

DAFTAR PUSTAKA

- Alfanda, R., & Suhartanti, P. D. (2017). Effects of celebrity endorsement on customer trust and loyalty: Case study on pilgrims in Aceh. *dvances in Economics, Business and Management Research* , 281-298.
- Alireza Naser Sadrabadi, M. K. (2018). Evaluating the Role of Brand Ambassadors in Social Media. *Journal of Marketing Management and Consumer Behavior* , 54-70.
- Ayesha Bukhari, R. A. (2017). Factors Influencing Consumer's Green Product Purchase Decision by Mediation of Green Brand Image. *International Journal of Research* ,
- Chiu, C.-M., Chang, C.-C., Cheng, H.-L., & Fang, Y.-H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review* , 761-784.
- CNN. (2020, March 14). *Tokopedia-Shopee Paling Nafsu Jadi Ecommerce Nomer Satu di RI*. Dipetik December 17, 2020, dari CNN Indonesia: <https://www.cnnindonesia.com/teknologi/20200311204218-206-482652/tokopedia>
- Cronin, J. J., Michael K. Brady, G., & H, T. M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments . *Journal of Retailing* , 193-218.
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, Satisfaction, And Online Repurchase. *Management Information Systems Research Center* , 407428.
- Fariha, A. F. (2019). Pengaruh Brand Ambassador Terhadap Repurchase Intention Yang Dimediasi Oleh Brand Awareness Shopee Indonesia . 1-18.
- Ferdinand, A. (2006). *Metode Penelitian*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J.F., Tomas, G.M.H., Ringle, Christian M., dan Marko Sarstedt (2014). A Primer Partial Least Squares Structural Equation Modeling. Los Angeles: SAGE Publication Ltd.
- Kemp, S. (2020, Februari 18). *DIGITAL 2020: INDONESIA*. Dipetik December 16, 2020,

dari datareportal.com: <https://datareportal.com/reports/digital-2020-indonesia>

Kotler, Philip, & G, A. (2014). *Principle Of Marketing 15th edition*. New Jersey: Pearson

Prentice Hal. shopee-paling-nafsu-jadi-ecommerce-nomer-satu-di-ri Vol 04.

