

DAFTAR PUSTAKA

- Abd Aziz, N. N., & Abd Wahid, N. 2018. *Factors influencing online purchase intention among university students. International Journal of Academic Research in Business and Social Sciences*, 8(7).
- Aggarwal AG, Aakash A (2018b) *Multi-criteria-based prioritisation of B2C e-commerce website. Int J Soc Syst Sci.* 10(3):201–222.
- Annur, Cindy Mutia. 2020. Riset: Belanja Online Indonesia tumbuh 3,7 kali lipat di 2025. <https://katadata.co.id/ekarina/digital/5e9a495b679e8/riset-belanja-online-indonesia-tumbuh-37-kali-lipat-di-2025>. Diakses pada 01 Oktober 2020.
- Atika, A., Kusumawati, A., & Iqbal, M. 2018. *The effect of electronic word of mouth, message source credibility, information quality on brand image and purchase intention. EKUITAS (Jurnal Ekonomi dan Keuangan)*, 20(1), 94-108.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. Z. 2015. *Determining the impact of ewom on brand image and purchase intention through adoption of online opinions. International Journal of Humanities and Management Sciences*, 3(1), 41-46.
- Chen, M. Y., & Teng, C. I. 2013. *A comprehensive model of the effects of online store image on purchase intention in an e-commerce environment. Electronic Commerce Research*, 13(1), 1-23.
- Davis, F. D. 1989. *Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS quarterly*, 319-340.
- Davis, R., & Lang, B. 2012. *Modeling game usage, purchase behavior and ease of use. Entertainment Computing*, 3(2), 27-36.
- Dodds, W. B., Monroe, K. B., & Grewal, D. 1991. *Effects of price, brand, and store information on buyers' product evaluations. Journal of Marketing Research*, 28(3), 307–319. doi:10.2307/3172866
- Ghozali, I. 2018. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25, Edisi Kesembilan*. Semarang: Penerbit Undip.
- Hanjaya, S. M., Kenny, S. K., & Gunawan, S. F. 2019. *Understanding factors influencing consumers online purchase intention via mobile app: perceived ease of use, perceived usefulness, system quality, information quality, and service quality. Marketing of Scientific and Research Organizations*, 32(2), 175-205.

- Heryana, D. K., & Yasa, N. N. K. 2018. *Effect of Electronic Word of Mouth on Repurchase Intention Mediated by Brand Attitude. International Research Journal of Management, IT and Social Sciences*, 7(2), 9-20.
- Huang, Y. M., Huang, Y. M., Huang, S. H., & Lin, Y. T. (2012). *A ubiquitous English vocabulary learning system: Evidence of active/passive attitudes vs. usefulness/ease-of-use. Computers & Education*, 58(1), 273-282.
- Islam, M. A., & Daud, K. A. K. 2011. *Factors that influence customers' buying intention on shopping online. International Journal of marketing studies*, 3(1), 128.
- Jogiyanto, HM. 2005. *Analisis & Desain Sistem Informasi: Pendekatan Terstruktur, Teori, dan Aplikasi Bisnis*, Edisi Ketiga. Yogyakarta: Andi.
- Kazmi, A., & Mehmood, Q. 2016. *The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. Management Science Letters*, 6(7), 499-508.
- Khotimah, K., & Febriansyah, F. 2018. Pengaruh kemudahan penggunaan, kepercayaan konsumen dan kreativitas iklan terhadap minat beli konsumen online-shop. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 1(1), 19-26.
- Komalasari, Tia Dwitani. 2020. Belanja Online Meningkat 400 persen, BPKN: Masih Banyak Dikeluhkan Konsumen. <https://www.pikiran-rakyat.com/ekonomi/pr-01399518/belanja-online-meningkat-400-persen-bpkn-masih-banyak-dikeluhkan-konsumen>. Diakses pada 01 Oktober 2020.
- Kudeshia, C., & Kumar, A. 2017. *Social eWOM: does it affect the brand attitude and purchase intention of brands?. Management Research Review*.
- McKinney, V., Yoon, K., Zahedi, F. M. 2002. *The measurement of Web-customer satisfaction: An expectation and disconfirmation approach. Information Systems Research* (13:3), pp. 296–315.
- Mulyadi, A., Eka, D., & Nailis, W. 2018. Pengaruh Kepercayaan, Kemudahan, Dan Kualitas Informasi Terhadap Keputusan Pembelian Di Toko Online Lazada. *Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, 15(2), 87-94.
- Ling, K. C., Chai, L. T., & Piew, T. H. 2010. *The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention. International business research*, 3(3), 63.
- Matute, J., Polo-Redondo, Y., & Utrillas, A. 2016. *The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. Online Information Review*.

- Moslehpour, M., Pham, V. K., Wong, W. K., & Bilgiçli, İ. 2018. *e-purchase intention of Taiwanese consumers: Sustainable mediation of perceived usefulness and perceived ease of use*. *Sustainability*, 10(1), 234.
- Rahmi, S., & Amalia, R. 2018. Pengaruh E-WOM terhadap Citra Perusahaan dan Dampaknya Terhadap Niat Beli Konsumen Pada Situs Online Shopee. ID. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 3(2), 75-84.
- Romla, S., & Ratnawati, A. 2018. Keputusan Pembelian E-Commerce Melalui Kemudahan Penggunaan, Kualitas Informasi Dan Kualitas Interaksi Layanan Web. *Jurnal Ekonomi dan Bisnis*, 19(1), 59-70.
- Sekaran, Uma. 2016. *Research Method For Business : A Skill Building Approach*.
- Job Wiley & SonsTandon, A., Aakash, A., & Aggarwal, A. G. 2020. *Impact of EWOM, website quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling*. *International Journal of System Assurance Engineering and Management*, 1-8.
- Tarigan, R. S. 2018. *Millennials' Purchase Intention Towards Online Travel Agent in Indonesia*. *Petra International Journal of Business Studies*, 1(1), 23-34.
- Wang, Y. H., & Tsai, C. F. 2014. *The relationship between brand image and purchase intention: Evidence from award winning mutual funds*. *The international journal of business and finance research*, 8(2), 27-40.
- Wu, P. C., & Wang, Y. C. 2011. *The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude*. *Asia Pacific Journal of Marketing and Logistics*