

## DAFTAR PUSTAKA

- Aryamti, A., S. & Suyanto, AMA. (2019). Analisis Kualitas Produk, Kualitas Pelayanan Dan Citra Merek Pada Kepuasan Pelanggan Klinik Kecantikan Dan Pengaruhnya Terhadap Loyalitas Pelanggan. *e-Proceeding of Management*, 6, 131-138.
- Chae, H., Kim, S., Lee, J., & Park, K. (2019). 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*, 1-9.
- Dai, Bo. (2019). *The Impact of Perceived Price Fairness of Dynamic Pricing on Customer Satisfaction and Behavioral Intentions: The Moderating Role of Customer Loyalty*. Auburn: Auburn University.
- Databoks. (2022). Jumlah Penduduk Indonesia Diproyeksikan Mencapai 270 Juta. [online]. Tersedia: <https://databoks.katadata.co.id/datapublish/2019/09/13/jumlah-penduduk-indonesia-diproyeksikan-mencapai-270-juta-pada-2020> [5 januari 2022]
- Databoks. (2022). Penjualan E-Commerce Indonesia Diproyeksi Paling Besar di Asia Tenggara pada 2021. [online]. Tersedia: <https://databoks.katadata.co.id/datapublish/2021/09/21/penjualan-e-commerce-indonesia-diproyeksi-paling-besar-di-asia-tenggara-pada-2021> [5 januari 2022]
- Databoks. (2022). Shopee Jadi E-Commerce Paling Top dari Masa ke Masa. [online]. Tersedia: <https://databoks.katadata.co.id/datapublish/2019/09/03/shopee-jadi-e-commerce-paling-top-dari-masa-ke-masa> [5 januari 2022]
- EcommerceDB. (2022). *E-Commerce Market Analysis: The eCommerce market in Indonesia*. [online]. Tersedia: <https://ecommercedb.com/en/markets/id/all> [5 januari 2022]

- Elmaghraby dan Keskinocak. (2017). Dynamic pricing in the presence of inventory considerations: Research overview, current practices, and future directions. *Management Science*, 49, 1287–309.
- Ha, T., M. (2021). The impact of product characteristics of limited-edition shoes on perceived value, brand trust and purchase intention. *Cogent Business & Management*, 1-19.
- Habibah, U. & Sumiati. (2016). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah Di Kota Bangkalan Madura, *Jurnal Ekonomi & Bisnis*, 1, 31-48.
- Indrawati. (2015). *Metodologi Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Katadata. (2022). Nilai Transaksi E-commerce RI Melonjak 91%, Shopee Kuasai Pasar. [online]. Tersedia: <https://katadata.co.id/yuliawati/digital/60ba67ba89507/nilai-transaksi-e-commerce-ri-melonjak-91-shopee-kuasai-pasar> [5 januari 2022]
- Kimes, Sheryl E. (2018). Perceived fairness of yield management. *Cornell hotel and restaurant Administration Quarterly*, 43, 21–30.
- Kotler dan Armstrong. (2018). *Principles of Marketing*. Upper Saddle River: Pearson Education.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. USA: Pearson Education Limited.
- Kung, Mui, Kent B. Monroe, dan Jennifer L. Cox. (2018). Pricing on the Internet. *Journal of Product and Brand Management*, 11, 274–87.
- Le dan Liaw. (2017). Effects of Pros and Cons of Applying Big Data Analytics to Consumers' Responses in an E-commerce Context. *Sustainability*, 9, 1–19.
- Lily, Y. and Yazdanifard, R. (2021). The Impact of Consumer Buying Decision on Malaysian Sports Shoe Market. *International Journal of Management, Accounting and Economics*, 8, 103-113.
- Limakrisna, N. & Purba, T. P. (2017). *Manajemen Pemasaran : Teori dan Aplikasi dalam bisnis*, Edisi 2. Jakarta: Mitra Wacana Media.

- Mak, Vincent, Amnon Rapoport, and Eyrán J. Gisches. (2018). Dynamic Pricing Decisions and Seller-Buyer Interactions under Capacity Constraints. *Games*, 9, 1–23.
- Mak, Vincent, Amnon Rapoport, dan Eyrán J. Gisches. (2018). *Dynamic Pricing Decisions and Seller-Buyer Interactions under Capacity Constraints*. *Games*, 9, 1–23.
- Media Indonesia. (2022). Kemenkominfo: 89% Penduduk Indonesia Gunakan Smartphone. [online]. Tersedia: <https://mediaindonesia.com/humaniora/389057/kemenkominfo-89-penduduk-indonesia-gunakan-smartphone> [5 januari 2022]
- Mehra, P. (2017). Factors Influencing Purchase Behaviour of Branded Sports Shoes. *SCMS Journal of Indian Management*, 54-63.
- Mothersbaugh & Hawkins. (2016). *Consumer Behavior: Building Marketing Strategy 13th Edition*. New York: McGraw-Hill Education.
- Priansa, D. J. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta.
- Rahardjo, S., A. (2017). Analisis Atribut Yangmenjadi Preferensi Konsumen Dalam Memilih Produk Homds Teh Hijau. *Jurnal Manajemen dan Start-Up Bisnis*, 1, 739-745.
- Ruslan, M., R. Yoesdiarti, A. & Miftah, H. (2020). Analisis Preferensi Konsumen Terhadap Kopi Bogor Di Tiga Kedai Kopi Bogor. *Jurnal Agribisains*, 6, 101-114.
- Sahay, Arvind. (2018). How to reap higher profits with dynamic pricing. *MIT Sloan Management Review*, 48, 53–60.
- Santoso, singgih. (2017). *Statistik Multivariat dengan SPSS*. Jakarta: PT Elex Media Komputindo.
- Schiffman, L. G. & Wisenbit J. L. (2015). *Consumer Behavior: Eleventh Edition*. United States of America: Pearson.
- Shopee Careers. (2022). *Shopee is the leading e-commerce platform in Southeast Asia and Taiwan*. [online]. Tersedia: <https://careers.shopee.co.id/about/> [5 januari 2022]

- Sudarmono, L., H. & Mudiantono. (2016). Analisis Peningkatan Keputusan Pembelian Melalui Faktor – Faktor Yang Membentuk Preferensi Merek Coffee Shop Di Social Media (Studi pada J.CO Paragon Mall, Semarang). *Diponegoro Journal Of Management*, 5, 1-11.
- Sudaryono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan Mix Method (Edisi 2). Depok: Rajawali Pers.
- Sugiyono. (2021). Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Sujarweni, V. W. (2019). Metodologi Penelitian Bisnis Dan Ekonomi Pendekatan Kuantitatif. Yogyakarta: PUSTAKABARUPRESS.
- Vaidya, Saurabh, Prashant Ambad, dan Bhosle Sathosh. (2018). Industry 4.0—A Glimpse. *Procedia Manufacturing*, 20, 233–38.
- Victor, V., Thoppan, J. J., Nathan, R. J., & Maria, F. F. (2018). Factors Influencing Consumer Behavior and Prospective Purchase Decisions in a Dynamic Pricing Environment—An Exploratory Factor Analysis Approach. *Social Science*, 7, 1-14.