

REFERENCE

- Asensio, Alfonso. (2017). *World Wide Data : the Future of Digital Marketing, E-Commerce, and Big Data*. Business Expert Press.
- Beneke, J., Mill, J., Naidoo, K., & Wickham, B. (2015). The impact of willingness to engage in negative electronic word-of-mouth on brand attitude: a study of airline passengers in South Africa. In *Journal of Business and Retail Management Research (JBRMR)* (Vol. 9). www.jbrmr.com
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (Strategy, Implementation And Practice). In *Pearson* (7th ed., Vol. 7, Issue 9).
- Dawn McGruer. (2020). *Dynamic Digital Marketing Master the World of Online and Social Media Marketing to Grow Your Business*.
- Dewi, A., Najib, M., & Beik, I. S. (2018a). Effect of Qualities of Service and Funding Product on Brand Image And Loyalty of Sharia Bank Customers in Bogor. *Indonesian Journal of Business and Entrepreneurship*.
<https://doi.org/10.17358/ijbe.4.3.308>
- Dewi, A., Najib, M., & Beik, I. S. (2018b). Effect of Qualities of Service and Funding Product on Brand Image And Loyalty of Sharia Bank Customers in Bogor. *Indonesian Journal of Business and Entrepreneurship*.
<https://doi.org/10.17358/ijbe.4.3.308>
- Dwi Hadya Jayani. (2019). *Transaction value of Tokopedia, Bukalapak and Shopee 2014-2023*.
- Ehsan Malik, M., Mudasar Ghafoor, M., & Kashif Iqbal, H. (2012). Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector. In *International Journal of Business and Social Science* (Vol. 3, Issue 23). www.ijbssnet.com
- Ellis-Chadwick, F., Isaac, H., & Mercanti-Guérin, M. (2014). *Marketing Digital*.
<https://www.researchgate.net/publication/321125707>
- Global Web Index (GWI). (2020). *Age internet users use online shopping applications via their mobile phones or tablets to transact e-commerce*.
- GLOBALWEBINDEX. (2020). *E-commerce activity overview*.
- Hanif Zaid. (2021). *Polarisasi E-commerce Berdasarkan Gender di Indonesia*. Kumparan.
- Hardiyanto, N., Lakshi, H., Perera, K., & Kusdibyo, L. (2020a). Customer Purchase Intentions on Hijab Fashion: The Role of Social Media Marketing Instagram and Product Quality. *INTERNATIONAL JOURNAL OF APPLIED BUSINESS RESEARCH*, 2020(2), 138–148. <https://doi.org/10.35313/ijabr.v2i02.108>
- Hardiyanto, N., Lakshi, H., Perera, K., & Kusdibyo, L. (2020b). Customer Purchase Intentions on Hijab Fashion: The Role of Social Media Marketing Instagram and

- Product Quality. *INTERNATIONAL JOURNAL OF APPLIED BUSINESS RESEARCH*, 2020(2), 138–148. <https://doi.org/10.35313/ijabr.v2i02.108>
- Hari Widowati. (2019). *World's fastest growing e-commerce*.
- Imam Ghazali, & Hengky Latan. (2012). *Partial least squares konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris*.
- Indrawati. (2015). *metode penelitian manajemen dan bisnis, konvergensi teknologi komunikasi dan informasi*.
- Indrawati. (2017). *Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi & Komunikasi*.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2011). Electronic word-of-mouth: Challenges and opportunities. *Procedia Computer Science*, 3, 42–46. <https://doi.org/10.1016/j.procs.2010.12.008>
- Jalilvand, M. R., & Samiei, N. (2012a). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Jalilvand, M. R., & Samiei, N. (2012b). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Jalilvand, M. R., & Samiei, N. (2012c). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143. <https://doi.org/10.1504/ijsem.2018.10017351>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing -17*.
- Kotler, P., & Keller, K. L. (n.d.). *Marketing management*.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- LAPORAN SURVEI INTERNET APJII 2019-2020 (Q2) Penetrasi & Perilaku Pengguna Internet Indonesia-Diunduh untuk Nabila Elsyah Shafira.* (n.d.).

- Martín-Consuegra, D., Faraoni, M., Díaz, E., & Ranfagni, S. (2018a). Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. *Journal of Global Fashion Marketing*, 9(3), 237–251. <https://doi.org/10.1080/20932685.2018.1461020>
- Martín-Consuegra, D., Faraoni, M., Díaz, E., & Ranfagni, S. (2018b). Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. *Journal of Global Fashion Marketing*, 9(3), 237–251. <https://doi.org/10.1080/20932685.2018.1461020>
- McGruer, D. (2020). *Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business*. 68–70.
- Meriani Setiawan. (2007). Efektivitas pesan iklan "IM3 Raja Voucher" dan penggunaan endorser terhadap citra perusahaan pada masyarakat Surabaya (iklan pada harian Jawa Pos).
- Mughoffar, M., Sumarwan, U., & Tinaprilla, N. (2019a). The Effect of e-Wom And Brand Image on The Interest in Buying The Heavenly Blush Yoghurt Product. *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.5.2.158>
- Mughoffar, M., Sumarwan, U., & Tinaprilla, N. (2019b). The Effect of e-Wom And Brand Image on The Interest in Buying The Heavenly Blush Yoghurt Product. *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.5.2.158>
- Naresh K. Malhotra. (2010). *Marketing Research*.
- Natasha Khairunissa Amani. (2021). *Top 5 E-commerce in Indonesia*.
- Nuseir, M. T. (2019a). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- Nuseir, M. T. (2019b). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- O.M.E. ABDEL-SALAM, N.A. SALEM, M.E.S. EL-SHAMARKA, J.S. HUSSEIN, N.A.S. AHMED, & M.E.S. EL-NAGAR. (2012). *Studies on the effects of aspartame on memory and oxidative stress in brain of mice*.
- Philip Kotler, Gary Armstrong, & Marc Oliver Opresnik. (n.d.). *Kotler Armstrong (principles of marketing)*.
- Plidtookpai, N., & Yoopetch, C. (2021a). The electronic word-of-mouth (Ewom) trustworthiness, brand image and other determinants of purchase intention of the middle class to luxury hotel services. *Kasetsart Journal of Social Sciences*, 42(1), 61–68. <https://doi.org/10.34044/j.kjss.2021.42.1.10>

- Plidtookpai, N., & Yoopetch, C. (2021b). The electronic word-of-mouth (Ewom) trustworthiness, brand image and other determinants of purchase intention of the middle class to luxury hotel services. *Kasetsart Journal of Social Sciences*, 42(1), 61–68. <https://doi.org/10.34044/j.kjss.2021.42.1.10>
- Prastyo, N. A., Suharto, A., & Tyas, W. M. (2018). *PENGARUH E-WOM (Electronic Word of Mouth) DAN HARGA TERHADAP MINAT BELI PADA ONLINE SHOP.*
- Prof. Dr. Sugiyono. (2014). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D.*
- PT CSLA Indonesia. (2019). *Transaction value of Tokopedia, Bukalapak and Shopee 2014-2023.*
- Pusat Data dan Analisa Tempo (PDAT). (2019). *Most popular e-commerce .*
- Putri, S. R., Amalia, R., Manajemen, M. P., Ekonomi, F., Bisnis, D., Syiah Kuala, U., Dosen,), Kuala, U. S., & Kunci, K. (n.d.). *PENGARUH E-WOM TERHADAP CITRA PERUSAHAAN DAN DAMPAKNYA TERHADAP NIAT BELI KONSUMEN PADA SITUS ONLINE SHOPEE. ID.* In *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen* (Vol. 3, Issue 2).
- Rahman, F. Y., Yuliati, L. N., & Simanjuntak, M. (2019a). The Influence of Marketing Mix and Word of Mouth Towards Brand Image and Usage of Online Bike Usage. *Indonesian Journal of Business and Entrepreneurship*.
<https://doi.org/10.17358/ijbe.5.3.287>
- Rahman, F. Y., Yuliati, L. N., & Simanjuntak, M. (2019b). The Influence of Marketing Mix and Word of Mouth Towards Brand Image and Usage of Online Bike Usage. *Indonesian Journal of Business and Entrepreneurship*.
<https://doi.org/10.17358/ijbe.5.3.287>
- Rahman, F. Y., Yuliati, L. N., & Simanjuntak, M. (2019c). The Influence of Marketing Mix and Word of Mouth Towards Brand Image and Usage of Online Bike Usage. *Indonesian Journal of Business and Entrepreneurship*.
<https://doi.org/10.17358/ijbe.5.3.287>
- Sandes, F. S., & Urdan, A. T. (2013a). Electronic Word-of-Mouth Impacts on Consumer Behavior: Exploratory and Experimental Studies. *Journal of International Consumer Marketing*, 25(3), 181–197.
<https://doi.org/10.1080/08961530.2013.780850>
- Sandes, F. S., & Urdan, A. T. (2013b). Electronic Word-of-Mouth Impacts on Consumer Behavior: Exploratory and Experimental Studies. *Journal of International Consumer Marketing*, 25(3), 181–197.
<https://doi.org/10.1080/08961530.2013.780850>
- Sem Christina Hawila Sibagariang, & Tinjung Desy Nursanti. (2010). *ENGARUH BRAND IMAGE DAN BRAND TRUST TERHADAP BRAND LOYALTY PADA PT BANK SINARMAS.*
- Shopee. (2022). *Something Review.*
shopee.co.id. (2022). *Shopee event. Shopee.Com.*

- Shopee.co.id. (2022). *Shopee logo*. Shopee.Co.Id.
- Snapchart. (2020). *Research Snapchart*.
- Sugiono. (2012). *Metodelogi Penelitian Kuantitatif Kualitatif dan R&D*.
- Uma Sekaran, & Roger Bougie. (2016). *Research Methods For Business: A Skill Building Approach* (7th edition). Wiley.
- Wahyu T.Rahmawati. (2020). *Riset Snapcart: Shopee Jadi E-commerce yang Paling Diminati Saat Belanja*. Industri Kontan.
- Wijaya, V. A., & Oktavianti, R. (2018). *Vallesia Alvionita Wijaya, Roswita Oktavianti: Pengaruh Brand Image E-Commerce terhadap Minat Beli Konsumen (Survei Pada Pelanggan Tokopedia) 531 Pengaruh Brand Image E-Commerce Terhadap Minat Beli Konsumen (Survei Pada Pelanggan Tokopedia)*.
- William G. Zikmund, Barry J. Babin, Jon C. Carr, & Mitch Griffin. (2013). *Business Research Methods*.