

No. Daftar FPEB: 349/UN40.A7.D1/PI/2020

**PENGARUH *ONLINE CUSTOMER REVIEWS* TERHADAP
*PURCHASE INTENTION***

(Survei pada Pengunjung *Website* Blibli di Indonesia)

Skripsi

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Program Studi Pendidikan Bisnis



Oleh
Ririe Novianty
1601332

FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2020

**PENGARUH *ONLINE CUSTOMER REVIEWS* TERHADAP
*PURCHASE INTENTION***

(Survei pada Pengunjung *Webiste Blibli* di Indonesia)

Oleh :
Ririe Novianty
1601332

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

©Ririe Novianty 2020
Universitas Pendidikan Indonesia 2020
Agustus 2020

Hak Cipta dilindungi undang-undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan di cetak ulang, difotokopi, atau cara lainnya tanpa ijin dari penulis.

LEMBAR PENGESAHAN

**PENGARUH *ONLINE CUSTOMER REVIEWS* TERHADAP
PURCHASE INTENTION
(Survei pada Pengunjung *Webiste Blibli* di Indonesia)**

Skripsi ini disetujui dan disahkan oleh:

Pembimbing I



Prof. Dr. H. Agus Rahayu, M.P
NIP. 19620607 198703 1 002

Pembimbing II



Drs. H. Rd. Dian Herdiana Utama, M.Si
NIP. 19640823 199302 1 001

Menyetujui,

Ketua Program Studi
Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis
Ada pada Penulis



Ririe Novianty
1601332

ABSTRAK

Ririe Novianty (1601332), “**Pengaruh *Online Customer Reviews* terhadap *Purchase* (Survei pada Pengunjung *Website Blibli* di Indonesia)**”. Di bawah bimbingan Prof. Dr. H. Agus Rahayu, M.P dan Drs. H. Rd. Dian Herdiana Utama, M.Si.

Persaingan industri *e-commerce* pada saat ini semakin tinggi, dapat dilihat dari turunnya *purchase intention*. *Purchase intention* merupakan hal yang penting bagi perusahaan yang tidak bisa diabaikan. Meningkatkan *purchase intention* pada diri konsumen perusahaan harus memperhatikan kualitas produk, harga produk, dan meningkatkan berbagai strategi perusahaan, salah satunya meningkatkan *online customer reviews*. Penelitian ini bertujuan untuk mengetahui gambaran *online customer reviews* pada pengunjung *website Blibli* di Indonesia, mengetahui gambaran *purchase intention* pada pengunjung *website Blibli* di Indonesia, dan memperoleh temuan besarnya pengaruh *online customer reviews* terhadap *purchase intention* pada pengunjung *website Blibli* di Indonesia. Jenis penelitian yang digunakan adalah deskriptif eksplanatif, dan metode yang digunakan adalah metode survei menggunakan teknik *simple random sampling* dengan jumlah sampel 400 responden. Teknik analisis data yang digunakan adalah analisis jalur dengan alat bantu *software* komputer SPSS 22.0 *for Windows*. Hasil temuan penelitian ini menunjukkan bahwa gambaran *online customer reviews* dalam kategori baik, gambaran *purchase intention* dalam kategori baik, variabel *online customer reviews* yang memiliki pengaruh tinggi terhadap *purchase intention* adalah dimensi kredibilitas sumber, sedangkan dimensi yang memiliki pengaruh terendah adalah kualitas argumen. Berdasarkan hasil penelitian *purchase intention* dipengaruhi oleh *online customer reviews* dengan kategori kuat dan pengaruh dari luar yang tidak diteliti juga dengan kategori sedang.

Kata kunci: *Online customer reviews, online reviews, purchase intention*

ABSTRACT

Ririe Novianty (1601332), "*The Effect of Online Customer Reviews on Purchase intention (Survey on Website Blibli in Indonesia)*". Under the guidance of Prof. Dr. H. Agus Rahayu, M.P and Drs. H. Rd. Dian Herdiana Utama, M.Si.

E-commerce industry competition at this time is increasingly high, can be seen from the decline in purchase intention. Purchase intention is important for companies that cannot be ignored. Increasing the purchase intention of the consumer company must pay attention to product quality, product prices, and improve various corporate strategies, one of which is increasing online customer reviews. This study aims to determine the description of online customer reviews on Blibli website visitors in Indonesia, knowing the description of purchase intentions on Blibli website visitors in Indonesia, and to find the magnitude of the influence of online customer reviews on purchase intention on Blibli website visitors in Indonesia. This type of research is descriptive explanative, and the method used is a survey method using a simple random sampling technique with a sample size of 400 respondents. Data analysis technique used is path analysis with SPSS 22.0 for Windows computer software. The findings of this study indicate that the description of online customer reviews is in the good category, the description of purchase intention in the good category, the variable online customer reviews that has a high influence on purchase intention is the source credibility dimension, while the dimension that has the lowest influence is the quality of the argument. Based on the results of research purchase intention is influenced by online customer reviews with a strong category and external influences that are not examined also with the medium category.

Keywords: *Online customer reviews, online reviews, purchase intention.*

DAFTAR ISI

| | |
|--|------|
| ABSTRAK | i |
| ABSTRACT | ii |
| KATA PENGANTAR | iii |
| UCAPAN TERIMA KASIH | iv |
| DAFTAR ISI | viii |
| DAFTAR TABEL | xiii |
| DAFTAR GAMBAR | xv |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang Penelitian | 1 |
| 1.2 Identifikasi Masalah..... | 19 |
| 1.3 Rumusan Masalah..... | 20 |
| 1.4 Tujuan Penelitian | 20 |
| 1.5 Kegunaan Penelitian | 20 |
| BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS | 21 |
| 2.1 Kajian Pustaka | 21 |
| 2.1.1 <i>Marketing Management</i> | 21 |
| 2.1.1.1 Konsep <i>Marketing Management</i> | 21 |
| 2.1.1.2 Definisi <i>Management Marketing</i> | 22 |
| 2.1.2 <i>Marketing Communication</i> | 23 |
| 2.1.2.1 Definisi <i>Marketing Communication</i> | 23 |
| 2.1.3 <i>Integreted Marketing Communication (IMC)</i> | 23 |
| 2.1.4 <i>Social Media</i> | 25 |
| 2.1.5 <i>Consumer Behavior</i> | 26 |
| 2.1.2.5 Definisi <i>Consumer Behavior</i> | 26 |
| 2.1.2.6 Ruang Lingkup Kajian <i>Consumer Behavior</i> | 27 |
| 2.1.2.7 <i>Consumer Decision Making</i> | 28 |
| 2.1.6 <i>Evaluasi Alternatif (Evaluation Alternatives)</i> | 32 |
| 2.1.7 <i>Konsep Online Customer Reviews</i> | 33 |

| | | |
|--|---|----|
| 2.1.7.1 | Definisi <i>Online Customer Reviews</i> | 34 |
| 2.1.7.2 | Dimensi <i>Online Customer Reviews</i> | 36 |
| 2.1.8 | Konsep <i>Purchase Intention</i> | 38 |
| 2.1.8.1 | Definisi <i>Purchase intention</i> | 39 |
| 2.1.8.2 | Dimensi <i>Purchase intention</i> | 41 |
| 2.1.9 | Pengaruh <i>Online Customer Reviews</i> terhadap <i>Purchase Intention</i> | 43 |
| 2.1.10 | Penelitian Terdahulu | 44 |
| 2.2 | Kerangka Pemikiran | 47 |
| 2.3 | Hipotesis | 51 |
| BAB III METODOLOGI PENELITIAN | | 51 |
| 3.1 | Objek Penelitian | 51 |
| 3.2 | Metode Penelitian | 51 |
| 3.2.1 | Jenis Penelitian dan Metode yang Digunakan | 51 |
| 3.2.2 | Operasional Variabel | 52 |
| 3.2.3 | Jenis dan Sumber Data | 57 |
| 3.2.4 | Populasi, Sampel dan Teknik Sampling | 59 |
| 3.2.4.1 | Populasi | 59 |
| 3.2.4.2 | Sampel | 59 |
| 3.2.4.3 | Teknik Penarikan Sampel | 60 |
| 3.2.5 | Teknik Pengumpulan Data | 61 |
| 3.2.6 | Pengujian Validitas dan Realibilitas | 62 |
| 3.2.6.1 | Pengujian Validitas | 62 |
| 3.2.6.2 | Hasil Pengujian Validitas | 64 |
| 3.2.6.3 | Pengujian Reliabilitas | 67 |
| 3.2.6.4 | Hasil Pengujian Reliabilitas | 69 |
| 3.2.7 | Teknik Analisis Data | 69 |
| 3.2.7.1 | Analisis Deskriptif | 70 |
| 3.2.7.2 | Analisis Eksplanatif Menggunakan Analisis Jalur (<i>Path Analysis</i>) | 73 |
| 3.2.7.3 | Pengujian Hipotesis | 79 |

| | |
|--|-----------|
| BAB IV HASIL PENELITIAN DAN PEMBAHASAN | 82 |
| 4.1 Profil Perusahaan dan Karakteristik Pengunjung <i>Website</i> Blibli..... | 82 |
| 4.1.1 Profil Perusahaan | 82 |
| 4.1.1.1 Sejarah Singkat | 83 |
| 4.1.2 Karakteristik Pengunjung <i>Website</i> Blibli | 84 |
| 4.1.2.1 Karakteristik Pengunjung <i>Website</i> Blibli Berdasarkan Jenis Kelamin ⁸⁴ | |
| 4.1.2.2 Karakteristik Pengunjung Berdasarkan Usia..... | 85 |
| 4.1.2.3 Karakteristik Pengunjung Berdasarkan Pendidikan Terakhir. | 85 |
| 4.1.2.4 Karakteristik Pengunjung Berdasarkan Pekerjaan..... | 86 |
| 4.1.2.5 Karakteristik Pengunjung Berdasarkan Penghasilan/Uang Saku Per Bulan | 87 |
| 4.1.3 Pengalaman Pengunjung <i>Website</i> Blibli..... | 88 |
| 4.1.3.1 Pengalaman Pengunjung Berdasarkan Jangka Waktu Mengunjungi <i>Website</i> Blibli..... | 88 |
| 4.1.3.2 Pengalaman Pengunjung Berdasarkan Alasan Mengunjungi <i>Website</i> Blibli | 89 |
| 4.1.3.3 Pengalaman Pengunjung Berdasarkan Kunjungan <i>Website E-Commerce</i> Lain | 90 |
| 4.2 Tanggapan Responden mengenai <i>Online Customer Reviews</i> pada <i>Website</i> Blibli di Indonesia..... | 91 |
| 4.2.1 Tanggapan Responden terhadap Dimensi <i>Argument Quality</i> | 91 |
| 4.2.2 Tanggapan Responden terhadap Dimensi <i>Volume</i> | 95 |
| 4.2.3 Tanggapan Responden terhadap Dimensi <i>Valence</i> | 97 |
| 4.2.4 Tanggapan Responden terhadap Dimensi <i>Timeliness</i> | 100 |
| 4.2.5 Tanggapan Responden terhadap Dimensi <i>Source Credibility</i> | 103 |
| 4.2.6 Rekapitulasi Tanggapan Responden mengenai Variabel <i>Online Customer Reviews</i> | 105 |
| 4.3 Tanggapan Responden mengenai <i>Purchase intention</i> pada <i>Website</i> Blibli di Indonesia..... | 107 |
| 4.3.1 Tanggapan Responden terhadap Dimensi <i>Purchase Intention Best on Product Characteristics</i> | 107 |

| | | |
|---------|---|-----|
| 4.3.2 | Tanggapan Responden terhadap Dimensi <i>Purchase Intention Best on Previous Online Shopping</i> | 110 |
| 4.3.3 | Tanggapan Responden terhadap Dimensi <i>Purchase Intention Best on Trust in Online Shopping</i> | 112 |
| 4.3.4 | Rekapitulasi Tanggapan Responden mengenai Variabel <i>Purchase intention</i> | 115 |
| 4.4 | Pengujian Hipotesis | 117 |
| 4.4.1 | Pengujian Asumsi Analisis Jalur | 117 |
| 4.4.2 | Pengujian Koefisien Korelasi dan Koefisien Jalur | 117 |
| 4.4.3 | Koefisien Determinasi Total (R^2) | 119 |
| 4.4.4 | Pengaruh Langsung dan Tidak Langsung | 120 |
| 4.4.5 | Koefisien Jalur Epsilon (Variabel Lain) | 123 |
| 4.4.6 | Pengujian Hipotesis secara Simultan..... | 123 |
| 4.4.7 | Pengujian secara Parsial | 124 |
| 4.4.7.1 | Pengujian <i>Argument Quality</i> (X_1) terhadap <i>Purchase intention</i> (Y) | 125 |
| 4.4.7.2 | Pengujian <i>Volume</i> (X_2) terhadap <i>Purchase intention</i> (Y)..... | 126 |
| 4.4.7.3 | Pengujian <i>Valence</i> (X_3) terhadap <i>Purchase intention</i> (Y).... | 126 |
| 4.4.7.4 | Pengujian <i>Timeliness</i> (X_4) terhadap <i>Purchase intention</i> (Y) | 127 |
| 4.4.7.5 | Pengujian <i>Source Credibility</i> (X_5) terhadap <i>Purchase intention</i> (Y) | 127 |
| 4.4.7.6 | Pengujian Hipotesis | 128 |
| 4.5 | Pembahasan Hasil Penelitian | 129 |
| 4.5.1 | Pembahasan <i>Online Customer Reviews</i> | 129 |
| 4.5.2 | Pembahasan <i>Purchase intention</i> | 130 |
| 4.5.3 | Pembahasan Pengaruh <i>Online Customer Reviews</i> terhadap <i>Purchase intention</i> | 131 |
| 4.6 | Implikasi Hasil Penelitian | 132 |
| 4.6.1 | Temuan Penelitian Bersifat Teoritis | 132 |
| 4.6.2 | Temuan Penelitian Bersifat Empiris..... | 133 |
| 4.6.3 | Implikasi Hasil Penelitian <i>Online Customer Reviews</i> terhadap <i>Purchase intention</i> pada Program Studi Pendidikan Bisnis | 134 |

| | |
|---|-----|
| BAB V KESIMPULAN DAN REKOMENDASI | 136 |
| 5.5 Kesimpulan | 136 |
| 5.2 Rekomendasi..... | 137 |
| DAFTAR PUSTAKA | 141 |

DAFTAR TABEL

| | | |
|------|--|-----|
| 1.1 | <i>Traffic Rank Starup E-commerce</i> di Indonesia | 4 |
| 1.2 | Pengunjung <i>Web</i> Bulanan, <i>Ranking Appstore</i> , <i>Ranking Playstore</i> , Twitter, Instagram, Facebook <i>Starup E-commerce</i> Indonesia Tahun 2017-2019..... | 4 |
| 1.3 | <i>Bounce Rate</i> , <i>Daily Pageviews Per Visitor</i> , <i>Daily Time On Site Starup E-Commerce</i> Indonesia Tahun 2019..... | 6 |
| 1.4 | Gambaran Mengenai Indikator <i>Purchase Intention best on Product Characteristics</i> Pengunjung Website Blibli di Indonesia..... | 7 |
| 1.5 | Gambaran Mengenai Indikator <i>Purchase Intention Best on Previous Online Shopping Experience</i> Pengunjung Website Blibli Di Indonesia..... | 8 |
| 1.6 | Gambaran Mengenai Indikator <i>Purchase Intention Best on Trust in Online Shopping</i> Pengunjung Website Blibli di Indonesia..... | 9 |
| 1.7 | <i>Reviews App Store</i> Konsumen Blibli di Indonesia..... | 10 |
| 2.1 | Definisi <i>Online Customer Reviews</i> Menurut Para Ahli..... | 34 |
| 2.2 | Definisi <i>Purchase intention</i> Menurut Para Ahli..... | 38 |
| 2.3 | Penelitian Terdahulu..... | 43 |
| 3.1 | Operasionalisasi Variabel..... | 53 |
| 3.2 | Jenis dan Sumber Data..... | 58 |
| 3.3 | Hasil Uji Validitas Variabel X (<i>Online Customer Reviews</i>)..... | 64 |
| 3.4 | Hasil Uji Validitas Variabel Y (<i>Purchase intention</i>)..... | 68 |
| 3.5 | Hasil Uji Reliabilitas..... | 69 |
| 3.6 | Skor Alternatif..... | 70 |
| 3.7 | Tabulasi Data Penelitian..... | 70 |
| 3.8 | Kriteria Penafsiran Hasil Perhitungan Data Deskriptif..... | 72 |
| 3.9 | Pedoman untuk Memberikan Interpretasi Pengaruh (Guilford)..... | 79 |
| 4.1 | Karakteristik Responden Berdasarkan Jenis Kelamin..... | 84 |
| 4.2 | Karakteristik Responden Berdasarkan Usia..... | 85 |
| 4.3 | Karakteristik Responden Berdasarkan Pendidikan Terakhir..... | 86 |
| 4.4 | Araakteristik Responden Berdasarkan Pekerjaan..... | 86 |
| 4.5 | Karakteristik Responden Berdasarkan Penghasilan/Uang Saku Per Bulan..... | 87 |
| 4.6 | Pengalaman Responden Berdasarkan Jangka Waktu Mengunjungi..... | 88 |
| 4.7 | Pengalaman Responden Berdasarkan Alasan Kunjungan..... | 89 |
| 4.8 | Pengalaman Responden Berdasarkan Kunjungan E-Commerce Lain..... | 90 |
| 4.9 | Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Argument Quality</i> | 92 |
| 4.10 | Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Volume</i> | 95 |
| 4.11 | Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Valence</i> | 98 |
| 4.12 | Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Timeliness</i> | 100 |
| 4.13 | Tanggapan Responden Pengunjung <i>Website</i> Blibli di Indonesia terhadap Dimensi <i>Source Credibility</i> | 103 |
| 4.14 | Rekapitulasi Tanggapan Pengunjung <i>Website</i> Blibli Terhadap <i>Online Customer Reviews</i> | 105 |

| | | |
|------|--|-----|
| 4.15 | Tanggapan Responden Pengunjung <i>Website</i> Blibli Di Indonesia Terhadap Dimensi <i>Purchase Intention best on Product Characteristics</i> | 108 |
| 4.16 | Tanggapan Responden Pengunjung <i>Website</i> Blibli Di Indonesia Terhadap Dimensi <i>Previous Online Shopping</i> | 110 |
| 4.17 | Tanggapan Responden Pengunjung <i>Website</i> Blibli Di Indonesia Terhadap Dimensi <i>Trust In Online Shopping</i> | 113 |
| 4.18 | Rekapitulasi Tanggapan Pengunjung <i>Website</i> Blibli Terhadap <i>Purchase Intention</i> | 115 |
| 4.19 | Uji Kolmogorov Smirnov..... | 117 |
| 4.20 | Matriks Korelasi Antara Dimensi <i>Online Customer Reviews (X)</i> Terhadap <i>Purchase Intention (Y)</i> | 118 |
| 4.21 | Koefisien Determinasi Total X1, X2, X4, Dan X5 Terhadap Y..... | 120 |
| 4.22 | Hasil Uji Pengaruh Langsung Dan Tidak Langsung <i>Online Customer Reviews (X)</i> Terhadap <i>Purchase Intention (Y)</i> | 120 |
| 4.23 | Uji Hipotesis Simultan..... | 124 |
| 4.24 | Hasil Uji Hipotesis Simultan..... | 124 |
| 4.25 | Uji Hipotesis Parsial..... | 125 |
| 4.26 | Pengujian Parsial <i>Argument Quality (X1)</i> Terhadap <i>Purchase Intention (Y)</i> | 126 |
| 4.27 | Pengujian Parsial Volume <i>(X2)</i> Terhadap <i>Purchase Intention (Y)</i> | 126 |
| 4.28 | Pengujian Parsial Valence <i>(X3)</i> Terhadap <i>Purchase Intention (Y)</i> | 127 |
| 4.29 | Pengujian Parsial Timeliness <i>(X4)</i> Terhadap <i>Purchase Intention (Y)</i> | 127 |
| 4.30 | Pengujian Parsial Source Credibility <i>(X5)</i> Terhadap <i>Purchase Intention (Y)</i> | 128 |

DAFTAR GAMBAR

| | | |
|------|--|-----|
| 2.1 | <i>The Wheel Of Consumer Behavior</i> | 27 |
| 2.2 | Proses Keputusan Pembelian..... | 30 |
| 2.3 | Proses Pengambilan Keputusan Pembelian..... | 31 |
| 2.4 | Tahapan Pengambilan Keputusan Pembelian..... | 32 |
| 2.5 | Kerangka Pemikiran Pengaruh Online Customer Reviews Terhadap <i>Purchase intention</i> | 49 |
| 2.6 | Paradigma Penelitian Pengaruh Dimensi Online Customer Reviews Terhadap <i>Purchase intention</i> | 50 |
| 3.1 | Garis Kontinum Penelitian Online Customer Reviews Dan <i>Purchase Intention</i> | 72 |
| 3.2 | Struktur Hubungan Kausal Antara X Dan Y..... | 73 |
| 3.3 | Diagram Jalur Hipotesis Utama..... | 74 |
| 3.4 | Diagram Jalur Sub Hipotesis..... | 75 |
| 4.1 | Garis Kontinum Penilaian Dimensi <i>Argument Quality</i> | 94 |
| 4.2 | Garis Kontinum Penilaian Dimensi <i>Volume</i> | 97 |
| 4.3 | Garis Kontinum Penilaian Dimensi <i>Valence</i> | 100 |
| 4.4 | Garis Kontinum Penilaian Dimensi <i>Timeliness</i> | 102 |
| 4.5 | Garis Kontinum Penilaian Dimensi <i>Source Credibility</i> | 105 |
| 4.6 | Garis Kontinum Penilaian Variabel <i>Online Customer Reviews</i> | 107 |
| 4.7 | Garis Kontinum Penilaian Dimensi <i>Purchase Intention best on Product Characteristics</i> | 109 |
| 4.8 | Garis Kontinum Penilaian Dimensi <i>Purchase Intention best on Previous Online Shopping</i> | 112 |
| 4.9 | Garis Kontinum Penilaian Dimensi <i>Purchase Intention best on Trust In Online Shopping</i> | 114 |
| 4.10 | Garis Kontinum Penilaian Variabel <i>Purchase Intention best on Purchase Intention</i> | 116 |
| 4.11 | Diagram Koefisien Korelasi Antar Sub Variabel..... | 119 |

DAFTAR PUSTAKA

- Ahmadi, Seyed Saied, Shahnaz Nayebzadeh, and Mohammad Ali Yadegarian. 2015. "Surveying the Effect of Health Literacy on the Consumer 's Intention to Buy and His / Her Attitude toward a Brand by Structural Equation Modeling Technique (SEM)." 36.
- Alma, Buchori. 2013. *Manajemen Pemasaran & Pemasaran Jasa*. Bandung: CV Alfabeta.
- Andersen, Poul Houman. 2011. "Relationship Development and Marketing Communication : An Integrative Model."
- Anon. n.d. "No Title." www.katadata.co.id.
- Bounie, David, Marc Bourreau, Michel Gensollen, and Patrick Waelbroeck. 2008. "Do Online Customer Reviews Matter? Evidence from the Video Game Industry." *Ssrn* (February).
- de Cannière, Marie Hélène, Patrick de Pelsmacker, and Maggie Geuens. 2010. "Relationship Quality and *Purchase intention* and Behavior: The Moderating Impact of Relationship Strength." *Journal of Business and Psychology* 25(1):87–98.
- Casaló, Luis V., Carlos Flavián, and Miguel Guinalíu. 2007. "The Role of Security, Privacy, Usability and Reputation in the Development of Online Banking." *Online Information Review* 31(5):583–603.
- Chang, Hsin Hsin, and Su Wen Chen. 2008. "The Impact of Online Store Environment Cues on *Purchase intention*: Trust and Perceived Risk as a Mediator." *Online Information Review* 32(6):818–41.
- Chang, Tung-zong, and Albert R. Wildt. 1994. "Price , Product Information , and *Purchase intention* : An Empirical Study." 22.
- Chen, Chia-chen, and Ya-ching Chang. 2018. "Telematics and Informatics What Drives *Purchase intention* on Airbnb ? Perspectives of Consumer Reviews , Information Quality , and Media Richness." *Telematics and Informatics* (January):0–1.
- Cooper, Donald R., and Pamela S. Schindler. 2014. *Business Research Method : 12th Edition*.
- Effendy, Alvin Yeremia, and Yohanes Sondang Kunto. 2013. "Pengaruh Customer Value Proposition Terhadap Minat Beli Konsumen Pada Produk Consumer Pack Premium Baru Bogasari." *Jurnal Manajemen Pemasaran Petra* 1(2):1–8.
- Elwalda, Abdulaziz. 2013. "The Impact of Online Customer Review Valence on *Purchase intention* : The The Impact of Online Customer Review Valence on *Purchase intention* : The Moderating Role of Internal Factors." (July).
- Escobar-Rodríguez, Tomás, and Rocío Bonsón-Fernández. 2017. "Analysing Online *Purchase intention* in Spain: Fashion e-Commerce." *Information Systems and E-Business Management* 15(3):599–622.
- Farki, Ahmad, Imam Baihaqi, and Berto Mulia Wibawa. 2016. "Pengaruh Online Customer Review Dan Rating Terhadap Kepercayaan Dan Minat Pembelian Pada Online Marketplace Di Indonesia." *Jurnal Teknik ITS* 5(2):6.
- Filieri, Raffaele, and Fraser McLeay. 2013. "E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews." *Journal of Travel Research* 53(1):44–57.

- Filieri, Raffaele, Fraser McLeay, Bruce Tsui, and Zhibin Lin. 2018. "Consumer Perceptions of Information Helpfulness and Determinants of *Purchase intention* in Online Consumer Reviews of Services." *Information and Management*.
- Firmansyah, Ahmad. 2017. "Kajian Kendala Implementasi E-Commerce Di Indonesia *." *Jurnal Masyarakat Telematika Dan Informasi* 8(2):127–36.
- Forsythe, Sandra, Wi Suk, and Veena Chattaraman. 2012. "The Role of Product Brand Image and Online Store Image on Perceived Risks and Online *Purchase intentions* for Apparel." 19:325–31.
- Fu, Senhui, Qing Yan, and Guangchao Charles Feng. 2018. "Who Will Attract You? Similarity Effect among Users on Online *Purchase intention* of Movie Tickets in the Social Shopping Context." *International Journal of Information Management* 40(February 2017):88–102.
- Gurmilang, Ardhi. 2015. "Komunikasi Pemasaran Sebagai Metode Promosi Untuk Usaha Kecil Menengah." 2:126–40.
- Haekal, Azwar. 2016. "Pengaruh Kepercayaan Dan Persepsi Risiko Terhadap Minat Membeli Secara *Online* Pada Pengguna Website Classifieds di Indonesia." 1(1):181–93.
- Hameed, Shahid, and Munaza Kanwal. 2018. "Effect of Brand Loyalty on *Purchase intention* in Cosmetics Industry." *Research in Business and Management* 5(1):25.
- Harker, Debra. 2008. "Regulating Online Advertising : The Benefit of Qualitative Insights."
- Heijden, Hans Van Der, Tibert Verhagen, and Marcel Creemers. 2003. "Understanding Online *Purchase intentions* : Contributions From Technology and Trust Perspectives." (October 2002):41–48.
- Hermawan, Asep. 2009. *Penelitian Bisnis: Paradigma Kuantitatif Edisi Revisi*. Jakarta: Gramedia Pustaka Utama.
- Hsiao, Kuo Lun, and Chia Chen Chen. 2018. "What Drives Smartwatch *Purchase intention*? Perspectives from Hardware, Software, Design, and Value." *Telematics and Informatics* 35(1):103–13.
- John, Piere, Paulus Angkouw, Farlane S. Rumokoy, and Management Program. 2016. "Analysis of Consumer Behavior on *Purchase Intention Of Counterfeit Shoes In Manado*." 4(1):1126–36.
- Kanitra, Althaf Revi. 2018. "Pengaruh Country of Origin dan *Online Consumer Review* Terhadap Trust Dan Keputusan Pembelian (Survei Pada Mahasiswa S1 Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2015 / 2016 Dan 2016 / 2017 Tahun Akademik 2017 / 2018 Pembeli Produk Oppo Sm." 61(1):64–73.
- Kardes F.R, Cronley M.L, Cline T. .. 2011. "Consumer Behaviour." in *South-Western Cengage Learning, Australia*. Vol. 2013.
- Kazmi, Syed Hasnain Alam, Le Chi Hai, and Malik Muneeb Abid. 2016. "Online *Purchase intentions* in E-Commerce." *2016 8th International Conference on Intelligent Human-Machine Systems and Cybernetics (IHMSC)* 570–73.
- Keller, K. L., and Philip Kotler. 2016. *Marketing Management*. England: Pearson Education Limited.
- Keller, Kevin Lane. 2010. "Mastering the Marketing Communications Mix : Micro and Macro Perspectives on Integrated Marketing Communication Programs Mastering the

- Marketing Communications Mix: Micro and Macro Perspectives on Integrated Marketing Communication Programs.” (January 2013):37–41.
- Khan, Matin. 2006. *Consumer Behavior and Advertising Management*.
- Khatimah, Khusnul, and Febriansyah. 2018. “Pengaruh Kemudahan Penggunaan, Kepercayaan Konsumen & Kreativitas Iklan Terhadap Minat Beli Konsumen.” 1(1):19–26.
- Kim, Angella J., and Eunju Ko. 2012. “Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand.” *Journal of Business Research* 65(10):1480–86.
- Kim, Angella Jiyoung, and Eunju Ko. 2010. “Impacts of Luxury Fashion Brand’s Social Media Marketing on Customer Relationship and *Purchase intention*.” *Journal of Global Fashion Marketing Journal of Global Fashion Marketing Journal of Global Fashion Marketing* 13(13):164–71.
- Kim, H. Y., J. E. Chung, and J. E. Kim, H. Y., and Chung. 2012. “Consumer *Purchase intention* for Skin-Care Products.” *Journal of Consumer Marketing* 28(1):40–47.
- Kostyra, Daniel S., Jochen Reiner, Martin Natter, and Daniel Klapper. 2016. “Decomposing the Effects of Online Customer *Reviews* on Brand, Price, and Product Attributes.” *International Journal of Research in Marketing* 33(1):11–26.
- Kotler, Philip, and Armstrong. 2014. *Principles of Marketing*.
- Kotler, Philip, and Kevin Lane Keller. 2012. *Manajemen Pemasaran*. Erlangga.
- Kuo, Ying-feng, Chi-ming Wu, and Wei-jaw Deng. 2009. “Computers in Human Behavior The Relationships among Service Quality , Perceived Value , Customer Satisfaction , and Post-*Purchase intention* in Mobile Value-Added Services.” *Computers in Human Behavior* 25(4):887–96.
- Kusniadji, Suherman. 2016. “Strategi Komunikasi Pemasaran Dalam Kegiatan Pemasaran Produk Consumer Goods (Studi Kasus Pada PT Expand Berlian Mulia Di Semarang).” 83–98.
- Kwahk, Kee-young, Xi Ge, and Jun-hyung Park. 2012. “Investigating the Determinants of *Purchase intention* in C2C E-Commerce.” *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering* 6(9):497–501.
- Laroche, Michel, Chankon Kim, and Lianxi Zhou. 1996. “Brand Familiarity and Confidence as Determinants of *Purchase intention*: An Empirical Test in a Multiple Brand Context.” *Journal of Business Research* 37(2):115–20.
- Lavenia.J.Sondakh, David P. E. Saerang, Farlane S. Rumokoy. 2016. “*The Impact of Online Costumer Review and Celebrity Endorsement on Purchase Intention*.” 16(04):296–306.
- Lee, Jumin, and Do-hyung Park. 2011. “*The Different Effects of Online Consumer Reviews on Consumers ’ Purchase intentions* Depending on Trust in Online Shopping Malls An Advertising Perspective.” 21(2):187–206.
- Livia. 2012. “Analisa Pengaruh Customer Experience terhadap Minat Beli Konsumen di Sushi Tei Restaurant Surabaya.” (79):101–7.
- M, Dachyar., and Liska Banjarnahor. 2017. “Factors Influencing *Purchase intention* Towards Consumer-to-Consumer E-Commerce.” 13(5).
- Maghfiroh, As’alul, Zainul Arifin, and Sunarti. 2014. “Pengaruh Citra Merek terhadap Minat

- Beli dan Keputusan Pembelian (Survei Pada Mahasiswa Program Studi Administrasi Bisnis Tahun Angkatan 2013/2014 Fakultas Ilmu Administrasi Universitas Brawijaya Malang Pembeli Indosat Ooredoo) As'alul." 40(1):132–40.
- Maholtra, Narkesh K. 2010. *Riset Pemasaran, Penerapan Terapan*. Jakarta: Gramedia Pustaka Utama.
- Malhotra, Naresh K. 2015. *Ssentials of Arketing Research*. Global Edi. England: Pearson Education Limited.
- Martins, José, Catarina Costa, Tiago Oliveira, Ramiro Gonçalves, and Frederico Branco. 2018. "How Smartphone Advertising in FI Uences Consumers ' *Purchase intention*." *Journal of Business Research* (August 2017):1–10.
- Masyhuri, and M. Zainuddin. 2008. *Metodologi Penelitian: Pendekatan Praktik Dan Aplikasi*. Bandung: Refika Aditama.
- Mirabi, Vahidreza, Hamid Akbariyeh, and Hamid Tahmasebifard. 2015. "A Study of Factors Affecting on Customers *Purchase intention* Case Study : The Agencies of Bono Brand Tile in Tehran." 2(1):267–73.
- Misbahudin, and Iqbal Hasan. 2013. *Analisis Data Penelitian Dengan Statistik*. Jakarta: PT Bumi Aksara.
- Mo, Zan, Yan-Fei Li, and Peng Fan. 2015. "Effect of Online *Reviews* on Consumer Purchase Behavior." *Journal of Service Science and Management* 08(03):419–24.
- Monsewu, Tonita Perea y, Benedict G. C. Dellaert, and Ko de Ruyter. 2004. "What Drives Consumers to Shop Online ? A Literature *Review*."
- Obiedat, Ruba. 2013. "Impact of *Online Consumer Reviews* on *Buying Intention of Consumers in UK*: Need for Cognition as the Moderating Role." *International Journal of Advanced Corporate Learning (IJAC)* 6(2):16.
- Oke, Adunola Oluremi, Parinda Kamolshotiros, and Oluwamayowa Yewande Popoola. 2016. "Consumer Behaviour towards Decision Making and Loyalty to Particular Brands." *International Review of Management and Marketing*. 6(S4):43–52.
- Oke, Adunola Oluremi, Parinda Kamolshotiros, Oluwamayowa Yewande Popoola, Musibau Akintunde Ajagbe, and Olusola Joshua Olujobi. 2016. "International *Review of Management and Marketing Consumer Behavior* towards Decision Making and Loyalty to Particular Brands." *International Review of Management and Marketing* 6(S4):5–6.
- Park, Cheol, Yao Wang, Ying Yao, and You Rie Kang. 2011. "Factors Influencing EWOM Effects: Using Experience, Credibility, and Susceptibility." *International Journal of Social Science and Humanity* 1(1):74–79.
- Park, Do-Hyung, Jumin Lee, and Ingoo Han. 2007. "The Effect of On-Line Consumer *Reviews* on Consumer Purchasing Intention: The Moderating Role of Involvement." *International Journal of Electronic Commerce* 11(4):125–48.
- Parra-arnau, Javier, Jagdish Prasad Achara, and Claude Castelluccia. 2017. "MyAdChoices : Bringing Transparency and Control to Online Advertising." 11(1).
- Peng, Lifang, and Shuyi Liang. 2013. "The Effects of Consumer Perceived Value on *Purchase intention in E-Commerce Platform: A Time-Limited Promotion Perspective*." *Proceedings of the International Conference on Electronic Business (ICEB)* 56–64.
- Prima Insani, Erlang. 2013. "Analisis Pengaruh Kenyamanan Terhadap Minat Beli Secara

- Online Pada Pemesanan Tiket Kereta Api Melalui Website Resmi PT.KAI.” XII(3).
- Quambusch, Nadine. 2015. “*Online Customer Reviews and Their Perceived Trustworthiness by Consumers in Relation to Various Influencing Factors.*” *6th IBA Bachelor Thesis Conference* 1–14.
- Rahim, Azira, Siti Zaharah Safin, Law Kuan Kheng, Nurliyana Abas, and Siti Meriam Ali. 2016. “*Factors Influencing Purchasing Intention of Smartphone among University Students.*” *Procedia Economics and Finance* 37(16):245–53.
- Randi. 2016. “Pengaruh Citra Merek Terhadap Minat Beli pada Makanan *Fast Food* Ayam Goreng (Studi Pada Konsumen Texas Chicken Pekanbaru) Randi.” *Nature Structural Biology* 9(6).
- Rekarti, Endi, and Lilis Hertina. 2014. “Beberapa Faktor Yang Berpengaruh Terhadap Mnat Beli Online Pada Situs Jual Beli Tokobagus.Com.” 311–18.
- Riyanto, Edi. 2017. “Komunikasi Pemasaran Terpadu (IMC) Sekolah Dasar Islam Terpadu Di Karanganyar.” IX(1):44–62.
- Rofiq, Ainur, Joseph M. Mula, and Albert Scott. 2011. “*Purchase intention to Undertake E-Commerce Transactions in Developing Countries: Application of Theory of Planned Behavior in Indonesia.*” *International Conference on Management and Service Science, MASS 2011.*
- Rozekhi, Nor Azureen, Shahril Hussin, and Ali Mohamad Noor. 2014. “Attributable E-Commerce toward *Purchase intention: Online Search of Food Product.*” *The SIJ Transactions on Industrial, Financial & Business Management (IFBM)* 2(3):128–34.
- S Imhmed Mohmed, Abdalslam, Nurdiana Binti Azizan, and Mohd Zalisham Jali. 2016. “Investigating Customer’s Intention to Purchase Online Based on Sharia Perspective.” *Research in Electronic Commerce Frontiers* 3(0):7.
- Sarastuti, Dian. 2017. “Strategi Komunikasi Pemasaran Online Produk Busana Muslim Queenova.” 16(01):71–90.
- Schepers, Melle. 2015. “The Impact of Online Consumer *Reviews* Factors on the Dutch Consumer Buying Decision.”
- Schiffman, and Wisenblit. 2015. *Perilaku Konsumen.*
- Schindler, Robert M., and Barbara Bickart. 2012. “Perceived Helpfulness of Online Consumer *Reviews: The Role of Message Content and Style.*” *Petroleum Refinery Engineering* 44(11):45–49.
- Sekaran, Uma. 2014. *Research Methods for Business: A Skill-Building Approach.* 4th ed. England: John Wiley & Sons, Inc.
- Shah, Syed Saad Hussain, Jabran Aziz, Ahsan Raza Jaffari, Sidra Waris, Wasiq Ejaz, Maira Fatima, and Syed Kamran Sherazi. 2012. “The Impact of Brands on Consumer *Purchase intentions.*” *Asian Journal of Business Management* 4(2):105–10.
- Siering, Michael, and Jan Muntermann. 2013. “What Drives the Helpfulness of Online Product *Reviews ? From Stars to Facts and Emotions.*” *11th International Conference on Wirtschaftsinformatik* (March):103–18.
- Singh, Shekhar, and Sandeep Srivastava. 2018. “Moderating Effect of Product Type on Online Shopping Behaviour and *Purchase intention: An Indian Perspective.*” *Cogent Arts & Humanities* 0(0):1–27.

- Solomon, Michael R. 2007. *Consumer Behaviour: Buying, Having, and Being*. Sixth. New Jersey: Pearson Prentice Hall.
- Sudaryono. 2016. *Manajemen Pemasaran Teori Dan Implementasi*. Yogyakarta: Andi.
- Supriyono. 2010. "Kepercayaan dan Minat Beli Di sub Forum Jual Beli www.kaskus.us." 10(2):73–82.
- Sutanto, Monica Adhelia, and Atik Aprianingsih. 2016. "The Effect of Online Consumer Review Toward Purchase intention : A Study in Premium Cosmetic in Indonesia." *International Conference on Ethics of Business, Economics, and Social Science* 218–30.
- Taylor, Publisher. 1966. "Consumer Buying Intentions and Purchase Probability: An Experiment in Survey Design." (March 2013):37–41.
- Teck Chai, Lau, and Tan Hoi Piew. 2010. "The Effects of Shopping Orientations , Online Trust and Prior Online Purchase Experience toward Customers ' Online Purchase intention." 3(3):63–76.
- Tjiptono. n.d. *Strategi Pemasaran*. 3rd ed. Yogyakarta: Andi.
- Tria Mardalena, Novi, A. Rahman Lubis, and Utami Sorayanti. 2018. "Luxuri Fashion Brand dengan Gender sebagai Moderating pada Pemasaran Media Sosial Di Kota Banda Aceh." 2(1):99–114.
- Umar, Husein. 2008. *Metode Riset Bisnis*. Bandung: Alfabeta.
- Utomo, Pudji, Endang Lestariningsih, and Yohanes Suhari. 2011. "Kepercayaan Terhadap Internet Serta Pengaruhnya Pada Pencarian Informasi Dan Keinginan Membeli Secara Online."
- Vries, Lisette De, Sonja Gensler, and Peter S. H. Lee. 2012. "Popularity of Brand Posts on Brand Fan Pages : An Investigation of the Effects of Social Media Marketing." 26:83–91.
- Wheelen, T., and J. Hunger. 2018. *Strategic Management and Business Policy*. Sally Yaga. Pearson Educatio.
- Yen, Yung Shen. 2014. "The Interaction Effect on Customer Purchase intention in E-Commerce: A Comparison between Substitute and Complement." *Asia Pacific Journal of Marketing and Logistics* 26(3):472–93.
- Younus, Sohail, Faiza Rasheed, and Anas Zia. 2015. "Identifying the Factors Affecting Customer Purchase intention." *Global Journal of Management and Business Research* 15(2):8–14.