

## DAFTAR PUSTAKA

- Alhasan, Jihan Ulya, Kertahadi dan Riyadi. (2016). Pengaruh Kegunaan, Kualitas Informasi dan Kualitas Interaksi Layanan Web E-Commerce terhadap Keputusan Pembelian Online. *Jurnal Administrasi Bisnis*. 15 (2) : 4
- Al-Debei Mutaz M., Akroush, Mamoun N., and Ashouri, Mohamed Ibrahiem. (2015). *Customer Attitudes Towards Online Shopping: The Effects of Trust, Perceived Benefits, and Perceived Web Quality*. *Journal Internet Research*. 25 (5) 707-733
- Amblee, Naveen dan Bui Tung. (2011). *Harnessing the Influence of Social Proof in Online Shopping: The Effect of Electronic Word-of-Mouth on Sales of Digital Microproducts*. *International Journal of Electronic Commerce*. 16 (2) : 93-94
- APJII. (2018). Dalam <https://www.apjii.or.id>. Diakses pada 28 Mei pukul 13:20 WIB
- Barnes, Stuart J and Vidgen, Richard. (2000). WebQual: An Exploration of Web-Site Quality. *Proceedings of the 8th European Conference on Information Systems, Austria*
- Butcher, Kenneth John. (2005). *Differential Impact of Social Influence in The Hospitality Encounter*. *International Journal of Contemporary Hospitality Management*. 17 (2) : 125-135
- Cooper dan Emory. (1996). *Metode Penelitian Bisnis*. Jakarta : Erlangga
- Digital Marketing*. (2019). <https://www.dewaweb.com/blog/digital-marketing-lengkap/> (diakses pada 31 Maret pukul 11.38 WIB)
- Experian-Business Data, Analytics, and Marketing Service*. Dalam <http://www.experian.com.vn/wp-content/uploads/2017/12/fraud-management-insights-2017.pdf>. Diakses pada 18 April 2018 pukul 20:43 WIB
- Farida, Naili. (2015). *Manajemen Pemasaran Teori dan Aplikasi*. Universitas Diponegoro. Semarang
- Ferdinand, Augusty. (2002). *Pengembangan Minat Beli Merek Ekstensi*. Semarang: Badan Penerbit Universitas Diponegoro
- Fornell, Claes. (1992). *A National Customer Satisfaction Barometer: The Swedish Experience*. *Journal of Marketing*. 56 (1) : 6-21

- G-20 Summit 2018 Indonesia Suarakan Pentingnya Ekonomi Digital. Dalam <https://katadata.co.id/infografik/2018/12/04/g-20-summit-2018-indonesia-suarakan-pentingnya-ekonomi-digital>. Diakses pada 6 Maret 2019 pukul 11:17 WIB
- Ghalandari, Kamal dan Norouzi, Abdolloh. (2012). *The Effect of Country of Origin on Purchase Intention: The Role of Product Knowledge*. Research Journal of Applied Sciences, Engineering and Technology. 4 (9)
- Ghozali, Imam. (2009). *Aplikasi analisis multivariate dengan program SPSS*. Edisi keempat. Penerbit Universitas Diponegoro. Semarang
- Goldsmith, R.E and Horowitz, D. (2006). *Measuring Motivations for Online Opinion Seeking*. Journal of Interactive Advertising
- Goyette, I., et al.. (2010). *E-WOM Scale: Word-of-Mouth Measurement Scale for E-Services Context*. Canadian Journal of Administrative Sciences
- Heller, Phillip K., et al.. (2003). *Customer Repurchase Intention: A General Structural Equation Model*. European Journal of Marketing. 37 (11) : 1762-1800
- Hijab Alila. (2018). Dalam <https://www.hijabalila.web.id>. Diakses pada 3 Juni pukul 22:59 WIB
- IdEA: Nilai Pasar E-commerce Indonesia Diprediksi Capai \$25 Miliar di Tahun 2016. Dalam <https://dailysocial.id/post/idea-e-commerce-indonesia-2016>. Diakses pada 11 April 2019 pukul 11:31 WIB
- Jimenez, F.R and Mendoza, N.A. (2013). *Too Popular to Ignore: The Influence of Online Reviews on Purchase Intentions of Search and Experience Products*. Journal of Interactive Marketing.
- Jones, B. (2010). *Entrepreneurial Marketing and The Web 2.0 Interface*. Journal of Research In Marketing and Entrepreneurship.
- Jurnal by mekari: 4 Jenis Strategi Pemasaran Produk yang Perlu Anda Ketahui. (2019). Dalam <https://www.jurnal.id/id/blog/4-jenis-strategi-pemasaran-produk-yang-perlu-anda-ketahui/>. Diakses pada 28 Juli 2019, pukul 08.04 WIB
- Kim, Woo Gon and Moon, Yun Ji. (2008). *Customers' Cognitive, Emotional, and Actionable Response to The Service Scape: A test of Moderating Effect of*

- The Restaurant Type*. International Journal of Hospitality Management. 28 (1) : 144-156
- Kirana, Christophora Dipta dan Junaedi, MF. Shellyana. (2017). Pengaruh Kualitas Website, E-WOM, Perceived Benefits dan Kepercayaan terhadap Sikap pada Belanja Online di Lazada. *Skripsi*. Universitas Atma Jaya
- Kotler, Philip. (2002). *Marketing Manajemen, Millenium Edition North Western University New Jersey, Pretice Hall Inc.*
- Kotler, Philip. (2006). *Manajemen Pemasaran, Analisis, Perencanaan, Implementasi dan Pengendalian* Buku Dua. Jakarta: Salemba Empat
- Maulana, Rendi dan Kurniawati, Kezia. (2014). Pengaruh Kualitas *E-Service* terhadap Minat Beli Konsumen. 13 (2) : 118
- Morgan, Michael. (1996). *Marketing for Leisure and tourism*. London: Prentice Hall
- Nugroho Adi. (2006). *E-Commerce; Memahami Perdagangan Modern di Dunia Maya*. Bandung: Informatika Bandung
- Parasuraman, A., Zeithaml, V. A dan Malhotra, A. (2005). "*E-S-Qual*". Journal of Service Research
- Persons A. J., Zeisser M., Waitman R. (1996). Organizing for Digital Marketing, Current Research. The McKinsey Quarterly. 4 : 191
- Prasetyo, Danang Hanif dan Purbawati, Dinalestari. (2016). Pengaruh *E-Service Quality* dan *E-Security Seals* terhadap *E-Satisfaction* melalui Keputusan Pembelian Konsumen *E-Commerce*. Journal Administrasi Bisnis
- Sandjojo, Nidjo. 2011. Metode Analisis Jalur dan Aplikasinya. Jakarta : Pustaka Sinar Harapan
- Sanjaya, Ridwan dan Tarigan Josua. (2009). Creative Digital Marketing. Jakarta : PT Elex Media Komputindo
- Sari, Novita., Saputra, Muhammad dan Husein Jamaluddin. (2017). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian. Jurnal Manajemen Magister. 3 (1) : 100
- Sarwono, Jonathan. (2007). Analisis Jalur untuk Riset Bisnis dengan SPSS. Yogyakarta: Penerbit Andi
- Satmoko, Taufik Dwi., Djoko, Handojo dan Ngatno. (2016). Pengaruh Kualitas Pelayanan terhadap Word of Mouth, melalui Kepercayaan dan Kepuasan

- Konsumen sebagai Variabel Intervening. *Journal Administras Bisnis*. 5 (1) : 3
- Setiawan, Ihwan., Anton, A., dan Susila, I. (2004). Pengaruh Service Quality Perception terhadap Purchase Intention: studi empirik pada konsumen supermarket. *Usahawan*. 33(7) : 29-37
- Sutantio, Magdalena. (2004). Studi Mengenai Pengembangan Minat Beli Merek Ekstensi: studi kasus produk merek Sharp di Surabaya. *Jurnal Sains Pemasaran Indonesia*. 3 (3) : 252-253
- Sugiyono. (2007). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2010). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- The American Marketing association*. (2019). Dalam <https://www.ama.org/the-definition-of-marketing/>. Diakses pada 31 Maret 2019, pukul 10.58 WIB
- Tjiptono dan Chandra. (2005). *Service Quality and Satisfaction*. Yogyakarta: Andi
- Tjiptono, et al.. (2007). *Pemasaran Strategik*. Yogyakarta: Andi
- Williams dan Sawyer. (2003). *Using Information Technology: A Practical Introduction to Computers and Communications*. London: Career Education
- Yasmin, Afrina., Tasneem, Sadia dan Fatema, Kaniz. (2015). *Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study*. *International Journal of Management Science and Business Administration*. 1 (5) : 72-73
- Yuristika, Mia. (2015). Pengaruh Customer Relationship Management (CRM) dan Kualitas Layanan terhadap Pembelian Ulang Melalui Word of Mouth (WOM) sebagai Variabel Mediasi. *Skripsi*. Universitas Diponegoro