

REFERENCES

- APJII. (2023). Profil Pengguna Internet Indonesia.
- Arsyalan, A. G., & Ariyanti, M. (2019). Pengaruh Electronic Word Of Mouth (ewom) Terhadap Keputusan Pembelian Di Shopee Oleh Masyarakat Bandung. *eProceedings of Management*, 6(3). <https://libraryproceeding.telkomuniversity.ac.id/index.php/management/article/view/11366>
- Asosiasi Digital Marketing Indonesia. (2020, June 27). 10 Kategori Produk Terlaris di Tokopedia. Asosiasi Digital Marketing. <https://digimind.id/10-kategori-produk-terlaris-di-tokopedia/>
- Baker, L. (2011). *Data collection*. Lee Baker.
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p126>
- Bhattacharjee, A., & Sanford, C. (2006). Influence Processes for Information Technology Acceptance: An Elaboration Likelihood model. *Management Information Systems Quarterly*, 30(4), 805. <https://doi.org/10.2307/25148755>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Databoks. (2022). E-Commerce dengan Pengunjung Terbanyak Kuartal II 2022
- Femila, Wanda & Jurusan, Hutami & Relations, Public & Komunikasi, Ilmu. (2021). POPULASI DAN SAMPEL DALAM PENELITIAN.*
- Firdaus, T., & Abdullah, T. (2017). E-WoM: Pengaruhnya terhadap Keputusan Pembelian Tamu Restoran di Bandung Utara. *The Journal: Tourism and Hospitality Essentials Journal*. <https://doi.org/10.17509/thej.v7i1.6843>
- Ghozali, H. I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro.
- Ginee (2021). 10 Kategori Produk Laris di Tokopedia Bulan Mei 2021
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., Grem-ler, D. D. (2013). Electronic word of mouth via consumer opinion platforms: What motivates consumers to articulate themselves on the inter-net?. *Journal of Interactive Marketing*, 18(1).
- Hollensen, S. (2019). *Marketing Management: a relationship approach*.
- Kotler, P., & Amstrong, G. (2012). *Principles of Marketing (14th ed.)*. Pearson Prentice.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Prentice-Hall International.
- Lin, C., Wu, Y., & Chen, V. (2013). Electronic Word-of-Mouth: the moderating roles of product involvement and brand image. *RePEc: Research Papers in Economics*. https://econpapers.repec.org/RePEc:tkp:tiim13:s3_29-47
- Mohajan, H. K. (2017). Two criteria for good measurements in research: Validity and reliability. *Annals of Spiru Haret University. Economic Series*, 17(4), 59-82.
- Mutiara, M., & Madiawati, P. N. (2019). Pengaruh Electronic Word Of Mouth Dan Citra Merek Terhadap Keputusan Pembelian Nature Republic Aloe Vera 92% Soothing Gel. *eProceedings of Management*, 6(1). <https://libraryproceeding.telkomuniversity.ac.id/index.php/management/article/download/9033/8898>
- Noviandi, A. (2021). Pengaruh E-Wom (Electronic Word Of Mouth) Terhadap Keputusan Pembelian Produk Food & Beverage Secara Online Pada Marketplace Tokopedia. *Business and Entrepreneurship Journal (BEJ)*, 2(1).
- Oktora, R., & Alamsyah, A. (2017). POLA INTERAKSI DAN AKTOR YANG PALING BERPERAN PADA EVENT JGTC 2013 MELALUI MEDIA SOSIAL TWITTER (STUDI MENGGUNAKAN METODE SOCIAL NETWORK ANALYSIS). *Jurnal Manajemen Indonesia*, 14(3), 201. <https://doi.org/10.25124/jmi.v14i3.370>
- Prasetio, A., Hurriyati, R., Sari, P. K., & Sary, F. P. (2017). Social Capital and Electronic Word-Of-Mouth (EWOM) effect toward online purchase intention. *Advanced Science Letters*. <https://doi.org/10.1166/asl.2017.10161>
- Putra, S. R. F., & Saputri, M. E. (2019). Pengaruh Celebrity Endorser Dan Electronic Word Of Mouth Terhadap Purchase Decision Pada Pelanggan Tokopedia. *eProceedings of Management*, 6(2). <https://libraryproceeding.telkomuniversity.ac.id/index.php/management/article/view/9459>
- Rachmah, S. A., & Madiawati, P. N. (2022). Pengaruh Storytelling Marketing dan Electronic Word of Mouth terhadap Keputusan Pembelian Café Kisah Manis Jalan Sunda di Kota Bandung melalui Content Marketing Creator TikTok. *ATRABIS: Jurnal Administrasi Bisnis*, 8.
- Ramadhani, H. S., Jumhur, H. M., & Dharmoputra, S. (2019). Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Brand Awareness, Brand Image, Dan Brand Loyalty (studi Kasus: Followers Pada Instagram Lazada. co. Id). *eProceedings of Management*, 6(2).
- Rofiyandi, Y. M. (2022, June 18). William Tanuwijaya, Kisah Pendiri Tokopedia di Jajaran Orang Terkaya. *Katadata*.

<https://katadata.co.id/redaksi/ekonopedia/62ac8f53e3ca7/william-tanuwijaya-kisah-pendiri-tokopedia-di-jajaran-orang-terkaya>

- Roza, A. S., & Jumbuh, H. M. (2021). PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) TERHADAP MINAT BELI KONSUMEN PADA FOLLOWERS AKUN INSTAGRAM AVOSKIN BEAUTY THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM) ON CONSUMER'S PURCHASE INTENTION ON AVOSKIN BEAUTY INSTAGRAM ACCOUNT FOLLOWERS. *E-Proceeding of Management*.
- Ruseffendi. (2010). *Dasar-dasar Penelitian Pendidikan dan Bidang non-Eksakta Lainnya*. Bandung, Indonesia: Tarsito.
- Schiffman., Kanuk. (2012). *Perilaku Konsumen (Edisi Ketujuh)*. PT. Index
- Sekaran, U., & Bougie, R. (2013). *Research methods for business : a skill-building approach 6th ed*. Library of Congress Cataloging-in-Publication Data.
- Siregar, H. F. A., & Sampurna, D. S. (2020). Analisis Pengaruh Store Atmosphere, Lokasi, Dan Keanekaragaman Produk Terhadap Keputusan Pembelian (Studi Kasus pada Konsumen di Indomaret Sentul Jaya V Harapan Jaya)/Analysis Of The Influence Of Store Atmosphere, Location, And Product Diversity On Purchase Decisions (Case Study On Consumers At Indomaret Sentul Jaya V Harapan Jaya). *Analisis Pengaruh Store Atmosphere, Lokasi, Dan Keanekaragaman Produk Terhadap Keputusan Pembelian (Studi Kasus pada Konsumen di Indomaret Sentul Jaya V Harapan Jaya)*.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung : Alfabeta
- Susmonowati, T., & Khotimah, H. (2021). PENGARUH ELECTRONIC WORD OF MOUTH DAN PERSEPSI NILAI TERHADAP KEPUTUSAN PEMBELIAN PADA SITUS LAZADA. *Fonduri De Investiții*, 10(2), 197. <https://doi.org/10.34127/jrlab.v10i2.408>
- Tapparan, S. R., & Allo, O. F. T. (2022). Pengaruh viral marketing dan electronic word of mouth terhadap keputusan pembelian pada pengguna aplikasi shopee. *Fair Value*, 4(11), 5041–5048. <https://doi.org/10.32670/fairvalue.v4i11.1805>
- VALEVI, NORMA WIDYA (2017). STRATEGI PT. TOKOPEDIA DALAM PROMOSI “RAYAKAN KEBEBASANMU” MELALUI MEDIA OFFLINE UNTUK MEMPERBAHARUI KESADARAN MASYARAKAT PADA TAHUN 2016. *Strategi PT. Tokopedia Dalam Promosi “Rayakan Kebebasanmu” Melalui Media Offline Pada Tahun 2016 Dalam Memperbaharui Kesadaran*.
- Wijaya, T. (2014). Pengaruh Electronic Word of Mouth (Ewom) terhadap keputusan pembelian Kamera DSLR (Vol. 18, Issue 03). <https://publikasiilmiah.ums.ac.id/bitstream/11617/4729/1/3-Pengaruh%20Electronic%20Word%20of%20Mouth%20terhadap%20kepu>

[tusan%20pembelian%20kamera%20DSLR-Tommi%20Wijaya%20dan%20Eristia%20Lidia%20Paramita%20%2812-19%29.pdf](#)

Winarno, K. O., & Indrawati, I. (2022). Impact of Social Media Marketing and Electronic Word of Mouth (E-Wom) on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3), 668-683.

Yulindasari, E. R., & Fikriyah, K. (2022). Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee. *Journal of Islamic Economics and Finance Studies*, 3(1), 55-69.

Yusuf, A. (2021). The influence of product innovation and brand image on customer purchase decision on Oppo smartphone products in South Tangerang City. *Budapest International Research and Critics Institute Journal (BIRCI-Journal)*, 4(1), 472-481. <https://doi.org/10.33258/birci.v4i1.1629>