

DAFTAR PUSTAKA

- Aco, A., & Endang, A. H. (2017). *Analisis Bisnis E-Commerce pada Mahasiswa Universitas Islam Negeri Alauddin Makassar*. 13.
- Aryanto, A. (2019, December 8). *Persaingan E-Commerce, Siapa Juaraanya? Si Hijau atau Si Oranye?* [Https://Www.Wartaekonomi.Co.Id/](https://Www.Wartaekonomi.Co.Id/).
<https://www.wartaekonomi.co.id/read262403/persaingan-e-commerce-siapa-juaranya-si-hijau-atau-si-oranye>
- Babin, B. J., Borges, A., & James, K. (2016). The role of retail price image in a multi-country context: France and the USA. *Journal of Business Research*, 69(3), 1074–1081. <https://doi.org/10.1016/j.jbusres.2015.08.023>
- Bryman, A., & Bell, E. (2011). *Business research methods* (3rd ed). Oxford University Press.
- Cheah, J.-H., Waller, D., Thaichon, P., Ting, H., & Lim, X.-J. (2020). Price image and the sugrophobia effect on luxury retail purchase intention. *Journal of Retailing and Consumer Services*, 57, 102188. <https://doi.org/10.1016/j.jretconser.2020.102188>
- Cooper, D. R., & Emory, C. W. (1991). *Business Research Methods* (5th ed., Vol. 1). Erlangga.
- Cooper, D. R., & Schindler, P. S. (2014). *Business research methods* (Twelfth edition). McGraw-Hill/Irwin.
- Cosseboom, L. (2014, Oktober). *Indonesian online marketplace Tokopedia raises \$100M from SoftBank and Sequoia*. [Https://Www.Techinasia.Com/](https://Www.Techinasia.Com/).

<https://www.techinasia.com/tokopedia-softbank-sequoia-capital-funding-news>

Coudounaris, D. N., & Sthapit, E. (2017). *Antecedents of memorable tourism experience related to behavioral intentions*. 10.

Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>

Faridawati, R., & Silvy, M. (2019). Pengaruh niat berperilaku dan kecerdasan spiritual terhadap pengelolaan keuangan keluarga. *Journal of Business & Banking*, 7(1). <https://doi.org/10.14414/jbb.v7i1.1465>

Ginoga A. N, & Saputri, M. E. (2019). *Pengaruh Electronic Word Of Mouth Terhadap Purchase Intention Pada Tokopedia*. 6.

Gómez, M., Martín-Consuegra, D., Díaz, E., & Molina, A. (2018). Determinants and outcomes of price premium and loyalty: A food case study. *Journal of Consumer Behaviour*, 17(1), 64–74. <https://doi.org/10.1002/cb.1692>

Hair, J. F., Black, W., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective* (7th ed.). Pearson Education Inc.

Haryono, S. (2012). *Metode Penelitian Bisnis & Manajemen Teori & Aplikasi*. PT IPU.

Hollensen, S. (2011). *Global marketing: A decision-oriented approach* (5th ed). Financial Times Prentice Hall.

Kardes, F. R., Cronley, M. L., & Cline, T. W. (2015). *Consumer behavior*. South-Western, Cengage Learning.

- Keren, K., & Sulistiono, S. (2019). Pengaruh Motivasi, Budaya, dan Sikap Konsumen Terhadap Keputusan Pembelian Produk Indomie. *Jurnal Ilmiah Manajemen Kesatuan*, 7(3), 319–324. <https://doi.org/10.37641/jimkes.v7i3.284>
- Kimmel, A. J. (2015). *People and products: Consumer behavior and product design* (First Edition). Routledge, Taylor & Francis Group.
- Komputer, W. (2017). *Mudah Menguasai SPSS*. ANDI.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th [ed.]). Prentice Hall.
- Lenarto, S. (2017). *Pengaruh Brand Image Dan Price Image Terhadap Purchase Intention Dengan Store Image Sebagai Variabel Intervening Pada Ibox Store Di World Trade Center (Wtc) Di Surabaya*. 6(2), 14.
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>
- Popp, B., & Woratschek, H. (2017). Consumer–brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal of Brand Management*, 24(3), 250–270. <https://doi.org/10.1057/s41262-017-0033-9>
- Priansa, D. J. (2016). *Pengaruh E-Wom Dan Persepsi Nilai Terhadap Keputusan Konsumen Untuk Berbelanja Online Di Lazada*. 8.

- Pusparisa, Y. (2020, November 17). *Harga Jadi Pertimbangan Utama Konsumen Membeli Produk Daring*
<https://databoks.katadata.co.id/datapublish/2020/11/17/harga-jadi-pertimbangan-utama-konsumen-membeli-produk-daring>
- Radjab, E., & Jam'an, A. (2017). *Metodologi Penelitian Bisnis*. Lembaga Perpustakaan dan Penerbitan Universitas Muhammadiyah Makassar.
- Rafael, C. (2018, November 30). *MarkPlus: Perang harga, Shopee dan Tokopedia paling bersaing* <https://industri.kontan.co.id/news/markplus-perang-harga-shopee-dan-tokopedia-paling-bersaing>
- Rasmikayati, E., Pardian, P., Hapsari, H., Ikhsan, R. M., & Saefudin, B. R. (2017). Kajian Sikap Dan Perilaku Konsumen Dalam Pembelian Kopi Serta Pendapatnya Terhadap Varian Produk Dan Potensi Kedainya. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 3(2), 117. <https://doi.org/10.25157/ma.v3i2.563>
- Riquelme, I. P. (2019). The Dark Side of Good Reputation and Loyalty in Online Retailing: When Trust Leads to Retaliation through Price Unfairness. *Journal of Interactive Marketing*, 18.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). John Wiley & Sons Ltd.
- Widodo, T. (2018). Pengaruh Behavioral Intention Terhadap Use Behavior Pada Penggunaan Aplikasi Transportasi Online (Studi Kasus Pada Pengguna Go-Jek Dan Grab Di Kalangan Mahasiswa Telkom University). ISSN : 2355-9357

- Widodo. (2017). *Metodologi Penelitian Populer & Praktis*. PT Raja Grafindo Persada.
- Widodo, T., & Octaviany, V. (2019). The Effect of Culture-Based Culinary Tourism on Tourist Experience and Tourist Advocacy. *International Journal of Engineering & Technology*, 8(1.9), 6. <https://doi.org/10.14419/ijet.v8i1.9.26790>
- Widowati, H. (2019, April 25). *Indonesia Jadi Negara dengan Pertumbuhan E-Commerce Tercepat di Dunia*. <https://Databoks.Katadata.Co.Id/>. <https://databoks.katadata.co.id/datapublish/2019/04/25/indonesia-jadi-negara-dengan-pertumbuhan-e-commerce-tercepat-di-dunia>
- Wu, H.-C., Cheng, C.-C., & Ai, C.-H. (2016). A Study of Exhibition Service Quality, Perceived Value, Emotion, Satisfaction, and Behavioral Intentions. *Event Management*, 20(4), 565–591. <https://doi.org/10.3727/152599516X14745497664514>
- Wu, H.-C., Cheng, C.-C., & Ai, C.-H. (2018). A study of experiential quality, experiential value, trust, corporate reputation, experiential satisfaction and behavioral intentions for cruise tourists: The case of Hong Kong. *Tourism Management*, 66, 200–220. <https://doi.org/10.1016/j.tourman.2017.12.011>
- Wu, K. (2015). How do you feel when you see a list of prices? The interplay among price dispersion, perceived risk and initial trust in Chinese C2C market. *Journal of Retailing and Consumer Services*, 11.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Methods* (9th ed.). South-Western, Cengage Learning.
<http://library.lol/main/B40FDAC6660FF42E98DD486E81CA91EE>