

## DAFTAR PUSTAKA

- Abdurrahman, Nana Herdiana, and Achmad Sanusi. 2015. *Manajemen Strategi Pemasaran*. Bandung: CV Pustaka Setia.
- Anwar, Sanusi. 2019. *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Ardianti, Asri Nugrahani, and Widiartanto Widiartanto. 2018. "Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee.(Studi Pada Mahasiswa Aktif FISIP Undip)." *Jurnal Ilmu Administrasi Bisnis* 8(2):55–66.
- Aswin, A., Rafiq, M., Pratama, Y. A., & Septiana, R (2022,Agust), Perilaku Online Impulse Buying Pada Marketplace Shopee . In Prosiding Seminar Nasional Darmajaya (Vol. 1,pp. 81-90).
- Auliya, Z. F., M. R. K. Umam, and S. K. Prastiwi. 2017. "Online Costumer Reviews (OTRs) Dan Rating: New Era in Indonesia Online Marketing." *EBBANK* 8(1):89–98.
- Awallia, Diah Lailatul. 2018. "Pengaruh Testimoni Dan Selebgram Endorsment Terhadap Minat Pembelian Pada Online Shop Melalui Media Sosial Instagram Mahasiswa Fakultas Syariah Iain Ponorogo."
- Belch, George Edward, Michael A. Belch, Michael Angelo Guolla, Anne-Marie Webb-Hughes, and Harvey Skolnick. 2009. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill/Irwin New York.
- De, Yusa, V., & Hastono, A. L (2018). pengaruh Citra Merek,Harga dan Promosi Dalam Keputusan Pembelian air Minum Dalam Kemasan (AMDK) rivero di Bandar Lampung, Derivatif : Jurnal Manajemen, 12 (1)
- Elwalda, Abdulaziz, and Kevin Lu. 2016. "The Impact of Online Customer Reviews (OCRs) on Customers' Purchase Decisions: An Exploration of the Main Dimensions of OCRs." *Journal of Customer Behaviour* 15(2):123–52.
- Faradasya, Cantika Indah, and Nurvita Trianasari. 2021. "Pengaruh Brand Ambassador Kpop Stray Kids Dan Brand Image Terhadap Keputusan Pembelian (Studi Kasus E-Commerce Shopee)." *EProceedings of Management* 8(2).
- Ghozali, Imam. 2018. "Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 Semarang: Universitas Diponegoro."
- Hair, Joseph F., Rolph E. Anderson, Barry J. Babin, and Wiiliam C. Black. 2010.

“Multivariate Data Analysis: A Global Perspective (Vol. 7).”

- Handoko, Widi. 2018. “Pengertian Endors Artis.” *Kompasiana.Com*. Retrieved (<http://www.kompasiana.com/retina/>).
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, and Dwayne D. Gremler. 2004. “Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?” *Journal of Interactive Marketing* 18(1):38–52.
- Hestyani, Andriana Dwi, and Rahayu Tri Astuti Sri. 2017. “Analisis Pengaruh Celebrity Endorser, Daya Tarik Iklan, Kualitas Produk Terhadap Keputusan Pembelian Dengan Brand Image Sebagai Variabel Intervening (Studi Pada Konsumen Yang Menggunakan Masker Wajah Mustika Ratu Di Kota Semarang).”
- Hidayati, Nur Laili. 2018. “Pengaruh Viral Marketing, Online Consumer Riwiews Dan Harga Terhadap Keputusan Pembelian Shopee Di Surabaya.” *Jurnal Pendidikan Tata Niaga (JPTN)* 6(2).
- Jeong, EunHa, and SooCheong Shawn Jang. 2011. “Restaurant Experiences Triggering Positive Electronic Word-of-Mouth (EWOM) Motivations.” *International Journal of Hospitality Management* 30(2):356–66.
- Kertamukti, Rama. 2015. “Strategi Kreatif Dalam Periklanan.” *Jakarta: Raja Grafindo Persada*.
- Khammash, Marwan. 2008. “Electronic Word-of-Mouth: Antecedents of Reading Customer Reviews in on-Line Opinion Platforms: A Quantitative Study from the UK Market.” in *Proc. IADIS International Conference WWW/Internet*. Vol. 2008.
- Kotler, Philip, and Gary Amstrong. 2016. “Principle of Marketing. England.”
- Kotler, Philip, and Kevin Lane Keller. 2012. *Manajemen Pemasaran Jilid I Edisi Ke 12*. Vol. 27. Jakarta: Erlangga.
- Kotler, Philip, and Kevin Lane Keller. 2016. “Marketing Management, Edisi 14.”
- Lackermair, Georg, Daniel Kailer, and Kenan Kanmaz. 2013. “Importance of Online Product Reviews from a Consumer’s Perspective.” *Advances in Economics and Business* 1(1):1–5.
- Lee, Eun-Ju, and Soo Yun Shin. 2014. “When Do Consumers Buy Online Product Reviews? Effects of Review Quality, Product Type, and Reviewer’s Photo.” *Computers in Human Behavior* 31:356–66.
- Lupiyoadi, Rambat, and Ridho Bramulya Ikhsan. 2015. “Praktikum Metode Riset

- Bisnis.” *Jakarta: Salemba Empat* 306.
- Nuraini, Alfiyah, and Ida Maftukhah. 2015. “Pengaruh Celebrity Endorser Dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Citra Merek Pada Kosmetik Wardah Di Kota Semarang.” *Management Analysis Journal* 4(2).
- Prasetio, Adhi, and Eko Dinar Purnamawati. 2023. “The Role of Brand Ambassador and Electronic Word of Mouth towards Purchase Intention.” *JDM (Jurnal Dinamika Manajemen)* 14(1):1–21.
- Royan, Frans. 2004. “Marketing Celebrities, PT.” *Elex Media Komputindo, Jakarta*.
- Ryan, Russel, and Suwinto Johan. 2022. “Impact of Influencer Endorsement, Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision (a Case Study of Erigo Brand).” in *Proceeding of the International Conference on Family Business and Entrepreneurship*. Vol. 3.
- Saputra, Setiawan Tri, Kadarisman Hidayat, and Sunarti Sunarti. 2017. “Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Dan Dampaknya Terhadap Kepuasan Konsumen Pengguna Iphone (Survei Pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Malang).”
- Shimp, Terence A. 2014. “Komunikasi Pemasaran Terpadu Dalam Periklanan Dan Promosi.” *Jakarta: Salemba Empat* 97.
- Song, Guan Feng, Sirion Chaipoopiratana, and Howard Combs. 2010. “A Study of Chinese Advertising Practitioner’s Perspectives on the Selection of Celebrity Endorsers.” *Journal of Business and Behavioral Sciences* 19(1):17–32.
- Suliyanto. 2018. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Suparyanto, and Rosad. 2014. *Manajemen Pemasaran*. Bogor: In Media.
- Tjiptono, Fandy. 2015. *Manajemen Pemasaran Jasa*. Jakarta: PT Indeks Kelompok Gramedia.
- Wahyuningsih, Y., Pratisti, C., De Yusa, V., & Paramitasari, N. (2022, August) Perspektif Green Packing Dan Green Advertising Dalam Mengkonsumsi AMDK. In *Prosiding Seminar Nasional Darmajaya* (Vol. 1, pp, 62-66)
- Wijaya, Peter. 2015. “Pengaruh Pesan Iklan, Keterlibatan Iklan, Kredibilitas, Dan Kecocokan Endorser Pada Minat Beli Melalui Sikap Konsumen.” *Jurnal Siasat Bisnis* 19(1):36–55.

- Yasmin, Afrina, Sadia Tasneem, and Kaniz Fatema. 2015. "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study." *International Journal of Management Science and Business Administration* 1(5):69–80.
- Zhu, Feng, and Xiaoquan Zhang. 2010. "Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics." *Journal of Marketing* 74(2):133–48.