

DAFTAR PUSTAKA

- Ahmad Farki, Imam Baihaqi, dan Berto Mulia Wibawa. (2016). Pengaruh Online Customer Review dan Rating Terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia. *Jurnal Teknis Institut Teknologi Surabaya*, 5 (2): 2301-9271.
- Ali Riyanto Setiawan Suharsono dan Rini Purnama Sarif. (2019). Pengaruh Promosi Media Online terhadap Keputusan Pembelian Produk Hijab (Studi Pada Alif Galeri Hijab Sidoarjo). *Jurnal Aplikasi Manajemen dan Inovasi Bisnis E-ISSN (Online)*, 1(2): 2621-3230.
- Assauri, Sofian. (2011). *Manajemen Pemasaran: Dasar, Konsep dan Strategi* Jakarta: PT. Rajagrafindo Persada.
- Charlie Bernando Halomoan Samosir dan Arief Bowo Prayoga. (2015). Jurnal Pengaruh Persepsi Harga dan Promosi Terhadap Keputusan Pembelian Konsumen Produk Enervon-c Fakultas Ekonomi dan Bisnis Marcu Buana. *Jurnal ilmiah manajemen dan bisnis*, 1(3): 1-13.
- Chou, Shih Yung. (2012). Online Reviews and Pre-Purchase Cognitive Dissonance: A Theoretical Framework and Research Propositions. *Journal of Emerging*. 3: 199-204.
- Harahap, Dedy Ansary. (2015). Analisis Faktor yang Mempengaruhi Keputusan Pembelian Konsumen di Pajak Usu (pajus) Medan. *Jurnal Keuangan dan Bisnis*, 7(3): 228-242.
- Dita Amanah. (2012). Pengaruh Harga dan Pelayanan Terhadap Keputusan Pembelian di Swalayan Indomaret Kerja Jaya Medan. *Jurnal Manajemen Bisnis*, 1(12): 52-17.
- Filieri. (2014). What makes online reviews helpful? A diagnosticity-adoption.Framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 3(15): 68-79.
- Glisson, Charless, Durick. (2000). "Predictors of Job Satisfaction and Organizational commitment in Human Service Organizational. *Administrative Science Quartely*, 33: 61-81.
- Kusumawardani, Ari; Andriyansah; Suharto. (2019). Can Consumer Image manifested iin Product Quality and Referral Behavior? Another Evidenc From Tourism Destinations. *Quality Access to Success*, 20(169): 102-106.

- Kotler, Phillip and Keller, Kevin. (2009). "Marketing Management". Edition. (Bob Sabran. Terjemahan). Jakarta: Erlangga.
- Kuncoro, Mudrajat. (2013). Metode Riset Untuk Bisnis dan Ekonomi, Edisi Keempat, Jakarta, Erlangga.
- Kusnadi, Edi. (2008). Metodologi Penelitian. Metro: Ramayana Pres & STAIN Metro.
- Karakus, Mehmed. (2009). Teacher' Commitment Focuses : Athree-Dimensioned Viev. *Journal of management development*, 28(5): 425-438.
- Lee, E.-J. dan Shin, S.Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*. 31: 356-366.
- Laudon, K, J.P. Laudon dan Jane P Laudon. (2012). Management System: Managing the Digital Firm, 11th edition. *New Jersey: Pretice Hall*, 1: 49-58.
- Muhammad Rhendria Dinawan, SE,. (2010). Analisis faktor-faktor yang mempengaruhi keputusan pembelian (studi kasus pada konsumen yamaha mio PT harpindo jaya semarang). *Jurnal Pemasaran Indonesia* 9(3): 335-369.
- Malholtr. (2009). Riset Pemasaran, Edisi keempat, Jilid 1, PT Indeks, Jakarta
- Masyita Ichsan, Dr. Helni Mutiarsih Jumhur, S.H., M.Hum., Ir. Soeparwoto Dharmoputra, Mbt. (2018). Effect Of Consumer Online Rating And Review To Buying Interest On Tokopedia Marketpiece Region DKI Jakarta. *e-Proceeding of Management*, 5(2): 1828.
- Mudambi, S. M., & Schuff, D. (2010). What makes a helpful review? A study of customer reviews on Amazon. com. *MIS quarterly*, 34: 185-200.
- Mukhopadhyay, S. & Chung, Tsang. (2015). Preference instability, consumption and online rating behavior. *International Journal of Research in Marketing*. 33: 624-638.
- Nina maharani. (2014). Proses pengambilan keputusan konsumen terhadap produk iphone di bandung. 27(3)59-75.
- Nova Dhita Kurniasari. (2013). Analisis pengaruh harga , Kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian studi Kasus pada Konsumen Waroeng Steak & Shake. *Jurnal Ilmiah dan Bisnis*, 20(169): 102-106

- Putrawan, I Made. (2017). *Pengujian Hipotesis Dalam Penelitian-Penelitian*. Bandung: Alfabeta.
- Riadi, Edi. (2018). *Statistik SEM (structural Equation Modeling) dengan LISREL*. Yogyakarta: C.V Andi Offset.
- Suharto, Ardiyansah. (2019). Customer Loyalty Measurement Using Burnout and Confidence with Organizational Citizenship as Antecedent Variabel. *The Journal of Social Science Reserch*, 5(4): 1016-1024.
- Tjipto fandy dan gregorius chandra. (2012). *Pemasaran strategik*, Yogyakarta.
- Tsang, A. S., & Prendergast, G. (2009). Is a "star" worth a thousand words? The interplay between product-review texts and rating valences. *European Journal of Marketing*. 43: 1269-1280.
- Website resmi PT.Kompas Cyber Media. (2019). *Pengguna Internet di Indonesia*. <http://www.kompas.com/> (Diakses 20 oktober 2019).
- Website resmi PT. Metrodata Electronics, Tbk. (2019). Pada laman "profil Shopee.id". <https://www.shopee11.co.id/> (Diakses 20 Oktober 2019).
- Zhu, Feng & Zhang, X. (2010). Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. *Journal of Marketing*. 74: 133-148.