

## DAFTAR PUSTAKA

- Abd, A., Zaidi, F., Razak, A., Abu, A., & Salihin, W. (2016). The Effects Of Perceived Usefulness, Perceived Ease of Use and Perceived Usefulness on Online Hotel Booking Intention : A Conceptual Framework. *Procedia Economics and Finance*, 35(October 2015), 644–649.
- Amin, D., Mahomed, A. S. B., Ab Aziz, Y. B., & Hashim, H. B. (2021). Examining the impact of visual presentations and online reviews on hotel booking intentions. *Tourism and Hospitality Research*, 21(4), 402–417. <https://doi.org/10.1177/14673584211021900>
- Andreis, F. De, & Carioni, M. (2019). A Critical Approach to the Tourism Management. *Open Journal of Applied Sciences*, 09(05), 335–341. <https://doi.org/10.4236/ojapps.2019.95027>
- Arbaini, P. (2020). Pengaruh Consumer Online Rating Dan Review Terhadap Keputusan Pembelian Pada Pengguna Marketplace Tokopedia. *Jurnal Bisnis Dan Manajemen*, 7(1), 25–33. <https://doi.org/10.26905/jbm.v7i1.3897>
- Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis*, 1–11.
- Athapaththu, J. C., & Kulathunga, D. (2018). Factors Affecting Online Purchase Intention: Effects of Technology and Social Commerce. *International Business Research*, 11(10), 111. <https://doi.org/10.5539/ibr.v11n10p111>
- BPS. (2022). *Statistik Hotel dan Akomodasi Lainnya di Indonesia (Hotel and Other Accommodation Statistic In Indonesia) Tahun 2022*.
- Budiman, J., & Sherlin. (2021). Analisis faktor-faktor Yang Mempengaruhi Booking Intention Melalui Online Travel Agency Dengan Website Quality dan Perceived Value Sebagai Variabel Mediating. *Conference on Management, Business, Innovation, Education and Social Science*, 1(1), 1873–1886.
- Chairunnisah, R., Alamsyah, N., Andriani, H., & Sahrin, A. (2021). Pengaruh Perceived Ease of Use terhadap Perceived Usefulness Pengguna Sistem Informasi Rumah Sakit di RSUD Provinsi Nusa Tenggara Barat. *Jurnal Manajemen Informasi Kesehatan Indonesia*, 9(1), 55–58.
- Darmayanti, Y. P. (2018). *Pengaruh Persepsi Konsumen Atas Atribut Toko Online Terhadap Brand Preference*. Universitas Katolik Parahyangan.
- El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tourism*

- Management Perspectives*, 33(March 2019), 100604.  
<https://doi.org/10.1016/j.tmp.2019.100604>
- Ert, E., & Fleischer, A. (2016). Mere Position Effect in Booking Hotels Online. *Journal of Travel Research*, 55(3), 311–321.  
<https://doi.org/10.1177/0047287514559035>
- Faustina, M. G., Herawaty, T., & Barkah, C. S. (2019). PENGARUH WEB DESIGN TERHADAP INTENSI PEMBELIAN PRODUK FESYEN (Survei pada Pengunjung Website ZALORA Indonesia di Kota Bandung). *Image : Jurnal Riset Manajemen*, 8(1), 9–20.  
<https://doi.org/10.17509/image.v8i1.23118>
- Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 1(2), 61–76.  
<https://doi.org/10.26533/jmd.v1i2.175>
- Gil-saura, I., Rodríguez-orejuela, A., & Pe, N. (2020). Purchase intention and purchase behavior online : A cross-cultural approach. *Heliyon*, 6(June).  
<https://doi.org/10.1016/j.heliyon.2020.e04284>
- Handoko, N. T., & Melinda, T. (2021). Effect of Electronic Word of Mouth on Purchase Intention Through Brand Image As Media in Tokopedia. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(4), 83–93.
- Hariyanto, H. T., & Trisunarno, L. (2021). Analisis Pengaruh Online Customer Review, Online Customer Rating, dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian pada Toko Online di Shopee. *Jurnal Teknik ITS*, 9(2). <https://doi.org/10.12962/j23373539.v9i2.56728>
- Heryangi, H., & Ariyanto, D. (2018). Faktor-Faktor yang Mempengaruhi Minat Pemanfaatan dan Penggunaan Sistem Online Travel Agent di Industri Perhotelan. *E-Jurnal Akuntansi*, 23(1), 626–650.
- Huang, Y. C., Chang, L. L., Yu, C. P., & Chen, J. (2019). Examining an extended technology acceptance model with experience construct on hotel consumers' adoption of mobile applications. *Journal of Hospitality Marketing and Management*, 28(8), 957–980.  
<https://doi.org/10.1080/19368623.2019.1580172>
- Hussein, S. H., Kusairi, S., & Ismail, F. (2021). The impact of educational tourism on economic growth: A panel data analysis. *International Journal of Business and Globalisation*, 28(1–2), 172–192.  
<https://doi.org/10.1504/IJBG.2021.115301>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung : Alfabeta.
- Irawan, H., Akmalia, G., & Masrury, R. A. (2019). Mining tourist's perception

toward Indonesia tourism destination using sentiment analysis and topic modelling. *ACM International Conference Proceeding Series, September*, 7–12. <https://doi.org/10.1145/3361821.3361829>

- Japarianto, E., & Adelia, S. (2020). Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *Jurnal Manajemen Pemasaran*, 14(1), 35–43. <https://doi.org/10.9744/pemasaran.14.1.35-43>
- Japarianto, E., & Anggono, Y. D. (2020). Analisa Pengaruh Perceived Ease of Use Terhadap Intention to Buy Dengan Perceived Usefulness Sebagai Variabel Intervening Pada Aplikasi E-Commerce Tokopedia. *Jurnal Strategi Pemasaran*, 7(1), 1–9.
- Japarianto, E., & Monica, F. (2022). Analisa Pengaruh Perceived Ease of Use Dan Melalui Perceived Enjoyment Terhadap Behavior Intention Pada Digital Payment. *Jurnal Manajemen Pemasaran*, 16(1), 9–15. <https://doi.org/10.9744/pemasaran.16.1.9>
- KKBPRI. (2023). Pertumbuhan Ekonomi Tahun 2022 Capai 5,31%, Tertinggi Sejak 2014 - Kementerian Koordinator Bidang Perekonomian Republik Indonesia. In *Siaran Pers HM.4.6/40/SET.M.EKON.3/02/2023*.
- Kotler, P., & Amstrong, G. (2019). *Prinsip-Prinsip Pemasaran*. (Edisi 12). Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran* (Edisi 12). Jakarta: PT. Index.
- Krisnawati, I. D., & Yuliawati, E. (2020). Analisis Pengaruh Purchase Intention dan Keputusan Pembelian Produk Laptop Recovery dengan Metode Structural Equation Modeling. *Prosiding Seminar Nasional Sains Dan Teknologi Terapan*, 1(1), 193–200.
- Kusuma, C. S. D. (2019). Mice- Masa Depan Bisnis Pariwisata Indonesia. *Efisiensi - Kajian Ilmu Administrasi*, 16(2), 52–62. <https://doi.org/10.21831/efisiensi.v16i2.27420>
- Marikyan, D., & Papagiannidis, S. (2023). *Technology Acceptance Model: A review*. In S. Papagiannidis. <https://doi.org/10.4018/978-1-59140-792-8.ch038>
- Marta, R. F., Pricillia, P., Kosasih, M. F., & Evelyn Iskandar, M. C. (2018). Analisis Komunikasi Pemasaran Melalui Strategi Brand Activation Pond❖S Untuk Meraih Top Brand Award 2013. *Jurnal Ilmiah Komunikasi Makna*, 6(1), 22. <https://doi.org/10.30659/jikm.6.1.22-30>
- Martini, L. K. B., Sembiring, E., & Paulus, F. (2022). Customer Online

- Customer Rating Dan Online Customer Review Terhadap Keputusan Pembelian Di Toko Modeliafashion Pada Marketplace Tokopedia Jakarta. *Journal of Applied Management and Accounting Science*, 4(1), 15–24. <https://doi.org/10.51713/jamas.v4i1.67>
- Mileva, D. N. (2018). Pengaruh Social Media Marketing dan Pesepsi Kualitas terhadap Niat Beli Surabaya Snowcake (Studi pada Masyarakat Surabaya Timur). *Jurnal Ilmu Manajemen (JIM)*, 7(2), 446–452.
- Mulyani, V. G., Najib, M. F., & Guteres, A. D. (2021). The Effect of Perceived Usefulness, Trust and Visual Information toward Attitude and Purchase Intention. *Journal of Marketing Innovation (JMI)*, 1(01), 78–93. <https://doi.org/10.35313/jmi.v1i01.12>
- Naufaldi, I., & Tjokrosaputro, M. (2020). Pengaruh Perceived Ease Of Use, Perceived Usefulness, dan Trust terhadap Intention To Use. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 715. <https://doi.org/10.24912/jmk.v2i3.9584>
- Nguyen, Q. H. (2021). Impact of Investment in Tourism Infrastructure Development on Attracting International Visitors : A Nonlinear Panel ARDL Approach Using Vietnam ' s Data. *Economies*, 9(131), 1–19. <https://doi.org/10.3390/economies9030131>
- Ningsih, E. S. P. (2019). *PENGARUH RATING DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE PADA MARKETPLACE SHOPEE*. Universitas Muhammadiyah Makassar.
- Oktania, D. E. (2022). Pengaruh Perceived Usefulness, Percieved Ease of Use dan Compatibility With Lifestyle Terhadap Niat Beli di Social Commerce. *Jurnal Ilmu Manajemen*, 10, 255–267.
- Perwitasari, A. W. (2022). The Effect of Perceived Usefulness and Perceived Easiness towards Behavioral Intention to Use Fintech by Indonesian MSMEs. *The Winners*, 23(1), 1–9. <https://doi.org/10.21512/tw.v23i1.7078>
- Praptiningsih, N. A. (2019). Pengaruh Word of Mouth Terhadap Minat Pelajar Studi Ke Jerman Melalui Euro Management. *Jurnal Perspektif Komunikasi*, 3(1), 23–29.
- Prasetio, A., & Purnamawati, E. (2022). The Role of Brand Ambassador and Electronic Word of Mouth in Predicting Purchase Intention. *Jurnal Dinamika Manajemen*, 14(1), 1–21. <http://jdm.unnes.ac.id>
- Putri, N. N. S., Alamsyah, A., & Widiyanesti, S. (2020). Fulfillment and Responsiveness on Online Travel Agencies Using Multiclass Classification. *2020 8th International Conference on Information and Communication Technology, ICoICT 2020, April 2022*.

<https://doi.org/10.1109/ICoICT49345.2020.9166457>

- Putri, N. R. (2021). Penggunaan Internet Marketing Dalam Bentuk Brand Association Pada Penelitian Langkok Kuliner Pasaman Barat. *International Journal Sadida: Islamic Communication Media Studies*, 1(1), 101–115.
- Rahmad Igarta, K. R., & Handayani, F. (2020). Analisis Spasial Sektor Pariwisata di Provinsi Kalimantan Selatan. *Jurnal Borneo Administrator*, 16(1), 81–100. <https://doi.org/10.24258/jba.v16i1.628>
- Ridwan, R., & Rubiyanti, N. (2020). Pengaruh Online Customer Review Terhadap Purchase Intention the Effect of Online Customer Review on Purchase Intention on. *E-Proceeding Of Management*, 7(1), 1–6.
- Rochaety. (2007). *Metodologi Penelitian Bisnis*. Jakarta: Mitra Wacana Media.
- Rohmatulloh, C., & Sari, D. (2021). Pengaruh Online Customer Review Terhadap Minat Beli Dengan Kepercayaan Sebagai Variabel Intervening Pada Shopee. *EProceedings of Management*, 8(3), 58–66.
- Saleh, M. Y., & Said, M. (2019). Konsep dan Strategi Pemasaran. In *CV SAH MEDIA, Makassar* (Vol. 3).
- Samsu, S.Ag., M.Pd.I., P. . (2017). Metode penelitian: teori dan aplikasi penelitian kualitatif, kuantitatif, mixed methods, serta research & development. In *Diterbitkan oleh: Pusat Studi Agama dan Kemasyarakatan (PUSAKA)* (Issue May 2021).
- Sanjita, B. (2018). *Effective communication with customers through visual merchandising in physical retail industry. Caso Shoe Stop Oy. May*.
- Sari, I., Rinawati, T., & Rizkiana, C. (2022). Pengaruh Electronic Word of Mouth (E-Wom) Dan Online Consumer Review (Ocr) Terhadap Keputusan Pembelian Melalui Shopee. *Solusi*, 20(2), 160. <https://doi.org/10.26623/slsi.v20i2.5147>
- Sari, S. P. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(1), 147. <https://doi.org/10.30872/psikoborneo.v8i1.4870>
- Sindarta, F., & Santoso, T. (2022). Pengaruh Perceived Ease of Use Terhadap Intention To Use Melalui Perceived Usefulness Aplikasi Pemutar Musik Spotify Di Kalangan Pengguna Smartphone Berbasis Android. *Agora*, 10(1), 1–9.
- Singgih, S. (2018). *Menguasai Statistik dengan SPSS 25*. Jakarta: PT Elex Media Komputindo.
- Soedarso, Nurif, M., & Windiani. (2014). Potensi dan Kendala Pengembangan Pariwisata Berbasis Kekayaan Alam dengan Pendekatan Marketing Places (Studi Kasus Pengembangan Pariwisata di Kabupaten Bojonegoro).

*Jurnal Sosial Humaniora*, 7(2), 2071–2079.

- Soekotjo, E. (2022). Pengaruh Online Customer Review Terhadap Kepercayaan Merek Yang Mempengaruhi Minat Beli Konsumen Dnd Pet di Marketplace Shopee. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 7(2021).
- Subagio, H., & Jessica, J. (2020). Pengaruh Perceived Usefulness, Perceived Ease of Use, Subjective Norm, dan Customer Experience Terhadap Intention To Use My Telkomsel (Studi Kasus Pada Mahasiswa Universitas Kristen Petra Surabaya). *Jurnal Strategi Pemasaran (Petra.Ac.Id)*, 7(1), 1–12.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung : Alfabeta.
- Syah, A. (2021). *Manajemen Pemasaran Kepuasan Pelanggan*. Bandung: CV WIDINA MEDIA UTAMA.
- Tamara, F. (2021). Daftar Online Travel Agent Terbaik di Indonesia. *Ulasku.Com*.
- Thung, M. F., Tjahjowidodo, B. T., & Wijaya, S. (2021). Analisis Kepuasan Konsumen Hotel Bintang 2 Dan Bintang 5 Di Surabaya: Penerapan Proses Text-Mining Atas Ulasan Daring Konsumen. *Jurnal Manajemen Pemasaran*, 15(1), 1–9. <https://doi.org/10.9744/pemasaran.15.1.1-9>
- Togas, P. T., Kindangen, P., Tumbuan, W. J. F. A., & Program, M. (2019). THE INFLUENCE OF ONLINE REVIEW ON ONLINE HOTEL BOOKING INTENTION IN MANADO. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(5), 3189–3198.
- Top Brand Award. (2022). *Bagaimana Penilaian Bagi Merek Dalam Survei Top Brand?* Top Brand Award.
- Trianasari, N., Butcher, K., & Sparks, B. (2018). Understanding Guest Tolerance and the Role of Cultural Familiarity in Hotel Service Failures. *Journal of Hospitality Marketing and Management*, 27(1), 21–40. <https://doi.org/10.1080/19368623.2017.1329677>
- Tristiaratri, A., Brata, A. H., & Fanani, L. (2018). Perbandingan User Interface Aplikasi Mobile Pemesanan Tiket Pesawat Online dengan Design Thinking. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer E-ISSN*, 2548(6), 964X.
- Vanderschantz, N., & Sijnja, N. (2020). Swipe, Scroll, Add-To-Cart: a case study of e-commerce gallery designs for small screen devices. *DRS2020: Synergy*, 5, 11–14. <https://doi.org/10.21606/drs.2020.158>
- Vrontis, D., Massoud, M., Dennaoui, H., & El Nemar, S. (2022). The impact of e-service on hotels' booking: adjusted TAM framework for customers'

intentions to book hotels online. *Global Business and Economics Review*, 26(3), 285–313. <https://doi.org/10.1504/GBER.2022.122384>

Wahyu, M., Solihat, I., Simatupang, J., Yacob, S., & Ningrum, E. D. P. (2023). Mapping Research In Digital Marketing: 2007-2022 Period In Indonesia Context. *Quality - Access to Success*, 24(196), 140–147. <https://doi.org/10.47750/QAS/24.196.19>

Wati, A. P., Martha, J. A., & Indrawati, A. (2020). *Digital Marketing* (Nanda Arth). Malang: Edulitera.

Widokarti, J. R., & Priansa, D. J. (2019). *Komunikasi pemasaran terpadu dalam industri pariwisata / Joko Rizkie Widokarti, Donni Juni Priansa*. (Edisi 1). Bandung : Alfabeta.

Willyarto, M. N., Werhoru, D., Januarta, S., & Rivaldo. (2020). Visual aid presentation as a learning method: A case study in learning English of management students in Binus University. *Journal of Physics: Conference Series*, 1566(1). <https://doi.org/10.1088/1742-6596/1566/1/012023>

Wissen, S., & Anatan, L. (2023). the Influence of Customer Inspiration on Social Media Marketing Toward Architectural Service Purchase Intention. *Jurnal Manajemen Dan Kewirausahaan*, 25(1), 13–24. <https://doi.org/10.9744/jmk.25.1.13-24>

Wu, S. T., Chiu, C. H., & Chen, Y. S. (2020). The influences of innovative technological introduction on interpretive experiences of exhibition:a discussion on the intention to use augmented reality. *Asia Pacific Journal of Tourism Research*, 25(6), 652–667. <https://doi.org/10.1080/10941665.2020.1752754>

Xu, X., & Schrier, T. (2019). Electronic Commerce Research and Applications Hierarchical effects of website aesthetics on customers' intention to book on hospitality sharing economy platforms. *Electronic Commerce Research and Applications*, 35, 100856. <https://doi.org/10.1016/j.elerap.2019.100856>

Zaaiman, J. (2020). Power and influence: Assessing the conceptual relationship. *Koers*, 85(1), 1–14. <https://doi.org/10.19108/KOERS.85.1.2466>

Zhao, L. (2023). The Necessity of Visual Presentation Design in Digital Foreign Language Teaching. *SHS Web of Conferences*, 157, 02008. <https://doi.org/10.1051/shsconf/202315702008>