

DAFTAR PUSTAKA

- Abdillah, Willy, & Jogiyanto. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis. Ed. 1.* Yogyakarta: ANDI.
- Agoda. (2023). *Agoda*. Dipetik Oktober 21, 2022, dari Agoda.com: <https://www.agoda.com/?cid=1844104>
- Akdim, K., Casalo, L., & Flavian, C. (2022). The role of utilitarian and hedonic aspects in the continuance intention to use social mobile apps. *Journal of Retailing and Consumer Services*, 66.
- Amalia, F., & Indrawati. (2019). Measuring Tools for Analyzing Factors Influencing Customer Continuance Intention towards Travel Mobile Application (A Case Study on KAI Access from PT. Kereta Api Indonesia). *International Journal of Business and Management Invention (IJBMI)*, 8(1), 43-48.
- Annur, C. M. (2022, Maret 23). *databoks*. Dipetik Desember 1, 2022, dari databoks.katadata.co.id
- Annur, C. M. (2022, Desember 16). *databoks*. Dipetik Februari 27, 2023, dari <https://databoks.katadata.co.id/index.php/datapublish/2022/12/16/survei-populix-traveloka-aplikasi-perjalanan-online-paling-banyak-disukai-konsumen>
- Auliandri, T. A. (2019, September 10). *UNAIR NEWS*. Dipetik Februari 28, 2023, dari <https://unair.ac.id/online-travel-agent-vs-biro-perjalanan-tradisional/>
- Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *Canadian Center of Science and Education*.
- Bright Local. (2020, Desember 9). *brightlocal*. Dipetik Juli 30, 2023, dari [brightlocal.com: https://www.brightlocal.com/research/local-consumer-review-survey-2020/](https://www.brightlocal.com/research/local-consumer-review-survey-2020/)

- Chen, X., Sheng, J., Wang, X., & Deng, J. (2016). Exploring determinants of attraction and helpfulness of online product review: A consumer behaviour perspective. *Discrete Dynamics in Nature and Society*, 1-19.
- Chiu, C. M., Wang, E. T., Fang, Y.-H., & Huang, H.-Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), 85-114.
- Cloud Host. (2021, Desember 21). *id CloudHost*. Dipetik Juli 30, 2023, dari idcloudhost.com: <https://idcloudhost.com/blog/memahami-pentingnya-online-review-bagi-e-commerce-dan-toko-online/>
- Farki, A., & Baihaqi, I. (2016). Pengaruh Online Customer Review dan Rating terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia. *Jurnal Teknik ITS*, 5(2), 614-619.
- Fathin, R. F., & Millanyani, H. (2021). Pengaruh Online Customer Review dan Rating Terhadap Minat Beli pada Aplikasi Pemesanan Hotel Traveloka. *COSTING:Journal of Economic, Business and Accounting*, 5(1), 709-722.
- Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. J., Hult, G., Ringle, C. M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*. USA: SAGE Publications.
- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS3.2.8 dalam Riset Bisnis*. Jakarta: PT Inkubator Penulis Indonesia.
- Hasibuan, A. N., & Rambe, D. (2020). Perilaku Konsumen Dalam Belanja Online Melalui Perspektif Gender. *mediastima*, 26(1).
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer Behavior: Building Marketing Strategy (11th edition)*. New York: McGraw-Hill Irwin.

- Indrawati. (2013).).*Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Aditama.
- Indrawati, Raman, M., Wai, C., Ariyanti, M., Mansur, D., Marhaeni, G. M., et al. (2017). *Perilaku konsumen individu dalam mengadopsi layanan berbasis teknologi informasi dan komunikasi*. Bandung: Refika Aditama.
- Indrawati, Ramantoko, G., & Widarmanti, T. (2022). Utilitarian, hedonic, and self-esteem motives in online shopping. *Spanish Journal of Marketing - ESIC*, 26(2), 231-246.
- Juairiah, Busono, G. A., & Fadeli, D. (2017). Sikap Dan Persepsi Konsumen Terhadap Keputusan pembelian Online Di Sungai Lilinmusi Banyuasin. *Jurnal Ilmu Manajemen*, 6(2), 164-174.
- Kante, M., Chepken, C., & Oboko, R. (2018). Partial Least Square Structural Equation Modelling' use in Information Systems: An Updated Guideline of Practices in Exploratory Settings. *AGETIC*, 6(1), 49-67.
- Kevin, A., Wahab, Z., & Shihab, M. S. (2020). The Impact of Online Consumer Reviews Dimension on Online Purchase Intentions In Tokopedia. *International Journal of Scientific and Research Publications*, 10(1), 387-393.
- Kotler, & Keller. (2008). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing*. New Jersey: Pearson Education, Inc.
- Kotler, P., & K., L. K. (2006). *Marketing Management (12th ed.)*. New Jersey: Pearson Education, Inc.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management: 13th Edition*. New Jersey: Upper Saddle River.
- Laroche, M., Ueltschy, L. C., Abe, S., Cleveland, M., & Yannopoulos, P. P. (2014). Service quality perceptions and customer satisfaction: Evaluating the role of culture. *Journal of International Marketing*, 12(3), 58-85.
- Lee, E.-J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*, 31, 356–366.

- Liang, Y. (2016). Reading to make a decision or to reduce cognitive dissonance? The effect of selecting and reading online reviews from a post-decision context. *Computers*, 64(11), 46-71.
- Luo, Y., & Ye, Q. (2019). The Effects of Online Reviews, Perceived Value, and Gender on Continuance Intention to Use International Online Outshopping Website: An Elaboration Likelihood Model Perspective. *Journal of International Consumer Marketing*, 31(3), 250–269.
- Luthfia, A. (2014). Pentingnya Kesadaran Antarbudaya dan Kompetensi Komunikasi Antarbudaya dalam Dunia Kerja Global. *HUMANIORA*, 5(1), 9-22.
- Martini, E., Tisadinda, F., Sultan, M. A., & Hurriyati, R. (2022). Impact of e-WOM and WOM on Destination Image in Shopping. *Jurnal Dinamika Manajemen*, 13(1), 66-77.
- Muhson, A. (2022). *Analisis Statistik dengan SmartPLS*. Yogyakarta: Program Pascasarjana UNY.
- Murniati, M. P., Warastuti, Y., & Purnamasari, S. V. (2013). *Alat-alat Pengujian Hipotesis*. Semarang: Universitas Katolik Soegijapranata.
- Nabila, M. (2016, November 9). *DailySocial*. Dipetik Juli 29, 2023, dari dailysocial.id: <https://dailysocial.id/post/lakukan-kegiatan-pemasaran-agoda-pacu-kontribusi-pelanggan-millennial>
- NEXEA. (2022). *NEXEA*. Dipetik Juli 29, 2023, dari nexea.co: <https://www.nexea.co/agoda-business-model/>
- Nurfitriani, A., & Hasanah, Y. N. (2022). Analysis of Online Rating and Online Review on Hotel Buying Interest. *ALMANA: Jurnal Manajemen dan Bisnis*, 6(2), 221-231.
- Nuryadi et al. (2017). *Dasar-Dasar Statistik Penelitian*. Yogyakarta: Sibuku Media.
- Oghuma, A. P., Saenz, L., Wong, S. F., & Chang, Y. (2016). An expectation-confirmation model of continuance intention to use mobile instant messaging. *Telematics and Informatics*, 33(1), 34-47.

- Ozen, H., & Kodaz, N. (2016). Utilitarian or Hedonic? A Cross Cultural Study in Online Shopping. *Proceedings of AMS' World Marketing Congress ~ Cultural Perspectives in Marketing* *Proceedings of AMS' World Marketing Congress ~ Cultural Perspectives in Marketing* (hal. 234-235). Istanbul: Thriving in a New World Economy.
- Paramitha, N. I., Sulhaini, & Saufi, A. (2022). *International Journal of Multicultural and Multireligious Understanding (IJMMU)*, 9(2).
- Paranita, E. S., & Salsabila, R. F. (2020). Pengaruh Electronic Word of Mouth terhadap Minat Beli Reservasi Hotel. *Judicious: Journal of Management*, 1(2), 71-77.
- Power Reviews. (t.thn.). *POWER REVIEWS*. Dipetik Juli 30, 2023, dari powerreviews.com: <https://www.powerreviews.com/blog/how-many-product-reviews/>
- Prass, A. B. (2022, Juni 30). *krjogja.com*. Dipetik Juli 30, 2023, dari krjogja: <https://www.krjogja.com/angkringan/read/228553/pentingnya-kuantitas-dan-kredibilitas-ulasan-online-serta-pengaruhnya-bagi-minat-beli-konsumen>
- Priyono. (2008). *Metode Penelitian Kuantitatif*. Sidoarjo: Zifatama Publishing.
- Purparisa, Y. (2019, November 12). *databoks*. Dipetik Oktober 21, 2022, dari <https://databoks.katadata.co.id/datapublish/2019/11/12/10-agensi-perjalanan-online-pilihan-konsumen>
- Rahmawati, A. I. (2021). Pengaruh Online Customer Review, Online Customer Rating Dan Kepercayaan Terhadap Keputusan Pembelian Online (Studi Kasus Pada Mahasiswa Feb Universitas Pgrri Semarang). *Jurnal Ilmiah Manajemen, Bisnis dan Ekonomi Kreatif*, 1(1), 18-23.
- Richard, M. O., Chebat, J. C., Yang, Z., & Putrevu, S. (2010). A proposed model of online consumer behavior: Assessing the role of gender. *Journal of Business Research*, 63(9-10), 926-934.
- Ridwan, & Kuncoro, E. A. (2017). *Cara Menggunakan dan Memakai Path Analysis (Analisis Jalur)*. Bandung: Alfabeta.

- R-Indonesia. (2023). *R-Indonesia*. Dipetik Februari 27, 2023, dari <https://indonesiareview.co.id/liburan/agoda-pengalaman>
- Rizal, A. (2020). *Manajemen Pemasaran di Era Masyarakat Industri 4.0*. Yogyakarta: Deepublish Publisher.
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif : Pengembangan Hipotesis dan Pengujiannya Menggunakan SmartPLS*. Yogyakarta: ANDI.
- Scharrer, E., & Ramasubramanian, S. (2021). *Quantitative Research Methods in Communication*. New York: Routledge.
- Siyoto, S., & Sodik, A. (2015). *Dasar Metodologi Penelitian*. Yogyakarta: Literasi Media Publishing.
- Statista. (t.thn.). Dipetik Februari 10, 2023, dari <https://www.statista.com/>
- Statista;. (2023). *Online travel agency usage in Indonesia as of June 2023*. Dipetik Juni 1, 2023, dari Statista: <https://www.statista.com/statistics/1200578/indonesia-online-travel-agency-usage/>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta, CV.
- Sunyoto, S. (2011). *Analisis Regresi Untuk Uji Hipotesis*. Yogyakarta: Caps.
- Syah, M. A., & Indriani, F. (2020). Analisis Pengaruh Online Customer Review Terhadap Minat Beli Konsumen pada Produk Kosmetik (Studi Kasus pada Pengguna Famaledaily Indonesia). *Diponegoro Journal of Management*, 9(3), 1-9.
- Tariyal, A., Bisht, S., Rana, V., Roy, S., & Pratap, S. (2022). Utilitarian and Hedonic Values of eWOM Media and Online Booking Decisions for Tourist Destinations in India. *Journal of Open Innovation*, 1-17.
- Tim Litbang MPI, MNC Portal. (2022, Juli 28). *Oke News*. Dipetik Januari 1, 2023, dari <https://news.okezone.com/read/2022/07/27/18/2637286/5-negara-asia-dengan-penduduk-terbanyak-salah-satunya-indonesia?page=2>
- Waisnawa, N. P., & Rastini, N. M. (2020). Pengaruh Kualitas Argumen dan Kredibilitas Sumber Terhadap Niat Pembelian yang Dimediasi Oleh Kegunaan Informasi. *E-Jurnal Manajemen*, 9(4), 1527-1547 .

- Walliman, N. (2011). *Research Methods: The Basics*. New York: Routledge.
- Wei, J., Lian, Y., Lie, L., Lu, Z., Lu, Q., Chen, W., et al. (2023). The impact of negative emotions and relationship quality on consumers' repurchase intention: An empirical study based on service recovery in China's online travel agencies. *Heliyon*, 9.
- Widokarti, J. R., & Priansa, D. J. (2019). *Konsumen, Pemasaran dan Komunikasi Kontempore*. Bandung: Pustaka Setia.
- Ye, Q., Zhang, Q., Du, M., & Song, G. (2016). The analysis of advertising pricing based on the two-sided markets theory in social network. *Nankai Business Review*, 19(1), 169–78.