

## REFERENCES

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam penelitian bisnis*. Yogyakarta: Andi Publisher.
- Aji, N. S., Djawahir, A. H., & Rorfiq, A. (2019). The influence of products and promotions on purchasing decisions mediated in purchase motivation. *Jurnal Aplikasi Manajemen*, 17(1), 152–117. <https://doi.org/10.21776/ub.jam.2019.017.01.17>
- Almeida, F., Faria, D., & Queirós, A. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*, 3(9), 369–397. <https://doi.org/10.5281/zenodo.887089>
- Andi. (2010). *Aplikasi web database dengan Dreamweaver dan PHP MySQL*. Yogyakarta: Andi Offset.
- Babin, Z. (2011). *Menjelajahi riset pemasaran* (10th ed.). Jakarta: Salemba Empat.
- Cebi, S. (2013). Determining importance of website design parameters based on interactions and types of websites. *Decision Support System*, 54(2), 1030–1043. <https://doi.org/10.1016/j.dss.2012.10.036>
- Chatterjee, S. (2015). Security and privacy issues in e-commerce: A proposed guidelines to mitigate the risk. *IEEE International Advance Computing Conference*, 393–396. <https://doi.org/10.1109/IADCC.2015.7154737>
- Cyr, D., Ganguly, B., Dash, S. B., & Head, M. (2010). The effects of website design on purchase intention in online shopping: The mediating role of trust and the moderating role of culture. *International Journal of Electronic Business*, 8(4), 302–330. <https://doi.org/10.1504/IJEB.2010.035289>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS (Management Information System) Quarterly*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- Familmaleki, M., Aghighi, A., & Hamidi, K. (2015). Analyzing the influence of sales promotion on customer purchasing behavior. *International Journal of Economics dan Management Sciences*, 4(4), Article 1000243.
- Farrag, D. A. (2017). The young luxury consumer in Qatar. *Young Consumers*, 18(4), 393–407. <https://doi.org/10.1108/YC-06-2017-00702>

- Ghozali, I., & Latan, H. (2015). *Partial Least Square: Konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris* (2nd ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Hair J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt M. (2014). *A primer on Partial Least Squares Structural Equation Modelling (PLS – SEM)*. Los Angeles: Sage Publications.
- Hermawan, I. (2019) *Metodologi penelitian pendidikan (kualitatif, kuantitatif dan mixed method)*. Kuningan: Hidayatul Quran.
- Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Application*, 12(4), 246–259. <https://doi.org/10.1016/j.elerap.2012.12.003>
- Hurst, P., & Bird, S. R. (2018). *Questionnaires in research methods in physical activity and health*. Milton: Taylor & Francis Group.
- Japariato, E., & Adelia, S. (2020). Pengaruh tampilan web dan harga terhadap minat beli dengan kepercayaan sebagai intervening variable pada e-commerce Shopee. *Jurnal Manajemen Pemasaran*, 14(1), 35–43. <https://doi.org/10.9744/pemasaran.14.1.35-43>
- Jaya, I. G. N. M., & Sumertajaya, I. M. (2008). Pemodelan persamaan struktural dengan Partial Least Square. *Semnas Matematika dan Pendidikan Matematika*, 119–127.
- Kertamukti, R. (2015). *Strategi kreatif dalam periklanan*. Jakarta: Raja Grafindo Persada.
- Khairunnisa, K., Suharyono, & Yulianto, E. (2017). Pengaruh bauran promosi keputusan pembelian dan kepuasan pelanggan (survei pada mahasiswa Binus University yang menggunakan jasa Go-Jek di Jakarta)”. *Jurnal Administrasi Bisnis*, 46(2), 37–45.
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). New Jersey: Prentice Hall.
- Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (14th ed.). Boston: Prentice Hall.

- Ling, T. N., Siong, Y. K., San, L. Y., Hock, N. T., & Kian, T. P. (2010). Online shopping: Determinants of consumers purchase intention in Malaysia. *Proceedings of International IT and Society Conference*, 1(1), 1–6.
- Mertler, C. A. (2020). Quantitative methodology in adolescent research. In S. Hupp & J. D. Jewell (Eds.), *The encyclopedia of child and adolescent development*. USA: John Wiley & Sons. <https://doi.org/10.1002/9781119171492.wecad313>
- Meskaran, F., Ismail, Z., & Shanmugam, B. (2013). “Online purchase intention: Effects of trust and security perception”. *Australian Journal of Basic and Applied Sciences*, 7(6), 307–315.
- Narimawati, U. (2010). *Penulisan karya ilmiah: Panduan awal menyusun skripsi dan tugas akhir*. Yogyakarta: Genesis.
- Ningrum, N. S. (2016). Pengaruh brand ambassador terhadap minat beli konsumen MD Clinic by Lazeta. *Bisnis dan Iptek*, 9(2), 141–152.
- Nour, M. I., Almahirah, M. S., Said, S. M., Freihat, S. (2014). The impact of promotional mix elements on consumers purchasing decisions. *CSCanada International Business and Management Journal*, 8(2), 143–151. <https://doi.org/10.3968/4800>
- Nugroho, A. K., & Sari, P. K. (2016). Analisis pengaruh kualitas website Tokopedia terhadap kepuasan pengguna menggunakan metode Webqual 4.0. *eProceedings of Management*, 3(3), 2930–2937.
- Pollalis, Y., & Basias, N. (2018). Quantitative and qualitative research in business technology: Justifying a suitable research methodology. *Review of Integrative Business and Economics Research*, 7(1), 91–105.
- Pusparisa, Y. (2020, October 16). *Kejar-mengejar raksasa e-commerce Indonesia gaet pengunjung web*. Databoks. <https://databoks.katadata.co.id/datapublish/2020/10/16/kejar-mengejar-raksasa-e-commerce-indonesia-gaet-pengunjung-web>
- Pusparisa, Y. (2020, October 16). *Shopee, penguasa e-commerce Asia Tenggara: Jumlah pengunjung web e-commerce di Asia Tenggara*. Databoks. <https://databoks.katadata.co.id/datapublish/2020/10/16/shopee-penguasa-e-commerce-asia-tenggara>.
- Putra, B. A. P. W., Rochman, F., & Noermijati. (2017). The effect of trust, risk, and web design on consumer intention by means of consumer attitude to purchase online. *Journal of Applied Management*, 15(3), 472–479. <https://doi.org/10.21776/ub.jam.2017.015.03.12>

- Rasqalani. (2012, May 5). *Pengertian, fungsi, dan tujuan web design*. Wordpress. <http://rasqalani.wordpress.com/2012/05/05/pengertian-fungsi-dan-tujuan-web-design/>
- Ratnasari, N. (2016). Pengaruh social media marketing dan perilaku konsumen online di Kota Subang terhadap brand story pada aplikasi instant messenger Line. *Dimensia*, 13(1), 47–57.
- Raykov, T., & Marcoulides, G. A. (2006). *A first course in Structural Equation Modeling* (2nd ed.). New Jersey: Lawrence Erlbaum Associates.
- Sagala, M. H., & Mulyaningsih, H. (2017). Pengaruh brand ambassador terhadap brand image OPPO smartphone di Kota Bandung. *E-Proceeding of Management*, 4(1), 702–709.
- Sagia, A. (2018). *Pengaruh brand ambassador, brand personality dan Korean wave terhadap keputusan pembelian (studi pada mahasiswa pengguna skincare produk Nature Republic Aloe Vera di Fakultas Ilmu Budaya Universitas Sumatera Utara)* [Unpublished bachelor essay]. Universitas Sumatera Utara.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* (7th ed.). Chichester: John Wiley & Sons.
- Shimp, T. A. (2014). *Komunikasi pemasaran terpadu dalam periklanan dan promosi*. Jakarta: Salemba Empat.
- Sudarsono, E. (2019). Pengaruh desain, kualitas, harga dan promosi produk pada keputusan pembelian produk Nike pada generasi milenial di Kota Yogyakarta [Unpublished bachelor essay]. STIE Widya Wiwaha.
- Sugiyono. (2015). *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta.
- Suharno & Sutarso, Y. (2010). *Marketing in practice*. Yogyakarta: Graha Ilmu.
- Suwandi, I. M. D. (2009, September 18). *Keputusan pembelian*. Slideshare. <https://www.slideshare.net/imanmulyana/keputusan-pembelian>
- Tahir, M. N. H., & Sam, M. F. M. (2010). Innovation activities in the Malaysian public sector: factors promoting the byproduct of ICT usage. *International Journal of Innovative Research and Advanced Studies*, 2(3), 296–305.
- Top Brand Award (2020). *Top brand index fase 1 2020: Jual beli online*. Top Brand Award. <https://www.topbrand-award.com/en/2020/06/situs-jual-beli-online-fase-2-2020/>

- Warhamni, R. (2019). Pengaruh promosi, harga dan kemudahan terhadap keputusan pembelian di Tokopedia (studi kasus mahasiswa STIE Nobel Indonesia Makassar) [Unpublished bachelor essay]. Sekolah Tinggi Ilmu Ekonomi Nobel Indonesia.
- Wrench, J. S. (2017). *Quantitative research methods for communication*. Oxford: Oxford University Press.
- Yoo, J. W., & Jin, Y. J. (2013). Effects of celebrity organization congruence on audience attitudes, credibility ratings for goodwill ambassadors. *Asian Journal of Communication*, 23(6), 620–636. <https://doi.org/10.1080/01292986.2013.790912>
- Zhou, T. (2011). Examining the critical success factors of mobile website adoption. *Online Information Review*, 35(4), 636–652. <https://doi.org/10.1108/14684521111161972>

