

DAFTAR PUSTAKA

- Ahn, Y., & Lee, J. (2024). *The Impact of Online Reviews on Consumers' Purchase Intentions: Examining the Social Influence of Online Reviews, Group Similarity, and Self-Construal*. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(2), 1060–1078.
- Anwar, M. H. . (2020). *Pengantar Dasar Ilmu Manajemen*.
- Arbaini, P. (2020). Pengaruh *Consumer Online Rating* Dan Review Terhadap Keputusan Pembelian Pada Pengguna Marketplace Tokopedia. *Jurnal Bisnis dan Manajemen*, 7(1), 25–33.
- Assauri, S. (2015). *Manajemen pemasaran*. Rajawali Pers.
- Arnetta Isyha Agustina. (2018). Pengaruh Harga Dan *Online Consumer Reviews* Terhadap Keputusan Pembelian. *Metode Penelitian*, 32–41.
- Fahrozi, R., Rahmawati, D., Muldani, V., & Saddam, M. (2022). *The influence of online customer review on trust and its implications for purchasing decisions on the Tokopedia marketplace*. *Jurnal Ad'ministrare*, 9(1), 217.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25 (9th ed.)*. Badan Penerbit Universitas Diponegoro.
- Griffin, J. (2005). *Customer loyalty: Menumbuhkan dan mempertahankan kesetiaan pelanggan*. Erlangga.
- Kamisa, N. ', Devita P, A., & Novita, D. (2022). Pengaruh *Online Customer Review* dan *Online Customer Rating* terhadap keputusan. *JEB. Journal of Economic and Business Research*, 2(1), 21–29.
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing (17th ed.)*. Pearson Education.
- Kotler, P., & Amstrong, G. (2018). *Principle Of Marketing (17e Global)*. Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing (18e Global Edition)*. Harlow: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management (15th ed.)*. Pearson, 58.

- Krisnandi, H. et. al. (2019). *Pengantar Manajemen*. Jakarta: LPU-UNAS.
- Lazada Indonesia. (2023). Tentang Lazada. <https://www.lazada.co.id> (Diakses 10 Januari 2026).
- Macheke, T., Quaye, E. S., & Ligaraba, N. (2024). *The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions*. *Young Consumers*, 25(4), 462–482.
- Meithiana Indrasari. (2019). *Pemasaran & Kepuasan Pelanggan*. Unitomo Press.
- Melati. (2021). *Manajemen Pemasaran*. Deepublish.
- Muslichah Erma Widiana. (2020). *Pengantar Manajemen*. CV Pena Persada.
- Nok Suci Rahayu Khoerunnisa. (2025). *PENGARUH CUSTOMER REVIEW DAN INFLUENCER ENDORSEMENT TERHADAP BRAND IMAGE YANG BERDAMPAK PADA MINAT BELI KONSUMEN (Survei Pada Konsumen Lipstik Gen Z di Kota Bandung)*. Universitas Pasundan.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. *Journal of Retailing*, 64(1), 12–40.
- P Suryana, R Fauziah, B. P. (2023). Pengaruh Brand Image Dan Harga Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Konsumen Sebagai Variabel Intervening (Survei Pada Pelanggan Sariayu Di Indramayu). *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia* 7 (1), 121–134.
- P Suryana. (2022). Event Marketing Strategy in Increasing Brand Awareness. *Jurnal Ekonomi, Akuntansi dan manajemen Indonesia (JEAMI)* 1 (01), 35–42.
- Putri, S. A., Juniwati, J., Purmono, B. B., Afifah, N., & Setiawan, H. (2024). *The power of influence: how celebrity endorsement and online reviews shape gen z's purchase intention in beauty products*. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 8(4), 1083–1099.
- Qiu, K., & Zhang, L. (2024). *How online reviews affect purchase intention: A meta-analysis across contextual and cultural factors*. *Data and Information Management*, 8(2), 100058.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer behavior (11th ed.)*. Pearson Education.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D (2nd ed.)*.

Alfabeta.

Sunyoto, D. (2019). *Dasar-dasar Manajemen Pemasaran (Konsep, Strategi dan Kasus)*.

Syadiyah, K. (2024). Pengaruh Online Customer Review, Harga Dan Endorsement Terhadap Keputusan Pembelian Produk Di Marketplace Shopee Pada Generasi Z Bandar Jaya. *Ekonomi dan Bisnis Islam*, 1–70.

Tjiptono, F. (2019). *Strategi pemasaran: Prinsip dan penerapan*. Andi.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm (7th ed.)*. McGraw-Hill Education.