

DAFTAR PUSTAKA

Jurnal

- Anuar, N. I. M., Mohamad, S. R., Zulkiffli, W. F. W., Hashim, N. A. A. N., Abdullah, A. R., Rasdi, A. L. M., ... & Abdullah, S. S. (2020). Impact Of Social Media Influencer On Instagram User Purchase Intention Towards The Fashion Products: The Perspectives Of Students. *European Journal of Molecular & Clinical Medicine*, 7(8), 2589-2598.
- Ayu, S., & Lahmi, A. (2020). Peran e-commerce terhadap perekonomian Indonesia selama pandemi Covid-19. *Jurnal Kajian Manajemen Bisnis*, 9 (2), 114-123.
- Bhara, A. M. (2019). Pengaruh Iklan “Shopee Blackpink Sebagai Brand Ambassador” Terhadap Minat Belanja Online Mahasiswa. *JISIP: Jurnal Ilmu Sosial dan Ilmu Politik*, 8(4), 288-296.
- Barry, M., & Jan, M. T. (2018). Factors influencing the use of m-commerce: An extended technology acceptance model perspective. *International Journal of Economics, Management and Accounting*, 26(1), 157-183
- Dewi, R. M., & Hartono, T. (2019, November). E-Commerce Marketing Communication Strategies on Consumer Buying Interest. In *IOP Conference Series: Materials Science and Engineering* (Vol. 662, No. 3, p. 032013).
- Domfeh, H. A., Kusi, L. Y., Nyarku, K. M., & Ofori, H. (2018). The mediating effect of customer satisfaction in the predictive relation between celebrity advertising and purchase intentions; in telecom industry in Ghana: University Students’ Perspective. *International Journal of Business and Management Invention (IJBMI)*, 7(3), 40-54.
- Fitrianto, E. M. (2020). Brand Ambassador Performance And The Effect To Consumer Decision Using Viscap Model On Online Marketplace In Indonesia. *Sriwijaya International Journal Of Dynamic Economics And Business*, 4(1), 21-30.

- Givan, B., Wirawan, R., Andriawan, D., Aisyah, N., Asep, A., & Putra, A. S. (2021). Effect of Ease And Trustworthiness To Use E-Commerce for Purchasing Goods Online. *International Journal of Educational Research & Social Sciences*, 2(2), 277-282.
- Jin, L. Y., & Osman, A. (2014). Key drivers of purchase intention among undergraduate students a perspective of online shopping. *International Journal of Economics, Commerce and Management*, 2(11), 1-11.
- Johansson, M., & Bozan, Ö. (2017). How does celebrity endorsement affect consumers' perception on brand image and purchase intention?
- Jusoh, Z. M., & Ling, G. H. (2012). Factors influencing consumers' attitude towards e-commerce purchases through online shopping. *International Journal of Humanities and Social Science*, 2(4), 223-230.
- Indrayana, B., Seminar, K. B., & Sartono, B. (2016). Faktor penentu minat penggunaan instagram untuk pembelian online menggunakan Technology Acceptance Model (TAM) dan Theory of Planned Behavior (TPB). *Jurnal Aplikasi Bisnis dan Manajemen (JABM)*, 2(2), 138-138.
- Kelley, H. H., & Michela, J. L. (1980). Attribution theory and research. *Annual review of psychology*, 31(1), 457-501.
- Khanna, S., & Wahi, A. K. (2014). Website Attractiveness in E-Commerce Sites: Key Factors Influencing the Consumer Purchase Decision. *International Journal of Virtual Communities and Social Networking (IJVCSN)*, 6(2), 49-59
- Kumar, S., & Patra, S. (2017). Celebrity advertising and its role to brand equity: A review. *Asian Journal of Management*, 8(3), 925-929.
- Kusi, L. Y., Domfeh, H. A., & Kim, P. (2018). Impact of celebrity advertising on purchase intention of University Students: The moderating role of celebrity advertising risk. *International Journal of Business and Management Invention (IJBMI)*, 7(3), 40-54.

- Khalid, R., & Yasmineen, T. (2019). Celebrity Physical Attractiveness Effect on Consumer Buying Behavior. *JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen*, 16(2), 173-180.
- Maulana, I., & Suryaningwulan, P. (2020). The Role Of Content Attractivness, Ease Of Use, Quality Of Service On Increasing Online Purchase Decision In Blibli.Com. Vol 7 No 1 (2020): *Jurnal Ekonomi Dan Bisnis "E-Qien"*
- Mizerski, R. W., Golden, L. L., & Kernan, J. B. (1979). The attribution process in consumer decision making. *Journal of Consumer Research*, 6(2), 123-140.
- Nursyirwan, V. I. (2021). Partial Least Square Analysis Of Impact Of Promotion On Purchase Intention Consumer Trust As Mediation. *Inovbiz: Jurnal Inovasi Bisnis*, 9(1), 54-60.
- Onu, C. A., Nwaulune, J., Adegbola, E. A., & Kelechi, N. G. (2019). The effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions: A study on Nigerian consumers. *Management Science Letters*, 9, 1965-1976.
- Opanayake, K. W., & Sirisena, A. B. (2020). Impact of Website Attractiveness and Trustworthiness on Repeat Purchase Intention.
- Prateek Kalia, Dr Richa Arora, & Sibongiseni Kumalo. (2016). E-service quality, consumer satisfaction and future purchase intentions in e-retail. *E-Service Journal*, 10(1), 24-41. doi:10.2979/eservicej.10.1.02
- Purwaningrum, M. R., & Pasaribu, L. H. (2021). The Influence of Service Quality, Promotion, and Secure Transaction Towards Purchase Decision (Study Case on Tokopedia. com). *Enrichment: Journal of Management*, 12(1), 190-196.
- Salehi, F., Abdollahbeigi, B., Langroudi, A. C., & Salehi, F. (2012). The impact of website information convenience on e-commerce success of companies. *Procedia-Social and Behavioral Sciences*, 57, 381-387.
- Satrio, D., Sabana, C., & Feranita, M. (2020). Impulse Buying: the Effect of Shopping Lifestyle, Sales Promotion Attractiveness and Understanding of

- Quality Website. *International Journal Economic and Business Applied*, 1(2), 99-104.
- Settle, R. B., & Golden, L. L. (1974). Attribution theory and advertiser credibility. *Journal of Marketing Research*, 11(2), 181-185.
- Sparkman Jr, R. M., & Locander, W. B. (1980). Attribution theory and advertising effectiveness. *Journal of consumer Research*, 7(3), 219-224.
- Tanjung, S., & Hudrasyah, H. (2019). The impact of celebrity and non-celebrity endorser credibility in the advertisement on attitude towards advertisement, attitude towards brand, and purchase intention. *Jurnal Ekonomi dan Bisnis*.
- Tirtaning, K. S., & Setiaji, K. (2021). Effect of Intensity of Accessing Internet, Sales Promotion, and Positive Emotions on Impulsive Buying. *Economic Education Analysis Journal*, 10(2).
- Triputranto, B., & Nurdiansyah, F. (2021). Pengaruh Celebrity Endorser Terhadap Minat Akses Situs Web Dan Aplikasi Tokopedia (Studi Kasus Pada Iklan Tokopedia X Bts). *Pro Mark*, 11(1), 9-9.
- Widagdo, B., & Roz, K. (2021). Hedonic shopping motivation and impulse buying: the effect of website quality on customer satisfaction. *The Journal of Asian Finance, Economics, and Business*, 8(1), 395-405.
- Ye, L. R., & Zhang, H. H. (2014). Sales promotion and purchasing intention: Applying the technology acceptance model in consumer-to-consumer marketplaces. *International Journal of Business, Humanities and Technology*, 4(3), 1-5.

Buku

- Belch, George F dan Michael A Belch. (2009). *Advertising And Promotion*. Boston: McGraw-Hill Irwin.
- Belch, G. E., dan Belch, M. A. (2017). *Advertising and Promotion: An Integrated Marketing Communication Perspective, Sixth Edition*. New York: McGraw-Hill Ryerson Limited.

- Kotler, Philip and Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New Jersey: Pearson Prentice Hall, Inc.
- Muri, Yusuf. 2017. *Metode Penelitian: Kuantitatif, Kualitatif, Dan Penelitian Gabungan*. Jakarta: Kencana.
- Neuman, W. (2014). *Social Research Methods: Qualitative and Quantitative Approaches Seventh Edition*. Assex: Pearson Education Limited.
- Peter, J Paul, And Olson, Jerry C. 2000. *Consumer Behavior. Perilaku Konsumen dan Strategi Pemasaran*. Jakarta: Jilid 1. Edisi 4, Erlangga.
- Peter, J. Paul dan Jerry C. Olson. 2014. *Perilaku Konsumen dan Strategi Pemasaran. Buku 2. Edisi 9. Salemba Empat*. Jakarta.
- Sammis, Kristy., Lincoln, Cat., Pomponi, Stefania. 2015. *Influencer Marketing for Dummies*. John Willey & Sons : For Dummies
- Sarwono, Jonathan. 2015. *Rumus – Rumus Populer dalam SPSS 22 untuk Riset Skripsi*. Yogyakarta: Andi Offset.
- Sarwono, Jonathan. 2013. *Model-Model Linier dan Non-Linier dalam IBM spss 21*. Jakarta: Media Elex Komputindo.
- Singh, Kultar. *Quantitative social research method*, New Delhi: Sage Publications India Pvt Ltd, 2007.
- Smith, PR. dan Ze Zook. (2011) *Marketing communications: Integrating offline and online with social media*. Great Britain: Ashford Colour Press.
- Solomon, Michael. R. 2015. *Consumer Behavior: Buying, Having and Being*, 11th Edition. New Jersey: Prentice-Hall.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Roefs, K. 2019. *Consignment from Home: A Step-by-Step Guide Written from Two Decades in the Retail Trenches*.
- Royan, Frans M. 2004. *Marketing selebritis: Startegi dalam iklan dan strategi selebritis memasarkan diri sendiri*. Jakarta: PT. Media Elx Komputindo.

Fill, Chris. Marketing Communication: Interactivity, Communities, and Content, 5th ed. UK: Prentice Hall, 2009.

Link / Website

<https://iprice.co.id/insights/mapofecommerce/> (Diakses pada 4 Agustus 2021)

<https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia> (Diakses pada 4 Agustus 2021)

<https://katadata.co.id/desysetyowati/digital/60c05f6215bf6/riset-kic-kredivo-konsumen-36-45-tahun-mulai-gemar-belanja-online> (Diakses pada 5 Agustus 2021)

<https://kumparan.com/kumparantech/tokopedia-jadi-retail-terbaik-di-indonesia-2021-masuk-top-100-asia-tenggara-1vpgvRsPDOo/full> (Diakses pada 18 Agustus 2021)

<https://databoks.katadata.co.id/datapublish/2019/12/27/gratis-ongkos-kirim-dorong-orang-indonesia-belanja-online> (Diakses pada 18 Agustus 2021)

<https://glints.com/id/lowongan/brand-ambassador-adalah-2/#.YQNiGS2B2qA> (Diakses pada 18 Agustus 2021)

<https://mediaindonesia.com/ekonomi/441793/riset-745-konsumen-lebih-banyak-berbelanja-online-daripada-offline> (diakses pada 28 Desember 2021)

<https://bisnika.hops.id/startup/pr-3072146435/strategi-marketing-tokopedia-menjadi-ecommerce-no1-di-indonesia> (diakses pada 12 Januari 2022)

<https://iprice.co.id/trend/insights/kilas-balik-e-commerce-di-indonesia-tahun-2018/>

<https://www.cnnindonesia.com/teknologi/20170315104148-185-200219/peta-persaingan-situs-e-commerce-di-indonesia> (diakses pada 13 Januari 2022)

<https://www.tribunnewswiki.com/2019/11/11/lazada-group> (diakses pada 12 April 2022)

<https://technobusiness.id/news/e-commerce/2019/06/24/lazada-ganti-logo-apa-maknanya/> (diakses pada 12 April 2022)

<https://ekonomi.kompas.com/read/2018/09/03/093900726/mckinsey--tahun-2022-pasar-e-commerce-indonesia-capai-rp-955-triliun> (diakses pada 12 April 2022)

<https://dailysocial.id/post/perkuat-logistik-lazada-indonesia-siap-bangun-sekitar-lima-gudang-baru-untuk-tahun-2018> (diakses pada 12 April 2022)

<https://icubeonline.com/news-blog/prediksi-trend-ecommerce-2022> (diakses pada 17 Mei 2022)

<https://www.pajak.com/pwf/pengaturan-terhadap-pengenaan-pajak-pada-transaksi-e-commerce/> (Diakses pada 21 Juni 2022)