

DAFTAR PUSTAKA

- Arbaini, Pratiwi. 2020. "Pengaruh Consumer Online Rating Dan Review Terhadap Keputusan Pembelian Pada Pengguna Marketplace Tokopedia." *Jurnal Bisnis Dan Manajemen* 7(1):25–33. doi: 10.26905/jbm.v7i1.3897.
- Asosiasi Penyedia Jasa Internet, Indonesia. 2022. "Profil Internet Indonesia 2022." *Apji.or.Od* (June).
- Cooper, Donald R., and C. William Emory. 1999. *Metode Penelitian Bisnis*. 5 (1). Jakarta: Erlangga.
- Fandy, Tjiptono, and Chandra Gregorius. 2012. *Pemasaran Strategik*. Yogyakarta: Andi.
- Filieri. 2014. "What Makes Online Reviews Helpful? A Diagnosticity-Adoption Framework to Explain Informational and Normative Influences in e-WOM." *Business Research* 68(6):1261–70.
- Ghozali, Imam. 2009. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Undip.
- Hermann, Andreas, Lan Xia, Kent B. Monroe, and Frank Huber. 2007. "The Influence of Price Fairness on Customer Satisfaction." *Product & Brand Management* 16(1)(An Empirical Test in The Context of Automobile Purchases):49–58.
- Khammash M. 2008. "Electronic Word-of Mouth: Antecedents of Reading Customer Reviews in Online Opinion." in *Platforms: A Quantitative Study From the UK Market*. ADIS International Conference.
- Kotler dan Keller. 2009. *Manajemen Pemasaran*. In: *Manajemen Pemasaran*. Vol. 1. 13th ed. Jakarta: Erlangga.
- Kotler, P., and K. I. Keller. 2007. *Manajemen Pemasaran*. 12 (1). Jakarta: PT. Indeks.
- Kotler Philip, & Keller, K. L. 2009. *Manajemen Pemasaran*. 13th ed. edited by B. Sabran (ed.). Erlangga.
- Kotler, Philip., and Garry Amstrong. 2008. *Prinsip-Prinsip Pemasaran*. 12th ed. Jakarta: Erlangga.
- Kotler, Philip, and Kevin Lane Keller. 2007. *Manajemen Pemasaran*. 12th ed. Jakarta: Erlangga.
- Kotler, Philip, and Kevin Lane Keller. 2008. *Manajemen Pemasaran*. 13th ed. edited by B. Sabran. Jakarta: Erlangga.
- Kotler, Philip, and Kevin Lane Keller. 2009. *Manajemen Pemasaran*. 13th ed. Jakarta: Erlangga.
- Laudon, Kenneth C., and Carol Giercio Traver. 2016. *E-Commerce 2016 Business, Tecnology, Sociey (12th Ed.)*.
- Lee, Gwo Guang, and Hsiu Fen Lin. 2005. "Customer Perceptions of E-Service Quality in Online Shopping." *International Journal of Retail and Distribution Management* 33(2):161–76. doi: 10.1108/09590550510581485.
- Maholtra, N. K. 2010. *Riset Pemasaran*. 4th ed. Jakarta: Indeks.
- Media Konsumen. n.d. "Media Konsumen - Situs Konsumen No.1 Di Indonesia." Retrieved November 6, 2022 (<https://mediakonsumen.com/>).
- Melati, Riska Sari, and Renny Dwijayanti. 2020. "Pengaruh Harga Dan Online Customer Review Terhadap Keputusan Pembelian Case Handphone Pada Marketplace Shopee (Studi Pada Mahasiswa Surabaya)." *Jurnal Pendidikan*

- Tata Niaga (JPTN)* 8(2):882–88.
- Nadiawati, Marini, Nuslih Jamiat, 2022. “Pengaruh E-Service Quality Terhadap Keputusan Pembelian Pada Blibli . Com Di Kota Bandung The Effect Of E-Service Quality On Purchasing Decisions At Blibli . Com In.” 9(4):2184–95.
- Nugroho, J. S. 2003. *Perilaku Konsumen*. 1st ed. Jakarta: Prenada Media.
- Nurmanah, Ima, and Edi Suswardji Nugroho. 2021. “Pengaruh Kepercayaan (Trust) Dan Kualitas Pelayanan Online (E-Service Quality) Terhadap Keputusan Pembelian Online Shop Bukalapak.” *At-Tadbir : Jurnal Ilmiah Manajemen* 5(1):11. doi: 10.31602/atd.v5i1.3384.
- Opiida. 2014. “Marketplace : Pengertian, Jenis, Manfaat & Contohnya Lengkap.” Retrieved October 30, 2022 ([https://sarjanaekonomi.co.id/marketplace/#Pengertian Marketplace Menurut Para Ahli](https://sarjanaekonomi.co.id/marketplace/#Pengertian%20Marketplace%20Menurut%20Para%20Ahli)).
- Pahlevi, Reza. 2022. “GrabToko, Perusahaan E-Commerce Dengan Pengaduan Konsumen Terbanyak.” *Katadata Media Network* 1. Retrieved November 1, 2022 (<https://databoks.katadata.co.id/datapublish/2022/01/12/grabtoko-perusahaan-e-commerce-dengan-pengaduan-konsumen-terbanyak>).
- Parasuraman, A. et al. 2005. “A Multiple-Item Scale for Assessing Electronic Service Quality.” *Service Research* 7:213–233.
- Park, C. & Lee, T. M. 2009. “Information Direction, Website Reputation and EWOM Effect: A Moderating Role of Product Type.” *Business Research* 62(1):61–67.
- Park, Cheol, and Thae Min Lee. 2009. “Information Direction, Website Reputation and EWOM Effect: A Moderating Role of Product Type.” *Usiness Research* 62(1):61–67.
- Prilano, Kelvin, Andriasan Sudarso, and Fajrillah. 2020. “Pengaruh Harga , Keamanan Dan Promosi Terhadap Keputusan Pembelian Toko Online Lazada.” *Jbe* 1(1):1–10.
- Putri, Latifa, and Harimukti Wandebori. 2016. “Factors Influencing Cosmetics Purchase Intention.” *International Conference on Ethics of Business, Economics, and Social Science* 1:255–63.
- Santos, Jessica. 2003. “E-Service Quality: A Model of Virtual Service Quality Dimensions.” *Managing Service Quality: An International Journal* 13(3):233–46. doi: 10.1108/09604520310476490.
- Schiffman, Leon G., and Leslie Lazar Kanuk. 2007. *Perilaku Konsumen*. 7th ed. Jakarta: Indeks.
- Schiffman, Leon G., and Leslie Lazar Kanuk. 2009. *Perilaku Konsumen*. 7th ed. Jakarta: PT. Indeks Group Gramedia.
- Schiffman, Leon G., Leslie Lazar Kanuk, and Zoelkifli Kasip. 2008. *Perilaku Konsumen*. Index.
- Schuff, Susan M. Mudambi and David. 2010. “What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.Com.” *MIS Quarterly* 34(1):185–200.
- Setyowati, Dina, and Sri Suryoko. 2020. “Pengaruh E-Service Quality Terhadap Keputusan Pembelian Melalui E-Trust Sebagai Variabel Mediasi (Studi Pada Pengguna Situs BukaLapak Di Kota Semarang).” *Jurnal Ilmu Administrasi Bisnis* 9(1):251–60.
- Sugawara, Etsuko, and Hiroshi Nikaido. 2014. “Properties of AdeABC and

- AdeIJK Efflux Systems of *Acinetobacter Baumannii* Compared with Those of the AcrAB-TolC System of *Escherichia Coli*.” *Antimicrobial Agents and Chemotherapy* 58(12):7250–57. doi: 10.1128/AAC.03728-14.
- Sugiyono. 2006. *Metode Penelitian Kuantitatif, Kualitatif Dan R & D*. Bandung: Alfabeta.
- Sugiyono. 2010. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2012. *Metode Penelitian Administrasi*. Bandung: Alfabeta.
- Sugiyono. 2014. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta.
- Suhari, Yohanes. 2008. “Keputusan Membeli Secara Online Dan Faktor-Faktor Yang Mempengaruhinya.” *Jurnal Teknologi Informasi DINAMIK* XIII(2):140–46.
- Tarigan, Rahmat Jauhar. 2020. “Pengaruh Harga Dan Kualitasp Elayanan Terhadap Keputusan Pembelian Online Dishopee Pada Mahasiswa Universitas Muhammadiyah Sumatra Utara.” (Maret):135.
- Tjiptono, Fandy. 2012. *Strategi Pemasaran*. 3rd ed. Yogyakarta: ANDI.
- Zeithaml, V. A., Bitner, M. J. and Gremler, D. D. 2009. “Services Marketing: Integrating Customer Focus Across the Firm.”
- Zeithaml, Valarie A., Mary Jo Bitner, Dwayne D. Gremler, and Wilson Alan. 2009. “Services Marketing: Integrating Customer Focus across the Firm.”
- Zeithaml, Valarie A., and Arvind Malhotra. 2005. “A Multiple-Item Scale for Assessing.” (October 2014). doi: 10.1177/1094670504271156.