchase Decisions for Scarlett Whitening Products (Case Study in Bekasi City)*. *Dinasti International Journal of Education Management and Social Science*, 3(6), 931–940. <https://doi.org/10.31933/dijemss.v3i6>.
- Hadita, Widjanarko, W., & Saputra, F. (2023). Analisis Keputusan Pembelian dan Loyalitas Pelanggan terhadap *Voucher* Gratis Ongkos Kirim *E-Commerce* Shopee Indonesia. *Jurnal Ilmu Manajemen Terapan*, 4(5), 678–685.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2020). *PLS-SEM: Indeed a silver bullet*. *Journal of Marketing Theory and Practice*, 19(2), 139-152.

<https://doi.org/10.2753/MTP1069-6679190202>.

- Hariyanto, H. T., & Trisunarno, L. (2021). 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(2). <https://doi.org/10.12962/j23373539.v9i2.56728>.
- Hendayana, Y., & Solichati, U. (2021). *Pengaruh Experiential Marketing Dan Kepercayaan Terhadap Loyalitas Konsumen Pengguna Marketplace Shopee Di Kota Bekasi the Effect of Experiential Marketing and Trust on Consumer Loyalty Users Marketplace Shopee in Bekasi City*. 20(Desember), 233. <http://ejournal.upi.edu/index.php/manajerial/>
- Hock, C., Ringle, C.M., & Sarstedt, M. (2010). *Management of multi-purpose stadiums: Importance and performance measurement of service interfaces. Internasional journal of services technology and management*.
- I Gusti, N. S. W., Ni Wayan, C. A. P., Ni Nyoman, M., & I Gede, D. Y. (2022). Pengaruh *Electronic Word Of Mouth (E-Wom)*, Persepsi Risiko, Kepercayaan Pelanggan, Dan Keputusan Pembelian *E-Commerce* Tokopedia. *E-Jurnal Manajemen*, 11(1), 107–115.
- Ihsan, B. W., Abidin, Z., & Kuleh, J. (2022). *The Effect of Electronic Word of Mouth Communication and Online Customer Review on Purchase Decisions through Trust as a Mediation Variable at Ruparupa.Com in Samarinda. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(2), 12776–12785. <https://bircu-journal.com/index.php/birci/article/view/5119>.
- Istiqomah, L., & Usman, U. (2021). Pengaruh *Online Customer Review*, Kepercayaan, Dan Persepsi Risiko Terhadap Keputusan Pembelian Dengan Minat Beli. *Jurnal Akuntansi, Ekonomi Dan ...*, 1(1), 76–88. <https://journal.amikveteran.ac.id/index.php/jaem/article/view/163%0Ahttps://journal.amikveteran.ac.id/index.php/jaem/article/download/163/95>.
- Jatra, I. M. (2022). *The Effect of Customer Experience, Online Review and Perceived Risk on the Decision Process Using Mobile Banking Applications*. 7(3), 67–71.
- Komariah, N. S., & Claudya, S. (2021). Pengaruh Kualitas Produk, Harga Dan Kepercayaan Terhadap Keputusan Pembelian Air Ro Di Ker-Ro Bekasi. *Jurnal Ilmiah Akuntansi Dan ...*, 17(2), 115–124. <http://ejournal.ubharajaya.ac.id/index.php/JIAM/article/view/703%0Ahttp://ejournal.ubharajaya.ac.id/index.php/JIAM/article/download/703/631>.
- Laksana, R. P., & Ruswanti, E. (2021). *The Influece Of Online Customer Review And Electronic Word of Mouth through Trust And Impaction Purcace Decision And Site Revition*. 212–216.
- Mulyati, Y., & Gesitera, G. (2020). Pengaruh *Online Customer Review* terhadap *Purchase Intention* dengan *Trust* sebagai Intervening pada Toko *Online* Bukalapak di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan*

- Entrepreneurship*, 9(2), 173. <https://doi.org/10.30588/jmp.v9i2.538>.
- Mulyono, H. (2021). *Online Customer Review and Electronic Word of Mouth on Purchase Decision in Online Shop. International Journal of Research and Review (Ijrrjournal.Com)*, 8(January), 1.
- Nisa, S. K., & Dwijayanti, R. (2022). Pengaruh *Online Customer Review* dan *Online Customer Rating* Terhadap Minat Beli Produk Wardah Di Situs Belanja *Online* Shopee. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 1(2), 148–156.
- Pasi, L. N. K., & Sudaryanto, B. (2021). Analisis Pengaruh *Online Customer Reivews* Dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian Dengan Kepercayaan Sebagai Variabel Intervening (Studi Pada Konsumen Shopee Di Kota Semarang). *Diponegoro Journal of Management*, 10(3), 1–12. <http://ejournal-s1.undip.ac.id/index.php/dbr>.
- Perkasa, D. H., Suhendar, I. A., & Randyantini, V. (2020). *The effect of electronic word of mouth (ewom), product quality and price on purchase decisions*. 1(5), 695–706. <https://doi.org/10.31933/DIJMS>.
- Puspitasari, C. D., & Susanti, A. (2021). *Analisis Pengaruh Gaya Hidup, Online Customer Review Dan Ewom Terhadap Keputusan Penggunaan Aplikasi Ovo*. 1(3).
- Rahayu, S., Limakrisna, N., & Purba, J. H. V. (2021). *The Influence Of Online Customer Review, Electronic Word of Mouth, And Of Use On Purchase Decisions On With Trust As A Mediation Variable*. 629–639.
- Rahmawati, A. I. (2021). Pengaruh *Online Customer Review, Electronic Word of Mouth* Dan Kepercayaan Terhadap Keputusan Pembelian *Online* (Studi Kasus Pada Mahasiswa Feb Universitas Pgrri Semarang). *Jurnal Ilmiah Manajemen Dan Ekonomi Kreatif*, 1(1), 18–23. <https://doi.org/10.26877/jibeka.v1i1.3>.
- Rarung, J., Lumanauw, B., & Mandagie, Y. (2022). Pengaruh *online customer review, electronic word of mouth, terhadap customer purchase decision melalui trust fcoffee dan roastery manado*. *Jurnal EMBA*, 10(1), 891–899.
- Regina, R., Rini, E. S., & Sembiring, B. K. F. (2021). *The Effect of Online Customer Review and Electronic Word of Mouth through E-Trust on the Purchase Decision of Bukalapakin Medan City. International Journal of Research and Review*, 8(8), 236–243. <https://doi.org/10.52403/ijrr.20210833>.
- Rivai, A., Amalia, F., & Chaniago, S. (2021). *Electronic Word-Of-Mouth (E-Wom) Model And Consumer Decisions On Pantai Cermin Tourism*. 1510–1519.
- Rohmatulloh, C., & Sari, D. (2019). Pengaruh *Online Customer Review* Terhadap Keputusan Pembelian Dengan Kepercayaan Sebagai Variabel Intervening Pada *Shopee*. *Tjyybjb.Ac.Cn*, 3(2), 58–66. <http://www.tjyybjb.ac.cn/CN/article/downloadArticleFile.do?attachType=PDF&id=9987>.

- Sanjaya, S., & Budiono, H. (2021). Pengaruh Penggunaan Sosial Media Dan E-Wom Terhadap Keputusan Pembelian Di Mediasi Kepercayaan. *Jurnal Manajerial Dan Kewirausahaan*, 3(4), 1147. <https://doi.org/10.24912/jmk.v3i4.13510>.
- Sari, I., Rinawati, T., & Rizkiana, C. (2022). Pengaruh *Electronic Word of Mouth* (E-Wom) Dan *Online Consumer Review* (Ocr) Terhadap Keputusan Pembelian Melalui Shopee. *Solusi*, 20(2), 160. <https://doi.org/10.26623/slsi.v20i2.5147>.
- Sari, N. K. A. Y., & Rastini, N. M. (2022). Pengaruh E-Wom, Kepercayaan, Dan Kepuasan Terhadap Niat Beli Kembali: Studi Pada Pelanggan Situs Shopee. *E-Jurnal Manajemen Universitas Udayana*, 11(4), 635. <https://doi.org/10.24843/ejmunud.2022.v11.i04.p01>.
- Sastra, I., & Kusuma, H. (2023). *Business and Organization*. 4(2), 31–39.
- Siyoto, S. dan A. S. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Slamet, S., Prasetyo, B. P. W., & Azmala, I. (2022). *The Impact of Electronic Word of Mouth and Online Customer Review on Online Purchase Decisions Moderated by Price Trust*. *European Journal of Business and Management Research*, 7(2), 139–148. <https://doi.org/10.24018/ejbmr.2022.7.2.1340>.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif*. ALFABETA.
- Sujarweni, V. (2019). *Metodologi Penelitian Bisnis dan Ekonomi Pendekatan Kuantitatif*. PUSTAKA BARU PRESS.
- Widya, C. A., & Riptiono, S. (2019). Pengaruh *Online Consumer Review* Dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian Dengan *Customer Trust* Sebagai Intervening (Studi Pada Pengguna Instagram Di 1 Kecamatan Kebumen). *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 1(1), 76–84. <https://doi.org/10.32639/jimmba.v1i1.392>.
- Winarso, W., Rahmawati, N. D., & Anas, H. (2023). Pengaruh *Flash Sale*, *Live Shopping*, Dan *Electronic Word Of Mouth* Terhadap Keputusan Pembelian Pada *Brand Skintific* Di Shopee (Studi Kasus Mahasiswa Bhayangkara Jakarta Raya). *Jurnal Economina*, 2(10), 2740–2755. <https://doi.org/10.55681/economina.v2i10.897>