

## DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-Shamaileh, O., & Sutcliffe, A. (2013). Website interactivity and repeated exposure, what influences user experience? *Journal of Universal Computer Science*, 19(8), 1123–1139. doi:10.3217/jucs-019-08-1123
- Animesh, A., Pinsonneault, A., Yang, S., Oh, W., Animesh, A., & Pinsonneault, A. (2011). An Odyssey into Virtual Worlds: Exploring the Impacts of Technological and Spatial Environments on Intention to Purchase Virtual Products An Odyssey into Virtual Worlds: Exploring the Impacts of Technological and Spatial Environments on Intention to Pur. *MIS Quarterly: Management Information Systems*, 35(3), 789–810.
- Annur, C. M. (2020). *Riset: Belanja Online Indonesia Tumbuh 3,7 Kali Lipat di 2025*. <https://katadata.co.id/>. <https://katadata.co.id/ekarina/digital/5e9a495b679e8/riset-belanja-online-indonesia-tumbuh-37-kali-lipat-di-2025>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644–657.
- Bai, Y., Yao, Z., & Dou, Y. F. (2015). Effect of social commerce factors on user purchase behavior: An empirical investigation from renren.com. *International Journal of Information Management*, 35(5), 538–550. <https://doi.org/10.1016/j.ijinfomgt.2015.04.011>
- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Brown, J. O., Broderick, A. J., & Lee, N. (2007). Online Communities: Conceptualizing the Online Social Network. *Journal of Interactive Marketing*, 21(3), 2–20. <https://doi.org/10.1002/dir>
- Caruana, A., & Ewing, M. T. (2010). How corporate reputation, quality, and value influence online loyalty. *Journal of Business Research*, 63(9–10), 1103–1110. <https://doi.org/10.1016/j.jbusres.2009.04.030>
- Chan, K. W., & Li, S. Y. (2010). Understanding consumer-to-consumer interactions in virtual communities: The salience of reciprocity. *Journal of Business Research*, 63(9–10), 1033–1040. <https://doi.org/10.1016/j.jbusres.2008.08.009>
- Chang, T. S., & Hsiao, W. H. (2013). Factors influencing intentions to use social

- recommender systems: A social exchange perspective. *Cyberpsychology, Behavior, and Social Networking*, 16(5), 357–363. <https://doi.org/10.1089/cyber.2012.0278>
- Chen, C. C., Hsiao, K. L., & Wu, S. J. (2018). Purchase intention in social commerce: An empirical examination of perceived value and social awareness. *Library Hi Tech*, 36(4), 583–604. <https://doi.org/10.1108/LHT-01-2018-0007>
- Clewley, N., Chen, S. Y., & Liu, X. (2009). Evaluation of the credibility of internet shopping in the UK. *Online Information Review*, 33(4), 805–826. <https://doi.org/10.1108/14684520910985738>
- Collier, J. E., & Bienstock, C. C. (2006). Measuring service quality in E-retailing. *Journal of Service Research*, 8(3), 260–275. <https://doi.org/10.1177/1094670505278867>
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 231–244. <https://doi.org/10.1057/palgrave.dddmp.4350098>
- Erevelles, S., Fukawa, N., & Swayne, L. (2016). Big Data consumer analytics and the transformation of marketing. *Journal of Business Research*, 69(2), 897–904. <https://doi.org/10.1016/j.jbusres.2015.07.001>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (5th ed.). AGF Books.
- Fombrun, C. J. (1996). *Reputation: Realizing Value from the Corporate Image*. Harvard Business School Press.
- Fombrun, C. J., Ponzi, L. J., & Newburry, W. (2015). Stakeholder tracking and analysis: The RepTrak® System for measuring corporate reputation. *Corporate Reputation Review*, 18(1), 3–24. <https://doi.org/10.1057/crr.2014.21>
- Gummerus, J., Liljander, V., Pura, M., & Van Riel, A. (2004). Customer loyalty to content-based Web sites: The case of an online health-care service. *Journal of Services Marketing*, 18(3), 175–186. <https://doi.org/10.1108/08876040410536486>
- Hajli, M. (2013). A research framework for social commerce adoption. *Information Management & Computer Security*, 21(3), 144–154. <https://doi.org/10.1108/IMCS-04-2012-0024>
- Halimi, A. B., Chavosh, A., Namdar, J., Espahbodi, S., & Esfedani, P. S. (2011). The Contribution of Personalization to Customers' Loyalty Across the Bank Industry in Sweden. *Social Science and Humanity, Pt One*, 5(February 2011), 382–386.

- Hanzaee, K. H., & Rezaeyeh, S. P. (2013). Investigation of the effects of hedonic value and utilitarian value on customer satisfaction and behavioural intentions. *African Journal of Business Management*, 7(11), 818–825. <https://doi.org/10.5897/AJBM11.728>
- Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen Dengan AMOS LISREL PLS*. Luxima Metro Media.
- Herbig, P. A., & Kramer, H. (1994). The Effect of Information Overload on the Innovation Choice Process: Innovation Overload. *Journal of Consumer Marketing*, 11(2), 45–54. <https://doi.org/10.1108/07363769410058920>
- Herbig, P., Milewicz, J., & Golden, J. (1994). A model of reputation building and destruction. *Journal of Business Research*, 31(1), 23–31. [https://doi.org/10.1016/0148-2963\(94\)90042-6](https://doi.org/10.1016/0148-2963(94)90042-6)
- Homburg, C., Grozdanovic, M., & Klarmann, M. (2007). Responsiveness to customers and competitors: The role of affective and cognitive organizational systems. *Journal of Marketing*, 71(3), 18–38. <https://doi.org/10.1509/jmkg.71.3.18>
- Hoppner, J. J., Griffith, D. A., & White, R. C. (2015). Reciprocity in relationship marketing: A cross-cultural examination of the effects of equivalence and immediacy on relationship quality and satisfaction with performance. *Journal of International Marketing*, 23(4), 64–83. <https://doi.org/10.1509/jim.15.0018>
- Hossain, M. A., Jahan, N., Fang, Y., Hoque, S., & Hossain, M. S. (2019). Nexus of electronic word-of-mouth to social networking sites: A sustainable chatter of new digital social media. *Sustainability (Switzerland)*, 11(3), 1–14. <https://doi.org/10.3390/su11030759>
- Huang, Z., & Benyoucef, M. (2017). The effects of social commerce design on consumer purchase decision-making: An empirical study. *Electronic Commerce Research and Applications*, 25, 40–58. <https://doi.org/10.1016/j.elerap.2017.08.003>
- Jarvenpaa, S. L., & Toad, P. A. (1996). Consumer reactions to electronic shopping on the World Wide Web. *International Journal of Electronic Commerce*, 1(2), 59–88. <https://doi.org/10.1080/10864415.1996.11518283>
- Jayani, D. H. (2019). *Tren Pengguna E-Commerce Terus Tumbuh*. <https://Databoks.Katadata.co.id>.  
<https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023#:~:text=Tren pengguna e-commerce di,besar dalam beberapa tahun terakhir.&text=Tahun ini diproyeksikan akan mencapai,commerce yang selalu mengalami peningkatan>
- Jayani, D. H. (2020). *Peta Persaingan E-Commerce Indonesia pada Kuartal II-2020*. [Katadata.co.id](https://Databoks.Katadata.co.id).

<https://databoks.katadata.co.id/datapublish/2020/09/21/peta-persaingan-e-commerce-indonesia-pada-kuartal-ii-2020>

- Jiang, Z., & Chan, J. (2010). Journal of the Association for Information Effects of Interactivity on Website Involvement and Purchase Intention. *Journal of the Association for Information Systems*, 11(1), 34–59.
- Joseph F Hair. (2014). *Multivariate Data Analysis*. Pearson Education Limited.
- Katadata.co.id. (2019). *Tren Layanan Personalisasi, Nilai Pasarnya Diprediksi Rp 437 Triliun Artikel ini telah tayang di Katadata.co.id dengan judul "Tren Layanan Personalisasi, Nilai Pasarnya Diprediksi Rp 437 Triliun"*. <https://Katadata.Co.Id/>.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kim, H. (2006). Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers. *Journal of Shopping Center Research*, 13(1), 57–79.
- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, 33(2), 318–332. <https://doi.org/10.1016/j.ijinfomgt.2012.11.006>
- Koufaris, M., & Hampton-sosa, W. (2002). Customer Trust Online: Examinin the Role of the Web Site. *Cis*, 5, 1–20.
- Kreijns, K., Kirschner, P. A., Jochems, W., & van Buuren, H. (2007). Measuring perceived sociability of computer-supported collaborative learning environments. *Computers and Education*, 49(2), 176–192. <https://doi.org/10.1016/j.compedu.2005.05.004>
- Kumar, N. and I. B. (2006). Research Note: The Influence of Recommendations and Consumer Reviews on Evaluations of Websites. *Information Systems Research*, 17(4), 425–439. <https://doi.org/10.1287/isre.1060.0107>
- Kumar, R., & Kumar Singh, R. (2017). Coordination and responsiveness issues in SME supply chains: a review. *Benchmarking*, 24(3), 635–650. <https://doi.org/10.1108/BIJ-03-2016-0041>
- Kuo, Y. F., & Feng, L. H. (2013). Relationships among community interaction characteristics, perceived benefits, community commitment, and oppositional brand loyalty in online brand communities. *International Journal of Information Management*, 33(6), 948–962. <https://doi.org/10.1016/j.ijinfomgt.2013.08.005>

- Lampel, J., & Bhalla, A. (2007). The role of status seeking in online communities: Giving the gift of experience. *Journal of Computer-Mediated Communication*, 12(2), 434–455. <https://doi.org/10.1111/j.1083-6101.2007.00332.x>
- Lange, D., Lee, P. M., & Dai, Y. (2011). Organizational reputation: A review. *Journal of Management*, 37(1), 153–184. <https://doi.org/10.1177/0149206310390963>
- Lanier, C., & Hampton, R. (2008). Consumer Participation and Experiential Marketing: Understanding the Relationship Between Co-Creation and the Fantasy Life Cycle. *Advances in Consumer Research*, 35, 212–217.
- Lee, C.-H., & Wu, J. J. (2017). Consumer online flow experience. *Industrial Management & Data Systems*, 117(10), 2452–2467. <https://doi.org/10.1108/imds-11-2016-0500>
- Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail and Distribution Management*, 33(2), 161–176. <https://doi.org/10.1108/09590550510581485>
- Leong, L. Y., Hew, T. S., Ooi, K. B., & Chong, A. Y. L. (2020). Predicting the antecedents of trust in social commerce – A hybrid structural equation modeling with neural network approach. *Journal of Business Research*, 110(November 2019), 24–40. <https://doi.org/10.1016/j.jbusres.2019.11.056>
- Li, J.; Zhang, R.; Xu, Y. (2018). Evolutionary game between E-commerce platform supervision and merchants selling fakes. *Journal System Engineering*, 33, 649–661. <http://doi.org/10.13383/j.cnki.jse.2018.05.008>
- Li, N., Guo, X., Chen, G., & Luo, N. (2015). Reading behavior on intra-organizational blogging systems: A group-level analysis through the lens of social capital theory. *Information and Management*, 52(7), 870–881. <https://doi.org/10.1016/j.im.2015.03.004>
- Li, S., & Karahanna, E. (2015). Journal of the Association for Information Systems Online Recommendation Systems in a B2C E-Commerce Context : A Review and Future Directions Online Recommendation Systems in a B2C E-commerce Context : A Review and Future Directions. *Journal of the Association for Information Systems*, 16(2), 72–107.
- Liu, Y. (2003). Developing a scale to measure the interactivity of websites. *Journal of Advertising Research*, 43(2), 207–216. <https://doi.org/10.1017/S0021849903030204>
- Madden, T. J., Ellen, S. P., & Ajzen, I. (1992). Madden1992. In *Personality and Social Psychology Bulletin* (Vol. 18, Issue 1, pp. 3–9).
- McMillan, S. J., & Hwang, J. S. (2002). Measures of perceived interactivity: An exploration of the role of direction of communication, user control, and time

- in shaping perceptions of interactivity. *Journal of Advertising*, 31(3), 29–42. <https://doi.org/10.1080/00913367.2002.10673674>
- Murthi, B. P. S., & Sarkar, S. (2003). The role of the management sciences in research on personalization. *Management Science*, 49(10), 1344–1362. <https://doi.org/10.1287/mnsc.49.10.1344.17313>
- Namasivayam, K., & Guchait, P. (2013). The role of contingent self-esteem and trust in consumer satisfaction: Examining perceived control and fairness as predictors. *International Journal of Hospitality Management*, 33(1), 184–195. <https://doi.org/10.1016/j.ijhm.2012.08.002>
- Ng, C. S. P. (2013). Intention to purchase on social commerce websites across cultures: A cross-regional study. *Information and Management*, 50(8), 609–620. <https://doi.org/10.1016/j.im.2013.08.002>
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10–11), 1160–1166. <https://doi.org/10.1016/j.jbusres.2006.03.008>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Pavlou, P. a, & Fygenon, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior Qjarteny and Predicting Understanding Electronic An Extension of Commerce Adoption: the Theory of Planned formed. *Understanding and Predicting Electronic Commerce Adoption: An Extension of The Theory of Planned Behavior*, 30(1), 115–143.
- Pérez, A. (2015). Corporate Reputation and CSR Reporting to Stakeholders: Gaps in the Literature and Future Lines of Research. *Corporate Communications*, 20(1), 11–29. <https://doi.org/10.1108/CCIJ-02-2015-0009>
- Preece, J. (2001). Sociability and usability in online communities: Determining and measuring success. *Behaviour and Information Technology*, 20(5), 347–356. <https://doi.org/10.1080/01449290110084683>
- Priceprice. (2020). *Review terbaru tentang Bhinneka*. <https://id.Priceprice.Com/>. <https://id.priceprice.com/merchants/Bhinneka-10/reviews/>
- Rehman, S. U., Bhatti, A., Mohamed, R., & Ayoup, H. (2019). The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan. *Journal of Global Entrepreneurship Research*, 9(1). <https://doi.org/10.1186/s40497-019-0166-2>
- Ribbink, D., Streukens, S., Van Riel, A. C. R., & Liljander, V. (2004). Comfort

- your online customer: Quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446–456. <https://doi.org/10.1108/09604520410569784>
- Schwaiger, M. (2004). Components and Parameters of Corporate Reputation — An Empirical Study. *Schmalenbach Business Review*, 56(1), 46–71. <https://doi.org/10.1007/bf03396685>
- Semeijn, J., van Riel, A. C. R., van Birgelen, M. J. H., & Streukens, S. (2005). E-services and offline fulfilment: How e-loyalty is created. *Managing Service Quality*, 15(2), 182–194. <https://doi.org/10.1108/09604520510585361>
- Singh, J. P., Irani, S., Rana, N. P., Dwivedi, Y. K., Saumya, S., & Kumar Roy, P. (2016). Predicting the “helpfulness” of online consumer reviews. *Journal of Business Research*, 70, 346–355. <https://doi.org/10.1016/j.jbusres.2016.08.008>
- Subagio, H. (2012). Pengaruh Atribut Supermarket Terhadap Motif Belanja Hedonik Motif Belanja Utilitarian Dan Loyalitas Konsumen. *Jurnal Manajemen Pemasaran*, 6(1). <https://doi.org/10.9744/pemasaran.6.1.8-21>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Tam, K. Y., & Ho, S. Y. (2005). Web personalization as a persuasion strategy: An elaboration likelihood model perspective. *Information Systems Research*, 16(3), 271–291. <https://doi.org/10.1287/isre.1050.0058>
- Teo, H. H., Oh, L. Bin, Liu, C., & Wei, K. K. (2003). An empirical study of the effects of interactivity on web user attitude. *International Journal of Human Computer Studies*, 58(3), 281–305. [https://doi.org/10.1016/S1071-5819\(03\)00008-9](https://doi.org/10.1016/S1071-5819(03)00008-9)
- Uehara, E. (1990). Dual Exchange Theory, Social Networks, and Informal Social Support. *American Journal of Sociology*, 96(3), 521–557. <https://doi.org/10.1086/229571>
- Wang, C., & Zhang, P. (2012). The evolution of social commerce: The people, management, technology, and information dimensions. *Communications of the Association for Information Systems*, 31(1), 105–127. <https://doi.org/10.17705/1cais.03105>
- Wang, Y., Shi, J., Ma, S., Shi, G., & Yan, L. (2012). Customer interactions in virtual brand communities: Evidence from China. *Journal of Global Information Technology Management*, 15(2), 46–69. <https://doi.org/10.1080/1097198X.2012.11082755>
- Wasko, M. M. L., & Faraj, S. (2005). Why should I share? Examining social capital and knowledge contribution in electronic networks of practice. *MIS Quarterly: Management Information Systems*, 29(1), 35–57.

<https://doi.org/10.2307/25148667>

- Wieseke, J., Geigenmüller, A., & Kraus, F. (2012). On the Role of Empathy in Customer-Employee Interactions. *Journal of Service Research*, 15(3), 316–331. <https://doi.org/10.1177/1094670512439743>
- Wigelt, K., & Camerer, C. (1988). Reputation and Corporate Strategy: A Review of Recent Theory and Applications Author (s): Keith Weigelt and Colin Camerer Stable URL : <http://www.jstor.org/stable/2485955> Accessed : 06-03-2016 15 : 45 UTC Your use of the JSTOR archive indicates your ac. *Strategic Management Journal*, 9(5), 443–454.
- Wu, P. F., & Korfiatis, N. (2013). You scratch someone's back and we'll scratch yours: Collective reciprocity in social Q&A communities. *Journal of the American Society for Information Science and Technology*, 64(10), 2069–2077. <https://doi.org/10.1002/asi.22913>
- Ya, L. (2012). The Comparison of Personalization Recommendation for E-Commerce. *Physics Procedia*, 25, 475–478. <https://doi.org/10.1016/j.phpro.2012.03.113>
- Yang, K., Li, X., Kim, H. J., & Kim, Y. H. (2015). Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation. *Journal of Retailing and Consumer Services*, 24(C), 1–9. <https://doi.org/10.1016/j.jretconser.2015.01.008>
- Yoon, S., Oh, S., Song, S., Kim, K. K., & Kim, Y. (2014). Higher quality or lower price? How value-increasing promotions affect retailer reputation via perceived value. *Journal of Business Research*, 67(10), 2088–2096. <https://doi.org/10.1016/j.jbusres.2014.04.017>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- Zhang, H., Lu, Y., Gupta, S., & Zhao, L. (2014). What motivates customers to participate in social commerce? the impact of technological environments and virtual customer experiences. *Information and Management*, 51(8), 1017–1030. <https://doi.org/10.1016/j.im.2014.07.005>
- Zheng, C., Yu, X., & Jin, Q. (2017). How user relationships affect user perceived value propositions of enterprises on social commerce platforms. *Information Systems Frontiers*, 19(6), 1261–1271. <https://doi.org/10.1007/s10796-017-9766-y>

