

DAFTAR PUSTAKA

- Agesti, N., Ridwan, M. S., & Budiarti, E. (2021). The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace. *International Journal of Multicultural and Multireligious Understanding*, Volume 8(Issue 3), 496–507.
- Almana, A. M., & Mirza, A. A. (2013). The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions. *International Journal of Computer Applications*, 82(9).
- Apriliani, E. P. (2014). Pengaruh Risiko Dan Harga Terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen. *Jurnal Dinamika Manajemen*, 4(2), 184–191. <https://doi.org/10.15294/jdm.v4i2.2761>
- Aradatin, S. A. Al, Muslim, B., & Meilina, R. (2017). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee (Studi Pada Mahasiswa Aktif Prodi Manajemen Angkatan 2017 UNP Kediri). *Seminar Nasional Manajemen, Ekonomi Dan Akuntansi (SENMEA)*, 757–767.
- Arikunto, S. (2006). *Prosedur penelitian suatu pendekatan praktek*. PT Rineka Cipta.
- Aryanto, A., & Tjendrowasono, T. I. (2012). Pembangunan Sistem Penjualan Online Pada Toko Indah Jaya Furniture Surakarta. *Sentra Penelitian Engineering Dan Edukasi*, 4(4), 56–62.
- Benazić, D., Tanković, A. Č., Econ, M., & Music, M. (2015). *Impact of Perceived Risk and Perceived Cost on Trust in the Online Shopping Websites and Customer Repurchase Intention—Communication Skills of Tourism Employees: Self-Evaluation, Soft Skills, Self-Esteem and Entrepreneurship Intention View project IMPACT*. October.
- Brunn, P., Jensen, M., & Skovgaard, J. (2002). e-Marketplaces: Crafting a winning strategy. *European Management Journal*, 20(3), 286–298. [https://doi.org/10.1016/S0263-2373\(02\)00045-2](https://doi.org/10.1016/S0263-2373(02)00045-2)
- Budiaji, W. (2013). Skala Pengukuran dan Jumlah Respon Skala Likert (The Measurement Scale and The Number of Responses in Likert Scale). *Ilmu Pertanian Dan Perikanan*, 2(2), 127–133.
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention;

- focused on the scarcity message frequency. *Journal of Business Research*, 120, 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chen, H., Zhang, S., Shao, B., Gao, W., & Xu, Y. (2022). How do interpersonal interaction factors affect buyers' purchase intention in live stream shopping? The mediating effects of swift guanxi. *Internet Research*, 32(1), 335–361. <https://doi.org/10.1108/INTR-05-2020-0252>
- Danisa, T. C. E., Istiyanto, B., & Ardyana, E. (2017). The Effect of Electronic Word of Mouth, Trust, Perceived Risk, and Site Quality on Transactions using E-Commerce. *International Conference "Sustainable Development Goals 2030 Challenges and Its Solutions*, 1(August), 191–208.
- Databoks. (2020). *Ribuan Penipuan Online Dilaporkan dalam Lima Tahun Terakhir*. <https://databoks.katadata.co.id/datapublish/2020/09/11/ribuan-penipuan-online-dilaporkan-tiap-tahun/>
- Driediger, F., & Bhatiasevi, V. (2019). Online grocery shopping in Thailand: Consumer acceptance and usage behavior. *Journal of Retailing and Consumer Services*, 48, 224–237. <https://doi.org/10.1016/j.jretconser.2019.02.005>
- Dwidenawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11), e05543. <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Ghali-Zinoubi, Z., & Toukabri, M. (2019). The antecedents of the consumer purchase intention: Sensitivity to price and involvement in organic product: Moderating role of product regional identity. *Trends in Food Science & Technology*, 90, 175–179. <https://doi.org/10.1016/j.tifs.2019.02.028>
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (6th ed.). Pearson Education Ltd.
- Hartati, S., Sumitro, D., & Sc, M. (2020). *THE INFLUENCE OF RISK PERCEPTION , REVIEW CONSUMER , AND TRUST ON CONSUMER SHOPEE PURCHASE DECISIONS (Consumer Case Study of TNI AD I Cakung Complex , East Jakarta)*. 1–17.
- Haryono, S. (2017). *Metode SEM untuk Penelitian Manajemen AMOS Lisrel PLS*. Luxima Metro Media.
- Istiqomah, I., Hidayat, Z., & Jariah, A. (2019). Analisis Pengaruh Kepercayaan, Iklan dan Persepsi Resiko Terhadap Keputusan Pembelian di situs Shopee di Kota Lumajang. *Progress Conference*, 2(1), 557–563. <https://proceedings.itbwigalumajang.ac.id/index.php/progress/article/view/206>

- Jakpat. (2019). *Indonesia Ecommerce Trend 1st Semester of 2019 – JAKPAT Survey Report*. <https://blog.jakpat.net/indonesia-ecommerce-trend-1st-semester-of-2019-jakpat-survey-report/>
- Kanitra, A. R. (2018). *PENGARUH COUNTRY OF ORIGIN DAN ONLINE CONSUMER REVIEW TERHADAP TRUST DAN KEPUTUSAN PEMBELIAN (Survei Pada Mahasiswa S1 Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2015 / 2016 dan 2016 / 2017 Tahun Akademik 2017 / 2018 Pembeli Produk Oppo Sm. 61(1), 64–73.*
- Kanitra, A. R., & Kusumawati, A. (2018). Pengaruh Country Of Origin Dan Online Consumer Review Terhadap Trust Dan Keputusan Pembelian. *Jurnal Administrasi Bisnis (JAB)*, 61(1), 64–73.
- Kasilingam, D. L. (2020). Understanding the attitude and intention to use smartphone chatbots for shopping. *Technology in Society*, 62, 101280. <https://doi.org/10.1016/j.techsoc.2020.101280>
- Kauffmann, E., Peral, J., Gil, D., Ferrández, A., Sellers, R., & Mora, H. (2020). A framework for big data analytics in commercial social networks: A case study on sentiment analysis and fake review detection for marketing decision-making. *Industrial Marketing Management*, 90, 523–537. <https://doi.org/10.1016/j.indmarman.2019.08.003>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran. Jilid 1.* (12th ed.). PT. Indeks Kelompok Gramedia.
- Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.00890>
- Li, L., Lee, K. Y., Lee, M., & Yang, S.-B. (2020). Unveiling the cloak of deviance: Linguistic cues for psychological processes in fake online reviews. *International Journal of Hospitality Management*, 87, 102468. <https://doi.org/10.1016/j.ijhm.2020.102468>
- Liao, S.-H., Hu, D.-C., Chung, Y.-C., & Huang, A.-P. (2021). Risk and opportunity for online purchase intention – A moderated mediation model investigation. *Telematics and Informatics*, 62, 101621. <https://doi.org/10.1016/j.tele.2021.101621>
- Lin, X., Wang, X., & Hajli, N. (2019). Building E-Commerce Satisfaction and Boosting Sales: The Role of Social Commerce Trust and Its Antecedents.

- International Journal of Electronic Commerce*, 23(3), 328–363.
<https://doi.org/10.1080/10864415.2019.1619907>
- Lu, B., & Zhang, S. (2020). A Conjoint Approach to Understanding Online Buyers' Decisions towards Online Marketplaces. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(3), 69–83.
<https://doi.org/10.4067/S0718-18762020000300106>
- Maslowska, E., Malthouse, E. C., & Viswanathan, V. (2017). Do customer reviews drive purchase decisions? The moderating roles of review exposure and price. *Decision Support Systems*, 98, 1–9.
<https://doi.org/10.1016/j.dss.2017.03.010>
- Minto, Waluyo. (2007). Teknik Analisis Data Multivariat dengan Structural, Equation Modelling. *Jurnal Teknik Industri FTI UPNV Jatim*, 2(2), 124–139.
- Mulyati, Y., & Gesitera, G. (2020). Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(2), 173. <https://doi.org/10.30588/jmp.v9i2.538>
- Nam, K., Baker, J., Ahmad, N., & Goo, J. (2020). Determinants of writing positive and negative electronic word-of-mouth: Empirical evidence for two types of expectation confirmation. *Decision Support Systems*, 129, 113168.
<https://doi.org/10.1016/j.dss.2019.113168>
- Nurlinda, R. A., & Utami, P. (2019). Analisis Persepsi Dan Kepercayaan Konsumen Terhadap Keputusan Berbelanja Online Melalui Instagram. *Journal of Economic*.
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 118575.
<https://doi.org/10.1016/j.jclepro.2019.118575>
- Pantano, E., Pizzi, G., Scarpi, D., & Dennis, C. (2020). Competing during a pandemic? Retailers' ups and downs during the COVID-19 outbreak. *Journal of Business Research*, 116, 209–213.
<https://doi.org/10.1016/j.jbusres.2020.05.036>
- Paul, H., & Nikolaev, A. (2021). Fake review detection on online E-commerce platforms: a systematic literature review. *Data Mining and Knowledge Discovery*, 35(5), 1830–1881. <https://doi.org/10.1007/s10618-021-00772-6>
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence & Planning*, 37(4), 372–385.
<https://doi.org/10.1108/MIP-02-2018-0070>

- Putra, A., Imam, M., & Riyadi, S. (2014). PENGARUH KEPERCAYAAN DAN KENYAMANAN TERHADAP KEPUTUSAN PEMBELIAN ONLINE (Studi Pada Pelanggan Website Ride Inc). *Jurnal Administrasi Bisnis (JAB)*, 8(2).
- Rahmadi, H., & Malik, D. (2018). Pengaruh Kepercayaan Dan Persepsi Risiko Terhadap Keputusan Pembelian E-Commerce Pada Tokopedia.Com Di Jakarta Pusat. *Reformasi Administrasi*, 3(1), 126–145. <https://doi.org/10.31334/v3i1.100>
- Ramadhani, R., & Endang, P. A. (2018). DIPONEGORO JOURNAL OF SOCIAL AND POLITIC Tahun 2018, Hal. 1-6 [http://ejournal-s1.undip.ac.id/index.php/PENGARUH ELECTRONIC WORD OF MOUTH DAN PERCEIVED RISK TERHADAP KEPUTUSAN PEMBELIAN PADA KONSUMEN TOKOPEDIA](http://ejournal-s1.undip.ac.id/index.php/PENGARUH_ELECTRONIC_WORD_OF_MOUTH_DAN_PERCEIVED_RISK_TERHADAP_KEPUTUSAN_PEMBELIAN_PADA_KONSUMEN_TOKOPEDIA). *Journal of Social and Politic*, 1–6.
- Rosillo-Díaz, E., Blanco-Encomienda, F. J., & Crespo-Almendros, E. (2020). A cross-cultural analysis of perceived product quality, perceived risk and purchase intention in e-commerce platforms. *Journal of Enterprise Information Management*, 33(1), 139–160. <https://doi.org/10.1108/JEIM-06-2019-0150>
- Sembada, A. Y., & Koay, K. Y. (2021). How perceived behavioral control affects trust to purchase in social media stores. *Journal of Business Research*, 130, 574–582. <https://doi.org/10.1016/j.jbusres.2019.09.028>
- Shopee. (2019). *About Shopee*. <https://careers.shopee.co.id/about/>
- Suryaningsih, I. B., Hadiwidjojo, D., Rohman, F., & Sumiati, S. (2014). A Theoretical Framework: The Role of Trust and Perceived Risks in Purchased Decision. *Research in Business and Management*, 1(2), 103. <https://doi.org/10.5296/rbm.v1i2.5270>
- Sutanto, M. A., & Aprianingsih, A. (2016). He Effect of Online Consumer Review Toward Purchase Intention: a Study in Premiumcosmetic in Indonesia. *International Conference on Ethics OfBusiness, Economics, and Social Science*, 53(2), 1689–1699.
- Tarabieh, S. M. Z. A. (2021). The impact of greenwash practices over green purchase intention: The mediating effects of green confusion, Green perceived risk, and green trust. *Management Science Letters*, 11, 451–464. <https://doi.org/10.5267/j.msl.2020.9.022>
- Usman, O., & Izhari, N. (2020). The Effect of Trust, Security, Service Quality, and Risk Perception of Purchasing Decisions Through Social Network Sites. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3510302>
- We Are Social and Hootsuite. (2021). *DIGITAL 2021: THE LATEST INSIGHTS INTO THE 'STATE OF DIGITAL.'*

<https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital>

- Wei, K., Li, Y., Zha, Y., & Ma, J. (2019). Trust, risk and transaction intention in consumer-to-consumer e-marketplaces. *Industrial Management & Data Systems*, 119(2), 331–350. <https://doi.org/10.1108/IMDS-10-2017-0489>
- Wu, I.-L., Chiu, M.-L., & Chen, K.-W. (2020). Defining the determinants of online impulse buying through a shopping process of integrating perceived risk, expectation-confirmation model, and flow theory issues. *International Journal of Information Management*, 52, 102099. <https://doi.org/10.1016/j.ijinfomgt.2020.102099>
- Yi, J., Yuan, G., & Yoo, C. (2020). The effect of the perceived risk on the adoption of the sharing economy in the tourism industry: The case of Airbnb. *Information Processing & Management*, 57(1), 102108. <https://doi.org/10.1016/j.ipm.2019.102108>
- Yu, W., Han, X., Ding, L., & He, M. (2021). Organic food corporate image and customer co-developing behavior: The mediating role of consumer trust and purchase intention. *Journal of Retailing and Consumer Services*, 59, 102377. <https://doi.org/10.1016/j.jretconser.2020.102377>
- Zhang, J., Zheng, W., & Wang, S. (2020). The study of the effect of online review on purchase behavior. *International Journal of Crowd Science*, 4(1), 73–86. <https://doi.org/10.1108/IJCS-10-2019-0027>
- Zhang, T., Tao, D., Qu, X., Zhang, X., Lin, R., & Zhang, W. (2019). The roles of initial trust and perceived risk in public's acceptance of automated vehicles. *Transportation Research Part C: Emerging Technologies*, 98, 207–220. <https://doi.org/10.1016/j.trc.2018.11.018>