

DAFTAR PUSTAKA

- Abdillah, D. W., & Jogiyanto, P. (2015). Partial Least Square (PLS), Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis. In *Andi* (pp. 225–255).
- Aji, M., & Hartono, A. (2020). Mengapa Konsumen Dalam Komunitas Merek Online Loyal ? Analisis Faktor-Faktor Penentu Loyalitas Pada MiFans Virtual Brand Community. *Mix Jurnal Ilmiah Manajemen*, 10(2), 266–284.
- Andy Sernovitz; Seth Godin; Guy Kawaskaki. (2012). Word of mouth marketing : how smart companies get people talking. In *Kaplan Publishing*.
- Anuraga, G., Sulistiawan, E., & Munadhiroh, S. (2017). *Structural Equation Modeling - PLS Untuk Pemodelan IPKM Jawa Timur*.
- Ardyanto, D. (2015). PENGARUH KEMUDAHAN DAN KEPERCAYAAN MENGGUNAKAN E-COMMERCE TERHADAP KEPUTUSAN PEMBELIAN ONLINE (Survei Pada Konsumen www.petersaysdenim.com). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 22(1), 85897.
- Barlian, E. (2016). Penelitian Kualitatif dan Kuantitatif. In *Sukabina Press* (pp. 20–21).
- Bashar, A., Ahmad, I., & Wasiq, M. (2012). EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL: AN EMPIRICAL STUDY. *International Journal of Marketing, Financial Services & Management Research*, 1(11), 88–98.
http://www.academia.edu/2948659/EFFECTIVENESS_OF_SOCIAL_MEDIA_AS_A_MARKETING_TOOL_AN_EMPIRICAL_STUDY

- Byambaa, B., & Chang, K.-C. (2012). Average concept of crossover operator in real coded genetic algorithm. *International Proceedings of Economics Development and Research*, 57(15), 81. <https://doi.org/10.7763/IPEDR>
- Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218–225. <https://doi.org/10.1016/j.dss.2012.01.015>
- Devaraj, S., Fan, M., & Kohli, R. (2003). E-loyalty: elusive ideal or competitive edge? *Communications of the ACM*, 46(9), 184. <https://doi.org/10.1145/903893.903936>
- Gefen, D. (2002). Customer Loyalty in e-Commerce Settings.pdf.crdownload. *Journal of the Association for Information Systems*, 3(1), 27–51. <https://pdfs.semanticscholar.org/00f2/f77fe6480f66c2982010a091e8c76c61b7ff.pdf>
- Genial, E. D., Oktaviani, T., & Adriana Aprilia. (2019). ANALISA PENGARUH ULASAN ONLINE SURABAYA PATATA TERHADAP PERCEIVED e-WOM CREDIBILITY. *Jurnal Manajemen Perhotelan*, 5(2), 59–70.
- Ghozali, I., & Latan, H. (2015). Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0. In *Partial least squares*. Universitas Diponegoro.
- Goyette, I., Ricard, L., & Bergeron, J. (2010). *e-WOM Scale : Word-of-Mouth Measurement Scale for e-Services Context **. 23, 5–23.
- Hamid, R. S., & Anwar, D. S. M. (2019). Structural Equation Modeling (SEM) Konsep dasar dan aplikasi program smart PLS 3.2.8 dalam riset bisnis. In

Structural Equation Modeling. Inkubator Penulis Indonesia.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>

Istiqomah, Hidayat, Z., & Jariah, A. (2019). Analisis Pengaruh Kepercayaan, Iklan Dan Persepsi Resiko Terhadap Keputusan Pembelian Di Situs Shopee Di Kota Lumajang. *Progress Conference*, 2(July), 557–563.

Jalilvand, M. R., & Samiel, N. (2012). The Impact of Electronic word of mouth on a tourism destination choice. *Emerald Internet Research*, 22(5). <https://doi.org/DOI 10.1108/10662241211271563>

Jiménez, F. R., & 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*, 27(3), 226–235. <https://doi.org/10.1016/j.intmar.2013.04.004>

Khan, S. A., Ramzan, N., Shoaib, M., & Mohyuddin, A. (2015). *Impact of word of mouth on consumer purchase intention*. 27(1), 479–482.

Kotler, P., Wong, V., SAUNDERS, J., & ARMSTRONG, G. (2005). Principles of Marketing. In *Pearson Education* (4th ed., pp. 284–285).

Margono, D. S. (2005). Metodologi Penelitian Pendidikan. In *Rineka Cipta* (p. 114).

Martina Monisa. (2013). Persepsi Kemudahan Dan Kegunaan Opac Perpustakaan Unair. *Universitas Airlangga*, 2(1), 1–6. <http://journal.unair.ac.id/download->

fullpapers-Jurnal Martina.pdf

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). Model of Trust Theory. *The Academy of Management Review, 20*(3), 709–734.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and Validating Trust Measures for e-Commerce: An Integrative Typology. *Information Systems Research, 13*(3), 334–359. <https://doi.org/10.1287/isre.13.3.334>\$05.00

Nazir, M., & Sikumbang, R. (2009). Metode penelitian. In *Ghalia Indonesia*.

Nursiah. (2017). Pengaruh Perceived Ease of Use dan Preceived Usefulness Terhadap Behaviour Intention to Use. *Jurnal Elektronik Sistem Informasi Dan Komputer STMIK Bina Mulia, 3*(2), 39–47.

Purnama, R., & Pralina, A. R. (2016). Pengaruh Direct Marketing Terhadap Keputusan Pembelian Di Restoran the Centrum Bandung. *THE Journal : Tourism and Hospitality Essentials Journal, 6*(1), 973. <https://doi.org/10.17509/thej.v6i1.2008>

Putra, K. M. Y., & Sari, P. K. (2016). Pengaruh Verifikasi Keamanan Online Terhadap Kepercayaan Dan Minat Beli Konsumen the Effect of Online Security Verification Toward Consumer ' S Trust and Purchase Intention. *E-Proceeding of Management, 3*(3), 2905–2914.

Putri, L. (2014). PENGARUH STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN DAN KEPUASAN PELANGGAN (Studi pada Monopoli Cafe and Resto Soekarno Hatta Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya, 15*(2), 84724.

Richins L Marsha. (1983). Negative Word of Mouth by Dissatisfied Consumers: A Pilot Study. *Journal of Marketing*, 47(1), 66–78. <https://doi.org/DOI:10.2307/3203428>

Saputra, F. (2015). Analisis Pengaruh Kepercayaan, Keamanan, Kualitas Pelayanan, Dan Persepsi Akan Risiko Terhadap Keputusan Pembelian Melalui Situs Jejaring Sosial. *Jurnal Ekonomi Dan Kewirausahaan*, 15(2), 79499.

Sari, N., Saputra, M., & Husein, J. (2017). Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian Pada Toko Online Bukalapak.Com. *Jurnal Manajemen Magister*, 03(01), 96–106.

Sekaran, U., & Bougie, R. (2016). Reserach Methods for Bussiness A Skill-Bulding Approach. *Printer Trento Srl*, 1–447.

Setiawan, B. (2013). Pengaruh Kualitas Pelayanan dan Kepercayaan Konsumen. (*Tjiptono, 2004*), 1(3), 247–254.

Setyarko, Y. (2016). Analisis Persepsi Harga, Promosi, Kualitas Pelayanan, dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Produk Secara Online. *Ekonomika Dan Manajemen*, ISSN: 2252-6226, 5(2), 128–147.

Sugiyono, P. D. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. In *Metode Penelitian* (pp. 1–332). ALFABETA.

Suhari, Y. (2008). Keputusan Membeli Secara Online dan Faktor-Faktor yang Mempengaruhinya. *Jurnal Teknologi Informasi DINAMIK*, XIII(2), 140–146. <http://download.portalgaruda.org/article.php?article=7425&val=544&title=Keputusan Membeli Secara Online dan Faktor-Faktor yang Mempengaruhinya>

- Sularto, L. (2004). PENGARUH PRIVASI, KEPERCAYAAN dan PENGALAMAN TERHADAP NIAT BELI KONSUMEN MELALUI INTERNET. *Jurnal Ekonomi Dan Bisnis*, 3(9), 138–155.
- Sumarwan, U. (2016). Perilaku Konsumen: Teori dan Penerapannya dalam pemasaran. In *Perilaku Konsumen* (pp. 28–32). Ghalia Indonesia.
- Tsang, S., Royse, C. F., & Terkawi, A. S. (2017). Guidelines for developing, translating, and validating a questionnaire in perioperative and pain medicine. *Saudi Journal of Anaesthesia*, 11(5), S80–S89.
https://doi.org/10.4103/sja.SJA_203_17
- Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015a). Electronic Commerce. In *A Managerial and Social Networks Perspective* (8th ed., p. 411). Springer.
- Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015b). Electronic Commerce - A Managerial and Social Perspective. In *Springer*.
[https://doi.org/10.1016/S0267-3649\(03\)00504-1](https://doi.org/10.1016/S0267-3649(03)00504-1)
- Venkatesh, V., & Davis, F. D. (2000). Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Wijaya, T., & Paramita, E. L. (2014). Pengaruh Electronic Word of Mouth (E-WoM) terhadap Keputusan Pembelian Kamera DSLR. *Seminar Nasional Dan Call for Paper*, 978-602-70429-1-9, 12–19.
<https://publikasiilmiah.ums.ac.id/xmlui/handle/11617/4729%0Ahttp://repository.uksw.edu/handle/123456789/5668>