

DAFTAR PUSTAKA

- Ahmed, S., Ahmed, R., Ashrafi, D. M., Ahmed, E., & Annamalah, S. (2024). Building trust in cybernetic payment network: Insights from an emerging economy. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(3), 100331. <https://doi.org/10.1016/j.joitmc.2024.100331>
- Akter, T., Uddin, M. S., Rahman, R., Uddin, M. S., Islam, M. R., Faisal-E-Alam, M., & Rahman, M. M. (2024). The moderating effect of system quality on the relationship between customer satisfaction and purchase intention: PLS-SEM & fsQCA approaches. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(4), 100381. <https://doi.org/10.1016/j.joitmc.2024.100381>
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374.
- Arief, M., Mustikowati, R. I., & Chrismardani, Y. (2023). Why customers buy an online product? The effects of advertising attractiveness, influencer marketing and online customer reviews. *LBS Journal of Management & Research*, 21(1), 81–99.
- Azzahra, A., Afwa, A., & Moniko, M. (2024). The Influence of Influencer Marketing and Online Customer Reviews on Purchase Intention Through the Perceived Value of Cosmetic Products on Tiktok Shop (An Empirical Study on Students in the City of Pekanbaru). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(1), 1487–1502. <https://doi.org/10.37676/ekombis.v12i1.5255>
- Bougie dan Sekaran. (2020). Research Methods for Business: A Skill Building Approach. . *Research Methods for Business: A Skill Building Approach*.

- Cardoso, A., & Cardoso, M. (2024). Bank Reputation and Trust: Impact on Client Satisfaction and Loyalty for Portuguese Clients. *Journal of Risk and Financial Management*, 17(7), 277. <https://doi.org/10.3390/jrfm17070277>
- Compas. (2025). Top 5 Brand Perawatan Wajah di E-commerce Indonesia dengan Penjualan di atas Rp 10 Miliar. <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Fadilla, Z., Ketut Ngurah Ardiawan, M., Eka Sari Karimuddin Abdulllah, M., Jannah Ummul Aiman, M., & Hasda, S. (2021). *METODOLOGI PENELITIAN KUANTITATIF*. <http://penerbitzaini.com>
- Fariza, A. F., & Wiyadi, W. (2023). The Impact of Influencer Marketing, Online Customer Review, Brand Trust, Product Quality, and Price on Purchase Intention. *Proceeding ISETH (International Summit on Science, Technology, and Humanity)*, 359–370.
- Female Daily. (2024). Memberdayakan Superfood Indonesia, Ini Cerita dari Lahirnya From This Island. <https://editorial.femaledaily.com/blog/2024/08/23/berdayakan-superfood-indonesia-ini-cerita-dari-lahirnya-from-this-island>
- From This Island. (2025). All Products. <https://fromthisisland.com/collections/all-products?page=1>
- Godara, R. S., Yadav, D., Sagar, M., & Disari, R. (2024). Impact of customer reviews on *purchase decision* of a brand: A study of online shopping. *International Research Journal of Economics and Management Studies IRJEMS*, 3(4).
- Handayani, N. T., & Usman, O. (2021). Quality Website on *Purchase decisions Online on Online*. *Ssrn*, 1, 1–29. <https://ssrn.com/abstract=3768483>
- Handayani, N. T., & Usman, O. (2021). The effect of online customer review, influencer marketing, quality website on *purchase decisions* online on online

- marketplace Shopee. *Influencer Marketing, Quality Website on Purchase decisions Online on Online Marketplace Shopee* (January 18, 2021).
- I. M. Sudana, & Rahmat Heru Setianto. (2018). *Metode penelitian bisnis & analisis data dengan SPSS*.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Iskamto, D., & Rahmalia, K. F. (2023). Customer Review, Influencer Endorsement, and Purchase Intention: The Moderating Role of Brand Image. *Shirkah: Journal of Economics and Business*, 8(3), 234–251.
- Ismail, M., Khan, S., & Ahmad, A. (2025). The Interplay of Influencer Marketing and Electronic Word of Mouth to Effect Consumer Purchase decision. *The Critical Review of Social Sciences Studies*, 3(1), 118–138.
- Jusmiana, A. (2020). *Sekapur Sirih Tentang Statistik*. <https://doi.org/10.31219/osf.io/mx68s>
- Khan, S., Rashid, A., Rasheed, R., & Amirah, N. A. (2023). Designing a knowledge-based system (KBS) to study consumer purchase intention: the impact of digital influencers in Pakistan. *Kybernetes*, 52(5), 1720–1744. <https://doi.org/10.1108/K-06-2021-0497>
- Kim, L., Maijan, P., Jindabot, T., & Yeo, S. F. (2024). How country of origin, perceived quality, and trust influence intention to purchase sars covid medications. *Social Sciences and Humanities Open*, 10(May), 101116. <https://doi.org/10.1016/j.ssaho.2024.101116>
- Larasati, & Purmono, B. B. (2023). The Influence of Content Marketing, Online Customer Reviews, and Ratings on Purchase Intention through Brand Image as a Mediating Variable. *JEMBA: Journal of Economics, Management, Business and Accounting*, 1(3), 1–24. <https://doi.org/10.54783/jemba.v1i3.15>
- Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, 25(4), 462–482.

- Makbul, M. (2021). *Metode Pengumpulan Data dan Instrumen Penelitian*. <https://doi.org/10.31219/osf.io/svu73>
- Martias, L. D. (2021). STATISTIKA DESKRIPTIF SEBAGAI KUMPULAN INFORMASI. *Fihris: Jurnal Ilmu Perpustakaan Dan Informasi*, 16(1), 40. <https://doi.org/10.14421/fhrs.2021.161.40-59>
- Mishra, S., & Ashfaq, R. (2023). Influencer impact: examining the effect of influencers on consumer behavior and purchase. *Traditional Journal of Multidisciplinary Sciences*, 1(01), 55–72.
- Nasir, A. M. (2018). *Statistik Pendidikan*. <https://doi.org/10.31227/osf.io/judwx>
- Natasha Fausta Jonathan. (2024). The Impact of Online Customer Reviews Mediated by E-trust on Purchase Intention in Shopee Indonesia. *Frontiers in Business, Economics and Management*, 14(1), 307–309. <https://doi.org/10.54097/mmp4ba88>
- Pondra, C., Al Firdaus, A. B., Sari, I. N., & Agustina, A. (2024). Brand Awareness Mediation: Analysis of Online Customer Reviews and Influencer Marketing on Local Perfume Purchase decisions in E-Commerce. *International Journal Of Humanities Education and Social Sciences*, 3(6).
- Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843.
- Pratama, A. S., Ilham, R., Sutomo, S., Hermawan, A., & Wardhana, L. W. (2024). The Effects Of Social Media Content, Influencer Marketing And Customer Reviews On Purchasing Decisions. *International Journal of Science, Technology & Management*, 5(2), 485–489.
- R, Q. I., Farouk, U.-, & Nugroho, J.-. (2022). Influence of Influencer Marketing Strategy and Online Customer Reviews on Purchase Intention of Sociolla Customer (Case Study on AB Students at Polines 2018 – 2019). *JOBS (Jurnal Of Business Studies)*, 8(2), 117. <https://doi.org/10.32497/jobs.v8i2.4103>
- Rahmatulloh, T. A. H., & Putra, S. W. (2024). The influence of influencer marketing and product ratings on consumer trust at Shopee: a study of Shopee generation

- Z users. *International Management Conference and Progressive Papers*, 2(1), 315–324.
- Risqi, A., & Nasution, S. (2021). Identifikasi Permasalahan Penelitian. In *ALACRITY : Journal Of Education* (Vol. 1, Issue 2). <http://lpppipublishing.com/index.php/alacrity>
- Saidin, & Jailani, M. S. (2023). Memahami Etika Dalam Penelitian Ilmiah. *Jurnal QOSIM Jurnal Pendidikan Sosial & Humaniora*, 1(1), 24–29. <https://doi.org/10.61104/jq.v1i1.51>
- Saunder, Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students* (9th ed.). Pearson.
- Saxena, C., & Thakur, P. (2024). Mediating role of trust and privacy concerns between web assurance mechanism and purchase intention of online products. *Telematics and Informatics Reports*, 16(November 2023), 100177. <https://doi.org/10.1016/j.teler.2024.100177>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tarigan, M., & Frintiana Silaban, D. (2024). Statistika Deskriptif. *JINTAN: Jurnal Ilmu Keperawatan*, 4(2), 187–195. <https://doi.org/10.51771/jintan.v4i2.859>
- Verawaty, V., & Seran, Y. P. (2023). The Influence of Social Marketing Media and Digital Influencers on Fashion *Purchase decisions* through Customer Reviews on the Shopee Marketplace. *Jurnal Economic Resource*, 6(2), 375–386.
- Wahyuni, I., Supeni, N., Amin, S., Mandala, S., Mandala, S., & Mandala, S. (2024). THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, PRICE, PROMOTION, AND ON-LINE CUSTOMER REVIEW TO PURCHASE DECISION ON E-COMMERCE SHOPEE IN JEMBER DISTRICT. *Journal of Economics, Management, Business, and Accounting Research*, 2(2), 153–166.
- Wahyuningjati, T., & Purwanto, E. (2024). Exploring the Influence of Electronic Word of Mouth and Customer Reviews on *Purchase decisions*: The

- Mediating Role of Trust in the Shopee Marketplace. *MindVanguard: Beyond Behavior*, 2(1), 11–28. <https://doi.org/10.56578/mvbb020102>
- Wandoko, W., & Panggati, I. E. (2022). The influence of digital influencer, e-WOM and information quality on customer repurchase intention toward online shop in e-marketplace during pandemic COVID-19: The mediation effect of customer trust. *Journal of Relationship Marketing*, 21(2), 148–167.
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, 9(11), e21617. <https://doi.org/10.1016/j.heliyon.2023.e21617>
- Widiatmoko, D. P., Karyatun, S., & Digidowiseiso, K. (2023). Influence Quality Product, Image Brand, and Promotion Regarding The Decision to Purchase Nike Shoes in Jakarta East. *Jurnal Syntax Admiration*, 4(4), 679–688. <https://doi.org/10.46799/jsa.v4i2.867>
- Yum, K., & Kim, J. (2023). The Influence of Perceived Value, Customer Satisfaction, and Trust on Loyalty in Entertainment Platforms. *Applied Sciences*, 14(13), 5763. <https://doi.org/10.3390/app14135763>
- Yum, K., & Yoo, B. (2022). The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability*, 15(14), 11214. <https://doi.org/10.3390/su151411214>