

DAFTAR PUSTAKA

- Aakash A. dan Aggarwal AG. (2019) "Role of EWOM, product satisfaction, and website quality on customer repurchase intention strategy and superior performance of micro and small businesses in volatile economies," *IGI Global, Hershey*, pp 144–168. doi: 10.4018/978-1-5225-7888-8.ch010
- Abduganiev, S.G. (2020) "Website Quality Evaluation Methodology Universal Star: 1st point – 'Content,'" *Informatics*, 17(3), pp. 95–112. doi: 10.37661/1816-0301-2020-17-3-95-112.
- Adam, A. (2018) *Pria Muda Milenial Makin Sadar pada Penampilan*, *Tirto*. Available at: <https://tirto.id/pria-muda-milenial-makin-sadar-pada-penampilan-cl05> (Accessed: August 8, 2021).
- al-Adwan, A. S. dan Al-Horani, M. A. (2019) "Boosting customer E-Loyalty: An extended scale of online service quality." *Information*, 10, 380. doi: 10.3390/info10120380.
- Agag, G.M. dan El-Masry, A.A. (2017) "Why Do Consumers Trust Online Travel Websites? Drivers and Outcomes of Consumer Trust toward Online Travel Websites," *Journal of Travel Research*, 56(3), pp. 347–369. doi: 10.1177/0047287516643185.
- Agarwal, S. dan Teas, R.K. (2001) "Perceived Value: Mediating Role of Perceived Risk," *Journal of Marketing Theory and Practice*, 9(4), pp. 1–14. doi: 10.1080/10696679.2001.11501899.
- Agrebi, S. dan Jallais, J. (2015) "Explain the intention to use smartphones for mobile shopping," *Journal of Retailing and Consumer Services*, 22, pp. 16–23. doi: 10.1016/j.jretconser.2014.09.003.
- Akram, M.S. (2018) "Drivers and barriers to online shopping in a newly digitalized society," *TEM Journal*, 7(1), pp. 118–127. doi: 10.18421/TEM71-14.
- Aladwani, A.M. dan Palvia, P.C. (2002) "Developing and validating an instrument for measuring user-perceived web quality," *Information and Management*, 39(6), pp. 467–476. doi: 10.1016/S0378-7206(01)00113-6.
- Alalwan, A.A., Baabdullah, A.M., Rana, N.P., Tamilmani, K., dan Dwivedi, Y.K. (2018) "Examining adoption of mobile internet in Saudi Arabia: Extending TAM with perceived enjoyment, innovativeness and trust," *Technology in Society*, 55, pp. 100–110. doi: 10.1016/j.techsoc.2018.06.007.
- Alalwan, A.A. (2020) "Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse," *International Journal of Information Management*, 50(2020), pp. 28–44. doi: 10.1016/j.ijinfomgt.2019.04.008.
- Alanadoly, A. dan Salem, S. (2021) "Hijabista willingness to accept premium pricing: an analytical study of the effect of social and self-identity on hijab fashion brands satisfaction," *Journal of Islamic Marketing* [Preprint]. doi: 10.1108/JIMA-02-2020-0041.

- Albarq, A.N. (2021) “The Effect of Brand Perceptions on Repurchase When Using the E-commerce Website for Shopping,” *Jindal Journal of Business Research*, 10(1), pp. 77-89. doi: 10.1177/22786821211000226.
- Ali, A. dan Bhasin, J. (2019) “Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value,” *Jindal Journal of Business Research*, 8(2), pp. 142–157. doi: 10.1177/2278682119850275.
- Aliaga, M. dan Gunderson, B. (2018) *Interactive Statistics*. 3rd edn. California: Pearson.
- Amini, M. dan Akbari, H. (2014) “Studying Effect of Site Quality on Online Repurchase Intention Through Satisfaction, Trust and Commitment of Customer,” *Indian Journal of Fundamental and Applied Life Sciences*, 4(4), pp. 2839-2849.
- Amirtha, R., Sivakumar, V.J., dan Hwang, Y. (2021) “Influence of perceived risk dimensions on e-shopping behavioural intention among women—a family life cycle stage perspective,” *Journal of Theoretical and Applied Electronic Commerce Research*, 16(3), pp. 320–355. doi: 10.3390/jtaer16030022.
- Amore Pacific (2002) “Amore Pacific Annual Report,” *Amore Pacific*. Amore Pacific, p. 72.
- Animesh, A., Pinsonneault, A., Yang, S.B., dan Oh, W. (2017) “An Odyssey into Virtual Worlds: Exploring the Impacts of Technological and Spatial Environments on Intention to Purchase Virtual Products,” *MIS Quarterly* 35(3), pp. 789–810. doi: 10.2307/23042809.
- Anshu, K., Gaur, L., dan Singh, G. (2022) “Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation,” *Journal of Retailing and Consumer Services*, 64(C). doi: 10.1016/j.jretconser.2021.102798.
- Antwi, S. (2021) “‘I just like this e-Retailer’: Understanding online consumers repurchase intention from relationship quality perspective,” *Journal of Retailing and Consumer Services*, 61(2021). doi: 10.1016/j.jretconser.2021.102568.
- Aparicio, M., Costa, C.J., dan Moises, R. (2021) “Gamification and reputation: key determinants of e-commerce usage and repurchase intention,” *Heliyon*, 7(2021). doi: 10.1016/j.heliyon.2021.e06383.
- APJII Indonesia (2020) “Buletin APJII,” *Asosiasi Penyelenggara Jasa Internet Indonesia*. APJII Indonesia.
- Apple (2015) *Human Interface Guidelines*, Apple. Available at: <https://developer.apple.com/design/human-interface-guidelines/ios/overview/themes/> (Accessed: April 14, 2021).
- Apuke, O.D. (2017) “Quantitative Research Methods: A Synopsis Approach,” *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), pp. 40–47. doi: 10.12816/0040336.

- Aren, S., Güzel, M., Kabadayı, A., dan Alpkan, L., (2013) “Factors Affecting Repurchase Intention to Shop at the Same Website,” *Procedia- Social and Behavioral Sciences*, 99(2013), pp. 536-544. doi: 10.1016/j.sbspro.2013.10.523.
- Ashfaq, M., Yun, J., Waheed, A., Khan, M.S., dan Farrukh, M. (2019) “Customers’ Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China,” *Sage Open*, April-June (2019), pp. 1-14. doi: 10. 177/2158244019846212.
- Austrade Indonesia (2018) *E-Commerce in Indonesia (A Guide for Australian Business)*.
- Awad, N.F. dan Ragowsky, A. (2008) “Establishing trust in electronic commerce through online word of mouth: An examination across genders,” *Journal of Management Information Systems*, 24(4), pp. 101–121. doi: 10.2753/MIS0742-1222240404.
- Azhar, R. (2020) *The Fortune Cookie of Indonesia’s Digital Marketplace and E-Commerce, Now Jakarta*. Available at: <https://www.nowjakarta.co.id/business/industries/the-fortune-cookie-of-indonesia-s-digital-marketplace-and-e-commerce> (Accessed: February 12, 2021).
- Aziza, R. (2020) *Pembelajaran dari Perdagangan Digital di China , LIPI Indonesia*. Available at: <http://psdr.lipi.go.id/news-and-events/opinions/pembelajaran-dari-perdagangan-digital-di-cina.html> (Accessed: June 15, 2021).
- Aziz, N.H.A., Mohamed, I.S., dan Zakaria, N.B. (2015) “Security, Risk and Trust Issues among Muslim Users for Online Businesses,” *Procedia Economics and Finance*, 31(15), pp. 587–594. doi: 10.1016/s2212-5671(15)01207-1.
- Babin, B.J., Darden, W.R., dan Griffin, M. (1994) “Work and/or Fun: Measuring Hedonic and Utilitarian shopping value,” *Journal of Consumer Research*, 20(4), pp. 644–657.
- Bagozzi, R.P. (1986) “Attitude formation under the theory of reasoned action and a purposeful behaviour reformulation,” *British Journal of Social Psychology*, 25(2), pp. 95–107. doi: 10.1111/j.2044-8309.1986.tb00708.x.
- Bahmanziari, T. dan Odom, M.D. (2015) “Prospect theory and risky choice in the ecommerce setting: Evidence of a framing effect,” *Academy of Accounting and Financial Studies Journal*, 19(1), pp. 85–106.
- Bashir, S., Khwaja, M.G., Mahmood, A., Turi, J.A., dan Latif, K.F. (2021) “Refining e-shoppers’ perceived risks: Development and validation of new measurement scale,” *Journal of Retailing and Consumer Services*, 58(April 2020), p. 102285. doi: 10.1016/j.jretconser.2020.102285.
- Ba, S. dan Pavlou, P.A. (2002) “Evidence of the Effect of Trust Building Technology in Electronic Markets,” *MIS Quarterly*, 26(3), pp. 243–268.
- Bauer, R. (1960) “Consumer Behavior as Risk-Taking, Dynamic Marketing for Changing World.,” *American Marketing Association*, pp. 389–398.

- Bayraktar, E., Tatoglu, E., Turkeyilmaz, A., Delen, D. and Zaim, S. (2012) “Measuring the efficiency of customer satisfaction and loyalty for mobile phone brands with DEA,” *Expert Systems with Applications*, 39(1), pp. 99-106.
- Baytar, F., Chung, T., dan Shin, E. (2020) “Evaluating garments in augmented reality when shopping online,” *Journal of Fashion Marketing and Management*, 24(4), pp. 667–683. doi: 10.1108/JFMM-05-2018-0077.
- Beautynesia (2018) *Biar Wajah Flawless! Bagus an Innisfree atau Laneige sih Ladies??*, *Beautynesia Indonesia*. Available at: <https://www.beautynesia.id/berita-b-talk/biar-wajah-flawless-bagus-an-innisfree-atau-laneige-sih-ladies/b-128727> (Accessed: August 17, 2021).
- Bedi, S.S., Kaur, S., dan Lal, A.K. (2017) “Understanding Web Experience and Perceived Web Enjoyment as Antecedents of Online Purchase Intention,” *Global Business Review*, 18(2), pp. 465–477. doi: 10.1177/0972150916668614.
- Belanche, D., Casaló, L. V., dan Guinalíu, M. (2012) “Website usability, consumer satisfaction and the intention to use a website: The moderating effect of perceived risk,” *Journal of Retailing and Consumer Services*, 19(1), pp. 124–132. doi: 10.1016/j.jretconser.2011.11.001.
- Beneke, J., Flynn, R., Greig, T., dan Mukaiwa, M. (2013) “The influence of perceived product quality, relative price and risk on customer value and willingness to buy: A study of private label merchandise,” *Journal of Product and Brand Management*, 22(3), pp. 218–228. doi: 10.1108/JPBM-02-2013-0262.
- Bentler, P.M. dan Bonett, D.G. (1980) “Significance tests and goodness of fit in the analysis of covariance structures,” *Psychological Bulletin*, 88(3), pp. 588–606. doi: 10.1037/0033-2909.88.3.588.
- Bezes, C. (2016) “Comparing online and in-store risks in multichannel shopping,” *International Journal of Retail and Distribution Management*, 44(3), pp. 284–300. doi: 10.1108/IJRDM-02-2015-0019.
- Bhandari, U., Neben, T., Chang, K., dan Chua, W.Y. (2017) “Effects of interface design factors on affective responses and quality evaluations in mobile applications,” *Computers in Human Behavior*, 72(2017), pp. 525–534. doi: 10.1016/j.chb.2017.02.044.
- Bhandari, U., Neben, T., dan Chang, K. (2015) “Understanding visual appeal and quality perceptions of mobile apps: An emotional perspective,” *Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 9169, pp. 451–459. doi: 10.1007/978-3-319-20901-2_42.
- Bhattacharya, A. dan Srivastava, M. (2018) “A Framework of Online Customer Experience: An Indian Perspective,” *Global Business Review*, 21(3), pp. 800-817. doi: 10.1177/0972150918778932.

- Bickart, B. dan Schindler, R.M. (2001) "Internet Forums As Influential," *Journal of Interactive Marketing*, 15(3), pp. 31–40.
- Bisara, D. (2019) *Indonesia's E-commerce Market Larger Than Estimated; Consumer Habits Changing: Study, Jakarta Globe*. Available at: <https://jakartaglobe.id/context/indonesias-e-commerce-market-larger-than-estimated-consumer-habits-changing-study/> (Accessed: February 17, 2021).
- Bisnis (2020) *Baca Review Sebelum Belanja online, Agar Tak "Beli Kucing dalam Karung," Bisnis*. Available at: <https://jakarta.bisnis.com/read/20200406/384/1223438/baca-review-sebelum-belanja-online-agar-tak-beli-kucing-dalam-karung> (Accessed: August 3, 2021).
- Biswas, D. dan Biswas, A. (2004) "The diagnostic role of signals in the context of perceived risks in online shopping: Do signals matter more on the web?," *Journal of Interactive Marketing*, 18(3), pp. 30–45. doi: 10.1002/dir.20010.
- Boksberger, P.E., Bieger, T., dan Laesser, C. (2007) "Multidimensional analysis of perceived risk in commercial air travel," *Journal of Air Transport Management*, 13(2), pp. 90–96. doi: 10.1016/j.jairtraman.2006.10.003.
- Bonsón Ponte, E., Carvajal-Trujillo, E., dan Escobar-Rodríguez, T. (2015) "Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents," *Tourism Management*, 47(2015), pp. 286–302. doi: 10.1016/j.tourman.2014.10.009.
- Boo, S. dan Busser, J.A. (2018) "Meeting planners' online reviews of destination hotels: A twofold content analysis approach," *Tourism Management*, 66(2018), pp. 287–301. doi: 10.1016/j.tourman.2017.11.014.
- Browne, M.W. dan Cudeck, R. (1993) "Alternative ways of assessing model fit," in *Testing structural equation models*. Newbury Park, California: SAGE Publisher, pp. 136–162.
- Bruner, G.C. dan Kumar, A. (2005) "Explaining consumer acceptance of handheld Internet devices," *Journal of Business Research*, 58(5), pp. 553–558. doi: 10.1016/j.jbusres.2003.08.002.
- Budescu, D. V. dan Weiss, W. (1987) "Reflection of transitive and intransitive preferences: A test of prospect theory," *Organizational Behavior and Human Decision Processes*, 39(2), pp. 184–202. doi: 10.1016/0749-5978(87)90037-9.
- Bulut, Z.A. dan Karabulut, A.N. (2018) "Examining the role of two aspects of eWOM in online repurchase intention: An integrated trust–loyalty perspective," *Journal of Consumer Behaviour*, 17(4), pp. 407–417. doi: 10.1002/cb.1721.
- Burton, S. dan Babin, L.A. (1989) "Decision-framing helps make the sale," *Journal of Consumer Marketing*, 6(2), p. 15. doi: 10.1108/EUM0000000002543.

- Byrne, B.M. (2010) *Structural Equation Modeling With AMOS- Basic Concepts, Applications, and Programming, Second Edition*. 2nd edn. New York, NY: Routledge/Taylor & Francis Group. doi: 10.4324/9780203805534.
- Cai, S. dan Xu, Y. (2011) "Designing not just for pleasure: Effects of web site aesthetics on consumer shopping value," *International Journal of Electronic Commerce*, 15(4), pp. 159–188. doi: 10.2753/JEC1086-4415150405.
- Campbell, M.C. dan Goodstein, R.C. (2001) "The moderating effect of perceived risk on consumers' evaluations of product incongruity: Preference for the norm," *Journal of Consumer Research*, 28(3), pp. 439–449. doi: 10.1086/323731.
- Casidy, R. dan Wymer, W. (2016) "A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price," *Journal of Retailing and Consumer Services*, 32(2016), pp. 189–197. doi: 10.1016/j.jretconser.2016.06.014.
- Catriana, E. (2021) *5 E-Commerce yang Paling Banyak Dikunjungi di Indonesia, Kompas*. Available at: <https://money.kompas.com/read/2021/02/24/072440626/5-e-commerce-yang-paling-banyak-dikunjungi-di-indonesia?page=all> (Accessed: February 11, 2021).
- Çelik, H.E. dan Yilmaz, V. (2011) "Extending the technology acceptance model for adoption of e-shopping by consumers in Turkey," *Journal of Electronic Commerce Research*, 12(2), pp. 152–164.
- Chang, H.H. dan Chen, S.W. (2008a) "The impact of customer interface quality, satisfaction and switching costs on e-loyalty: Internet experience as a moderator," *Computers in Human Behavior*, 24(6), pp. 2927–2944. doi: 10.1016/j.chb.2008.04.014.
- Chang, H.H. dan Chen, S.W. (2008b) "The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator," *Online Information Review*, 32(6), pp. 818–841. doi: 10.1108/14684520810923953.
- Chang, H.H. dan Chen, S.W. (2009) "Consumer perception of interface quality, security, and loyalty in electronic commerce," *Information and Management*, 46(7), pp. 411–417. doi: 10.1016/j.im.2009.08.002.
- Chang, J.C., Yen, S.-H., dan Duh, R.-R. (2002) "An Empirical Examination of Competing Theories to Explain the Framing Effect in Accounting-Related Decision," *Behavioral Research in Accounting*, 14(1), pp. 35–64.
- Chang, K.C. (2013) "How reputation creates loyalty in the restaurant sector," *International Journal of Contemporary Hospitality Management*, 25(4), pp. 536–557. doi: 10.1108/09596111311322916.
- Chang, K.C., Hsu, Y.-T., Hsu, C.-L., dan Sung, Y.-K. (2019) "Effect of tangibilization cues on consumer purchase intention in the social media context: Regulatory focus perspective and the moderating role of perceived trust," *Telematics and Informatics*, 44(August 2019), p. 101265. doi: 10.1016/j.tele.2019.101265.

- Chang, M.-L. dan Wu, W.-Y. (2012) "Revisiting Perceived Risk in The Context of Online Shopping: An Alternative Perspective of Decision-Making Styles," *Psychology & Marketing*, 29(5), pp. 378–400. doi: 10.1002/mar.20528.
- Chang, W. dan Chao, R.-F. (2018) "The Impact of Shopping Values on Intention of Online Travel purchase for Mature Consumers: a Mediated Moderation Model," *Journal of Tourism and Hospitality Management*, 6(1), pp. 92–99. doi: 10.15640/jthm.v6n1a9.
- Charrada, E. Ben (2017) "Which one to read? Factors influencing the usefulness of online reviews for RE," *Proceedings - 2016 IEEE 24th International Requirements Engineering Conference Workshops, REW 2016*, pp. 46–52. doi: 10.1109/REW.2016.26.
- Chellapa, R. dan Sin, R. (2005) "Personalization versus Privacy: An Empirical Examination of the Online Consumer's Dilemma," *Information Technology and Management*, 6, pp. 181–202. doi: 10.3138/cras.42.1.7.
- Chen, C. (2015) "PRIS: A Multiple-Item Scale for Measuring Perceived Risk of Internet Shopping," *The Journal of International Management Studies*, 10(2), pp. 61–77.
- Chen, C.C.V. dan Chen, C.J. (2017) "The role of customer participation for enhancing repurchase intention," *Management Decision*, 55(3), pp.547–562. doi: 10.1108/MD-06-2016-0380.
- Chen, D. dan Liang, H. (2006) "Shaping consumer perception to motivate online shopping: A prospect theory perspective," *Special Interest Group on Human-Computer Interaction*, (May), pp. 60–64.
- Chen, M.Y. dan Teng, C.I. (2013) "A comprehensive model of the effects of online store image on purchase intention in an e-commerce environment," *Electronic Commerce Research*, 13(1), pp. 1–23. doi: 10.1007/s10660-013-9104-5.
- Chen, P.-Y., Dhanasobhon, S., dan Smith, M.D. (2011) "All Reviews are Not Created Equal: The Disaggregate Impact of Reviews and Reviewers at Amazon.Com," *SSRN Electronic Journal* [Preprint], (May). doi: 10.2139/ssrn.918083.
- Chen, X., Huang, Q., Davison, R.M., dan Hua, Z. (2015) "What Drives Trust Transfer? the Moderating Roles of Seller-Specific and General Institutional Mechanisms," *International Journal of Electronic Commerce*, 20(2), pp. 261–289. doi: 10.1080/10864415.2016.1087828.
- Cheung, C.M.K., Lee, M.K.O., dan Rabjohn, N. (2008) "The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities," *Internet Research*, 18(3), pp. 229–247. doi: 10.1108/10662240810883290.
- Cheung, M.Y., Luo, C., Sia, C., dan Chen, H. (2009) "Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations," *International Journal of Electronic Commerce*, 13(4), pp. 29–38. doi: 10.2753/JEC1086-4415130402.

- Chiles, T. dan McMackin, J. (1996) "Integrating variable risk preferences, trust, and transaction cost economics," *Academy of Management Review*, 21(1), pp. 73–99. doi: 10.5465/AMR.1996.9602161566.
- Chiu, T.S., Chih, W.-H., Ortiz, J., dan Wang, C.-Y. (2018) "The contradiction of trust and uncertainty from the viewpoint of swift guanxi," *Internet Research*, 28(3), pp. 716–745. doi: 10.1108/IntR-06-2017-0233.
- Chiu, C.-M., Chang, C.-C., Cheng, H.-L., dan Fang, Y.-H. (2009). "Determinants of customer repurchase intention in online shopping." *Online Information Review*, 33(4), 761–784. doi: 10.1108/14684520910985710.
- Choi, J. dan Kim, S. (2016) "Is the smartwatch an IT product or a fashion product? A study on factors affecting the intention to use smartwatches," *Computers in Human Behavior*, 63(2016), pp. 777–786. doi: 10.1016/j.chb.2016.06.007.
- Chopdar, P.-Kr. dan Balakrishnan, J. (2020) "Consumers response towards mobile commerce applications: S-O-R approach," *International Journal of Information Management*, 53(2020), 102106. doi: 10.1016/j.ijinfomgt.2020.102106.
- Churchill, G.A. (1979) "A Paradigm for Developing Better Measures of Marketing Constructs," *Journal of Marketing Research*, 16(1), pp. 64–73.
- CNN Indonesia (2021) *Belanja Online dan Streaming Naik Saat Libur Natal-Tahun Baru.*, CNN Indonesia. Available at: <https://www.cnnindonesia.com/teknologi/20210105103558-185-589562/belanja-online-dan-streaming-naik-saat-libur-natal-tahun-baru> (Accessed: February 19, 2021).
- Coco (2017) *Best and Worst of Innisfree-Korean Skincare Review, Go Shopping.* Available at: <https://www.goshopping.pro/best-and-worst-of-innisfree-korean-review/> (Accessed: August 14, 2021).
- Conchar, M.P., Zinkhan, G.M., Peters, C.O., dan Olavarrieta, S. (2004) "An integrated framework for the conceptualization of consumers' perceived-risk processing," *Journal of the Academy of Marketing Science*, 32(4), pp. 418–436. doi: 10.1177/0092070304267551.
- Cooper, D.R. dan Schindler, P.S. (2014) *Business Research Methods*. 12th edn. Edited by P.S. Schindler. McGraw-Hill Education.
- Corbitt, B.J., Thanasankit, T., dan Yi, H. (2003) "Trust and e-commerce: A study of consumer perceptions," *Electronic Commerce Research and Applications*, 2(3), pp. 203–215. doi: 10.1016/S1567-4223(03)00024-3.
- Cui, G., Lui, H.K., dan Guo, X. (2012) "The effect of online consumer reviews on new product sales," *International Journal of Electronic Commerce*, 17(1), pp. 39–58. doi: 10.2753/JEC1086-4415170102.

- Cunningham, S. (1967) "The Major Dimensions of Perceived Risk," *Risk Taking and Information Handling in Consumer Behavior*, pp. 82–108.
- Cyr, D., Head, M. dan Ivanov, A. (2006), "Design aesthetics leading to m-loyalty in mobile commerce", *Information and Management*, 43(8), pp. 950-963.
- Dachyar, M. dan Banjarnahor, L. (2017) "Factors influencing purchase intention towards consumer-to-consumer e-commerce," *Intangible Capital*, 13(5), pp. 946–966. doi: 10.3926/ic.1119.
- Dakduk, S., Santalla-Banderali, Z., dan Siqueira, J.R. (2020) "Acceptance of mobile commerce in low-income consumers: evidence from an emerging economy," *Heliyon*, 6(11), p. e05451. doi: 10.1016/j.heliyon.2020.e05451.
- Dancer, H., Filieri, R., dan Grundy, D. (2014) "eWOM in online customer support communities: Key variables in information quality and source credibility," *Journal of Direct, Data and Digital Marketing Practice*, 15(4), pp. 290–305. doi: 10.1057/dddmp.2014.21.
- Danniswara, R., Sandhyaduhita, P., dan Munajat, Q. (2017) "The impact of EWOM referral, celebrity endorsement, and information quality on purchase decision: A case of Instagram," *Information Resources Management Journal*, 30(2), pp. 23–43. doi: 10.4018/IRMJ.2017040102.
- Daowd, A., Hasan, R., Eldabi, T., Rafi-Ul-Shan, P.M., Cao, D., dan Kasemsarn, N. (2021) "Factors Affecting eWOM Credibility, Information Adoption, and Purchase Intention on Generation Y: A Case from Thailand," *Journal of Enterprise Information Management*, 34(3), pp. 838–859. doi: 10.1108/JEIM-04-2019-0118.
- Das, K., Tamhane, T., Vatterott, B., Wibowo, P., dan Wintels, S. (2018) *The Digital Archipelago: How Online Commerce is Driving Indonesia's Economic Development*, McKinsey Insights.
- Streiner, D.L. (2003) "Starting at the beginning: An introduction to coefficient alpha and internal consistency," *Journal of Personality Assessment*, 80(1), pp. 99–103.
- Davis, F.D., Bagozzi, R.P., dan Warshaw, P.R. (1992) "Extrinsic and Intrinsic Motivation to Use Computers in the Workplace," *Journal of Applied Social Psychology*, 22(14), pp. 1111–1132. doi: 10.1111/j.1559-1816.1992.tb00945.x.
- Deloitte (2020) *Deloitte Consumer Insights: Dawn of the digital age in Indonesia*, Deloitte SEA.
- Derm Review (2021) *Innisfree Reviews: A Review of The 10 Best Innisfree Skincare Products*, Derm Review.
- Devanesan, J. (2020) *Indonesia's Appetite for Consumer Tech Dwarfs Global Peers*, Techwire Asia. Available at: <https://techwireasia.com/2020/12/indonesias-appetite-for-consumer-tech-dwarfs-global-peers/> (Accessed: May 5, 2021).

- Diamantopoulus, A. dan Siguaw, J.A. (2000) *Introducing LISREL: A Guide for the Uninitiated*. SAGE Publications. doi: 10.4135/9781849209359.
- Dickinger, A., Arami, M., dan Meyer, D. (2008) "The role of perceived enjoyment and social norm in the adoption of technology with network externalities," *European Journal of Information Systems*, 17(1), pp. 4–11. doi: 10.1057/palgrave.ejis.3000726.
- Dillman, D.A., Smyth, J.D., dan Christian, L.M. (2014) *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method, 4th Edition*. 4th edn. Hoboken, NJ: John Wiley & Sons, Inc.
- Dixit, S., Jyoti Badgaiyan, A., dan Khare, A. (2019) "An integrated model for predicting consumer's intention to write online reviews," *Journal of Retailing and Consumer Services*, 46(October), pp. 112–120. doi: 10.1016/j.jretconser.2017.10.001.
- Diyanto, J.O., Rochman, F., dan Suryadi, N. (2021) "The Effect of Website Quality and Perceived Risk on Repurchase Intention Mediated by Trust on Lazada Consumer," *The International Journal of Business and Management*, 9(11), pp. 259-266. doi: 10.24940/theijbm/2021/v9/i11/BM2111-027.
- Dodds, W.B., Monroe, K., dan Grewal, D. (1991) "Effect of Price, Brand, and Store Information Buyers' Evaluations," *Journal of Marketing Research*, 28(3), pp. 307–319.
- Donovan, R.J. dan Rossiter, J.R. (1982) "An environmental psychology approach," *Journal of Retailing*, pp. 34–57.
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., dan Lim, W.M. (2021) "How to conduct a bibliometric analysis: An overview and guidelines," *Journal of Business Research*, 133, pp. 285–296. doi: 10.1016/j.jbusres.2021.04.070
- Dowling, G.R. dan Staelin, R. (1994) "A Model of Perceived Risk and Intended Risk-Handling Activity," *Journal of Consumer Research*, 21(1), pp. 119-134. doi: 10.1086/209386.
- Du, Y., Dong, G., Jia, H., Chen, W., dan Li, W. (2019) "Online reviews matter: How can platforms benefit from online reviews?," *Sustainability (Switzerland)*, 11(22). doi: 10.3390/su11226289.
- Dwidienawati, D., Gandasari, D., Tjahjana, D., Abdinagoro, S.B., dan Zainal, M. (2020) "Customer review or influencer endorsement: which one influences purchase intention more?," *Heliyon*, 6(11). doi: 10.1016/j.heliyon.2020.e05543.
- Dwivedi, A. (2015) "A higher-order model of consumer brand engagement and its impact on loyalty intentions," *Journal of Retailing and Consumer Services*, 24(2015), pp. 100–109. doi: 10.1016/j.jretconser.2015.02.007.
- Edwards, K.D. (1996) "Prospect theory: A literature review," *International Review of Financial Analysis*, 5(1), pp. 19–38. doi: 10.1016/S1057-5219(96)90004-6.

- Elwalda, A. dan Erkan, I. (2018) “Your comments are important to me! The impacts of online customer reviews in shopping websites,” *International Journal of Internet Marketing and Advertising*, 12(1), p. 1. doi: 10.1504/ijima.2018.10009950.
- Elwalda, A., Lü, K., dan Ali, M. (2016) “Perceived derived attributes of online customer reviews,” *Computers in Human Behavior*, 56(2016), pp. 306–319. doi: 10.1016/j.chb.2015.11.051.
- EMarketer (2014) *Digital Ad Spending Benchmarks By Industry: the Complete Emarketer Series Executive Summary*.
- Emis (2021) *NATURE REPUBLIC CO.LTD. (SEOUL) (SOUTH KOREA)*, Emis. Available at: https://www.emis.com/php/company-profile/KR/Nature_Republic_CoLtd__Seoul__en_3563178.html (Accessed: August 17, 2021).
- Erkan, I. dan Evans, C. (2016) “The influence of eWOM in social media on consumers’ purchase intentions: An extended approach to information adoption,” *Computers in Human Behavior*, 61(2016), pp. 47–55. doi: 10.1016/j.chb.2016.03.003.
- Eroglu, S.A., Machleit, K.A., dan Davis, L.M. (2001) “Atmospheric qualities of online retailing,” *Journal of Business Research*, 54(2), pp. 177–184. doi: 10.1016/s0148-2963(99)00087-9.
- Eroglu, S.A., Machleit, K.A., dan Davis, L.M. (2003) “Empirical Testing of a Model of online Store Atmospherics and Shopper Responses,” *Psychology and Marketing*, 20(2), pp. 139–150. doi: 10.1002/mar.10064.
- Esho, E. dan Verhoef, G. (2021) ‘What Influences Online Shopping In Nigeria: Trust or Website Quality?’, *African Journal of Business and Economic Research* , 16(3), pp. 155–175. doi: 10.31920/1750-4562/2021/v16n3a8.
- Fajriana, M. (2019) *Skincare Asal Korea Ini Ternyata Muslim Friendly, Fimela Indonesia*.
- Fan, X., Thompson, B., dan Wang, L. (1999) “Effects of sample size, estimation methods, and model specification on structural equation modeling,” *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), pp. 56–83. doi: 10.1080/10705519909540119.
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., dan Lim, K.H. 2014 “Trust, Satisfaction, and Online Repurchase Intention: The Moderating Role of Perceived Effectiveness of E-Commerce Institutional Mechanisms,” *MIS Quarterly*, 38(2), pp. 407-427. doi: 10.25300/MISQ/2014/38.2.04.
- Fauzan, R. dan Ute, D. (2021) “Analysis the Effect of Web Quality and Fullfillment on Satisfaction and It’s Impact on Repurchase Intention,” *Performance*, 28(1), pp.82-92.
- Female Daily (2021a) *Innisfree Product Reviews*, *Female Daily*. Available at: <https://reviews.femaledaily.com/brands/innisfree?tab=products&page=1%0A> (Accessed: August 14, 2021).

- Female Daily (2021b) *Laneige Product Reviews, Female Daily*. Available at: <https://reviews.femaledaily.com/brands/laneige?tab=products&page=1> (Accessed: August 17, 2021).
- Female Daily (2021c) *Nature Republic Product Reviews, Female Daily*. Available at: <https://reviews.femaledaily.com/brands/nature-republic?tab=products&page=1%0A> (Accessed: August 17, 2021).
- Ferdinand, A. (2000) *Structural Equation Modelling dalam Penelitian Manajemen. Aplikasi Model-Model Rumit dalam Penelitian untuk Tesis S2 dan Disertasi S3*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fiegenbaum, A. (1990) "Prospect theory and the risk -return association. An empirical examination in 85 industries," *Journal of Economic Behavior and Organization*, 14(2), pp. 187–203. doi: 10.1016/0167-2681(90)90074-N.
- Filieri, R. (2015) "What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM," *Journal of Business Research*, 68(6), pp. 1261–1270. doi: 10.1016/j.jbusres.2014.11.006.
- Fisher, J.D., Bell, P.A., dan Baum, A. (1984) *Environmental Psychology*. 2nd edn. Michigan: Holt, Rinehart, and Winston, 1984.
- Fisher, R.A. (1925) "Theory of Statistical Estimation," *Mathematical Proceedings of the Cambridge Philosophical Society*, 22(5), pp. 700–725. doi: 10.1017/S0305004100009580.
- Flavián, C. dan Guinalú, M. (2006) "Consumer trust, perceived security and privacy policy: Three basic elements of loyalty to a web site," *Industrial Management & Data Systems*, 106(5), pp. 601–620. doi: 10.1108/02635570610666403.
- Forbes (2021) '14 User Interface Improvements To Maximize E-Commerce Sales', *Forbes Communications Council*, 14 April. Available at: <https://www.forbes.com/sites/forbescommunicationscouncil/2021/04/14/14-user-interface-improvements-to-maximize-e-commerce-sales/?sh=630dc66124cd> (Accessed: 5 October 2022).
- Forsythe, S.M. dan Shi, B. (2003) "Consumer patronage and risk perceptions in Internet shopping," *Journal of Business Research*, 56(11), pp. 867–875. doi: 10.1016/S0148-2963(01)00273-9.
- Frey, B.B. (2018) *The SAGE Encyclopedia of Educational Research, Measurement, and Evaluation*. Edited by B.B. Frey. SAGE Publications.
- Gefen, D., Karahanna, E., dan Straub, D. (2003) "TRUST AND TAM IN ONLINE SHOPPING: AN INTEGRATED MODEL By:," *MIS Quarterly*, 27(1), pp. 51–90.

- Gefen, D. dan Straub, D.W. (2004) "Consumer trust in B2C e-Commerce and the importance of social presence: Experiments in e-Products and e-Services," *Omega*, 32(6), pp. 407–424. doi: 10.1016/j.omega.2004.01.006.
- Ghozali, I. (2008) *Model Persamaan Struktural, Konsep dan Aplikasi dengan Program AMOS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Giao, H.N.K., Vuong, B.N., dan Quan, T.N. (2020) "The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam," *Uncertain Supply Chain Management*, 8(2), pp. 351–370. doi: 10.5267/j.uscm.2019.11.004.
- Gobinath, J. dan Gupta, D. (2016) "Online reviews: Determining the perceived quality of information," *2016 International Conference on Advances in Computing, Communications, and Informatics, ICACCI 2016*, pp. 412–416. doi: 10.1109/ICACCI.2016.7732080.
- Grabner-Kräuter, S. dan Bitter, S. (2014) "Trust in online social networks: A multifaceted perspective," *Forum for Social Economics*, 44(1), pp. 48–68. doi: 10.1080/07360932.2013.781517.
- Gummerus, J., Liljander, V., Pura, M., dan van-Riel, A. (2004) "Customer loyalty to content-based Web sites: The case of an online health-care service," *Journal of Services Marketing*, 18(3), pp. 175–186. doi: 10.1108/08876040410536486.
- Guo, J. dan Li, L. (2022) "Exploring the Relationship Between Social Commerce Features and Consumers' Repurchase Intentions: The Mediating Role of Perceived Value," *Frontiers in Psychology*, 12(775056). doi: 10.3389/fpsyg.2021.775056.
- Guo, X., Ling, K.C., dan Liu, M. (2012) "Evaluating factors influencing consumer satisfaction towards online shopping in China," *Asian Social Science*, 8(13), pp. 40–49. doi: 10.5539/ass.v8n13p40.
- Ha, S. and Stoel, L. (2009), "Consumer e-shopping acceptance: antecedents in a technology acceptance model", *Journal of Business Research*, 62(2009), pp. 565-571.
- Hair, J.F., Black, W.C., Babin, B.J., dan Anderson R.E. dkk.,. (2010) *Multivariate Data Analysis*. Harlow, Essex: Pearson Education Limited.
- Hajli, N. (2015) "Social commerce constructs and consumer's intention to buy," *International Journal of Information Management*, 35(2), pp. 183–191. doi: 10.1016/j.ijinfomgt.2014.12.005.
- Hanafizadeh, P., Behboudi, M., Koshksaray, A.A., dan Tabar, M.J.S. (2014) "Mobile-banking adoption by Iranian bank clients," *Telematics and Informatics*, 31(1), pp. 62–78. doi: 10.1016/j.tele.2012.11.001.

- Handayani, P.W., Ariantana, I.M.E., dan Pinem, A.A. (2019) “How To Increase Customer Repurchase Intention in An online Retailing Store? An Extended Expectation Confirmatory Model,” *International Journal of Electronic Commerce Studies*, 10(1), pp. 1–21. doi: 10.7903/ijecs.XXXX.
- Hardiyanto, N. dan Firdaus, A. (2021) “Website Quality and The Role of Customer Satisfaction Toward Repurchase Intention: A Study of Indonesian E-Commerce,” *Journal of Marketing Innovation*, 1(1), pp. 62-77.
- Harrison McKnight, D., Choudhury, V., dan Kacmar, C. (2002) “The impact of initial consumer trust on intentions to transact with a web site: A trust building model,” *Journal of Strategic Information Systems*, 11(4), pp. 297–323. doi: 10.1016/S0963-8687(02)00020-3.
- Hartono, J. (2016) Menyambut Ekonomi Digital, FEB UGM. Available at: <https://feb.ugm.ac.id/en/research/lecturer-s-article/2211-menyambut-ekonomi-digital> (Accessed: Maret, 2 2023).
- Hasanov, J. dan Khalid, H. (2015) “The Impact of Website Quality on Online Purchase Intention of Organic Food in Malaysia: A WebQual Model Approach,” *Procedia Computer Science*, 72(2015), pp. 382–389. doi: 10.1016/j.procs.2015.12.153.
- Hasibuan, L. (2018) *Saat Kosmetik Korea Mengincar Pria Indonesia*, CNBC Indonesia. Available at: <https://www.cnbcindonesia.com/lifestyle/20180812163810-33-28176/saat-kosmetik-korea-mengincar-pria-indonesia> (Accessed: August 8, 2021).
- Hassanein, K. dan Head, M. (2007) “Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping,” *International Journal of Human Computer Studies*, 65(8), pp. 689–708. doi: 10.1016/j.ijhcs.2006.11.018.
- Hayu, R.S., Surachman, S., Rofiq, A., dan Rahayu, M. (2020) “The effect of website quality and government regulations on online impulse buying behavior,” *Management Science Letters*, 10(5), pp. 961–968. doi: 10.5267/j.msl.2019.11.015.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003) “Customer repurchase intention: A general structural equation model,” *European Journal of Marketing*, 37(12), pp. 1762–1800.
- von Helversen, B., Abramczuk, K., Kopeć, W., dan Nielek, R. (2018) “Influence of consumer reviews on online purchasing decisions in older and younger adults,” *Decision Support Systems*, 113(June), pp. 1–10. doi: 10.1016/j.dss.2018.05.006.
- Hennig-Thurau, T., Gwinner, K.P., Walsh, G., dan Gremler, D.D. (2004) “Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?,” *Journal of Interactive Marketing*, 18(1), pp. 38–52. doi: 10.1002/dir.10073.

- Holmes, R.M., Bromiley, P., Devers, C.E., Holcomb, T.R., dan McGuire, J.B. (2011) "Management theory applications of prospect theory: Accomplishments, challenges, and opportunities," *Journal of Management*, 37(4), pp. 1069–1107. doi: 10.1177/0149206310394863.
- Hong, I. (2015) "Understanding the consumer's online merchant selection process: The roles of product involvement, perceived risk, and trust expectation," *International Journal of Information Management*, 35(3), pp. 322–336. doi: 10.1016/j.ijinfomgt.2015.01.003.
- Hong, I.B. dan Cha, H.S. (2013) "The mediating role of consumer trust in an online merchant in predicting purchase intention," *International Journal of Information Management*, 33(6), pp. 927–939. doi: 10.1016/j.ijinfomgt.2013.08.007.
- Hong, L.M., Nawi, N.C., wan Zulkiffli, W.F., Mukhtar, D., dan Ramlee, S.I.F. (2019) "Perceived risk on online store image towards purchase intention," *Research in World Economy*, 10(Special Issue), pp. 48–52. doi: 10.5430/rwe.v10n2p48.
- Hong, T. dan Kim, E. (2012) "Segmenting customers in online stores based on factors that affect the customer's intention to purchase," *Expert Systems with Applications*, 39(2), pp. 2127–2131. doi: 10.1016/j.eswa.2011.07.114.
- Hong, Z. dan Yi, L. (2012) "Research on the Influence of Perceived Risk in Consumer On-line Purchasing Decision," *Physics Procedia*, 24(2012), pp. 1304–1310. doi: 10.1016/j.phpro.2012.02.195.
- Hooper, D., Coughlan, J., dan Mullen, M.R. (2008) "Structural equation modelling: Guidelines for determining model fit," *Electronic Journal of Business Research Methods*, 6(1), pp. 53–60. doi: 10.21427/D79B73.
- Ho, S. (2018) *What Consumers Think of Indonesia's Top 6 E-Commerce Sites, Tech in Asia*. Available at: <https://www.techinasia.com/talk/consumers-think-ecommerce-players-indonesia%0A> (Accessed: February 22, 2021).
- Hsiao, C.H. dan Tang, K.Y. (2021) "Who captures whom – Pokémon or tourists? A perspective of the Stimulus-Organism-Response model," *International Journal of Information Management*. doi: 10.1016/j.ijinfomgt.2021.102312.
- Hsu, C., Lin, J., dan Chiang, H. (2013) "The effects of blogger recommendations on customers' online shopping intentions," *Internet Research*, 23(1), pp. 69–88. doi: 10.1108/10662241311295782.
- Hsu, C.L., Yu, L.C., dan Chang, K.C. (2017) "Exploring the effects of online customer reviews, regulatory focus, and product type on purchase intention: Perceived justice as a moderator," *Computers in Human Behavior*, 69(2017), pp. 335–346. doi: 10.1016/j.chb.2016.12.056.

- Hsu, M.-H., Chang, C.M., Chu, K.K., dan Lee, Y.J. (2014) "Determinants of repurchase intention in online group-buying: The perspectives of DeLone & McLean IS success model and trust," *Computers in Human Behavior*, 36(2014), pp. 234–245. doi: 10.1016/j.chb.2014.03.065.
- Hu, L., Filieri, R., Acikgoz, F., Zollo, L., dan Rialti, R. (2022) "The effect of utilitarian and hedonic motivations on mobile shopping outcomes. A cross-cultural analysis," *International Journal of Consumer Studies*, 47(2022), pp. 751-766. doi: 10.1111/ijcs.12868.
- Huang, E. (2012) "Online experiences and virtual goods purchase intention," *Internet Research*, 22(3), pp. 252–274. doi: 10.1108/10662241211235644.
- Huang, T.K. (2015) "Exploring the antecedents of screenshot-based interactions in the context of advanced computer software learning," *Computers and Education*, 80(2015), pp. 95–107. doi: 10.1016/j.compedu.2014.08.011.
- Hubbard, R. (2004) "Alphabet Soup: Blurring the Distinctions Between p's and a's in Psychological Research," *Theory & Psychology*, 14(3), pp. 295–327. doi: 10.1177/0959354304043638.
- Hubert, M., Blut, M., Brock, C., Backhaus, C., dan Eberhardt, T. (2017) "Acceptance of Smartphone-Based Mobile Shopping: Mobile Benefits, Customer Characteristics, Perceived Risks, and the Impact of Application Context," *Psychology and Marketing*, 34(2), pp. 175–194. doi: 10.1002/mar.20982.
- Hulland, J., Baumgartner, H., dan Smith, K.M. (2018) "Marketing survey research best practices: evidence and recommendations from a review of JAMS articles," *Journal of the Academy of Marketing Science*, 46(1), pp. 92–108. doi: 10.1007/s11747-017-0532-y.
- Hu, L.T. dan Bentler, P.M. (1999) "Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives," *Structural Equation Modeling*, 6(1), pp. 1–55. doi: 10.1080/10705519909540118.
- Hussain, S., Ahmed, W., Jafar, R.M.S., Rabnawaz, A., dan Jianzhou, Y. (2017) "eWOM source credibility, perceived risk and food product customer's information adoption," *Computers in Human Behavior*, 66(2017), pp. 96–102. doi: 10.1016/j.chb.2016.09.034.
- Hu, Y. dan Li, Y. (2019) "The Influence of Framing Effects on Consumer Decision-Making on online Platforms," *Business and Management Research*, 8(1). doi: 10.5430/bmr.v8n1p30.
- Hwang, Y. dan Kim, D.J. (2007) "Customer self-service systems: The effects of perceived Web quality with service contents on enjoyment, anxiety, and e-trust," *Decision Support Systems*, 43(3), pp. 746–760. doi: 10.1016/j.dss.2006.12.008.
- Hyunjoo, H. dan Young, Y. (2011) "The effect of perceptual fluency and enduring involvement on situational involvement in an online apparel shopping context," *Journal of Fashion*

- Marketing and Management: An International Journal*, 15(3), pp. 345–362. doi: 10.1108/13612021111151932.
- Innisfree (2021) *About Innisfree, Innisfree Indonesia*. Available at: https://www.innisfree.com/id/en/BrandPage.do?pageName=brand_concept (Accessed: August 14, 2021).
- Intan, K. (2019) *Pasar Produk Perawatan Kulit Punya Potensi Berkembang*, *KONTAN Indonesia*. Available at: <https://industri.kontan.co.id/news/pasar-produk-perawatan-kulit-punya-potensi-berkembang%0A> (Accessed: August 6, 2021).
- Jacoby, J. (2002) “Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior,” *Journal of Consumer Psychology*, 12(1), pp. 51–57. doi: 10.1207/153276602753338081.
- Jai, T.M., Burns, L.D., dan King, N.J. (2013) “The effect of behavioral tracking practices on consumers’ shopping evaluations and repurchase intention toward trusted online retailers,” *Computers in Human Behavior*, 29(2013). doi: 10.1016/j.chb.2012.12.021
- Jain, N.K., Gajjar, H., dan Shah, B.J. (2020) “Electronic logistics service quality and repurchase intention in e-tailing: Catalytic role of shopping satisfaction, payment options, gender and returning experience,” *Journal of Retailing and Consumer Services*. doi: 10.1016/j.jretconser.2020.102360.
- Jalilvand, M.R. dan Samiei, N. (2012) “The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran,” *Marketing Intelligence and Planning*, 30(4), pp. 460–476. doi: 10.1108/02634501211231946.
- James, L., Mulaik, S., dan Brett, J. (1982) *Causal Analysis: Assumptions, Models, and Data*. Beverly Hills: SAGE Publications.
- Jarvenpaa, S.L., Tractinsky, N., dan Vitale, M.R. (1999) “Consumer trust in an internet store: A cross-cultural validation,” *Journal of Computer-Mediated Communication*, 5(2), pp. 45–71. doi: 10.1111/j.1083-6101.1999.tb00337.x.
- Javed, M.K. dan Wu, M. (2019) “Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers’ past experience and future confidence with the retailer,” *Journal of Retailing and Consumer Services*. doi: 10.1016/j.jretconser.2019.101942.
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., dan Xu, D. (2021) “Effects of information quality on information adoption on social media review platforms: moderating role of perceived risk,” *Data Science and Management*, 1(1), pp. 13–22. doi: 10.1016/j.dsm.2021.02.004.
- Jimenez, N. (2018) *Shopee is Now The Biggest E-Commerce Website in Southeast Asia!*, *GizGuide*. Available at: <https://www.gizguide.com/2018/12/shopee-is-the-top-e-commerce-website-in-sea.html> (Accessed: August 13, 2021).

- Johnson, D. dan Grayson, K. (2005) "Cognitive and affective trust in service relationships," *Journal of Business Research*, 58(4), pp. 500–507. doi: 10.1016/S0148-2963(03)00140-1.
- Johnson, R.B. dan Christensen, L. (2014) *Educational Research: Quantitative, Qualitative and Mixed Approaches*. 5th edn. Thousand Oaks, California: SAGE Publisher.
- Johnstone, D.J. (1987) "Tests of significance following R. A. Fisher," *British Journal for the Philosophy of Science*, 38(4), pp. 481–499. doi: 10.1093/bjps/38.4.481.
- J.P. Morgan (2021) *2020 E-commerce Payments Trends Report: Indonesia*, J.P.Morgan International. Available at: <https://www.jpmorgan.com/merchant-services/insights/reports/indonesia-2020%0A> (Accessed: July 14, 2021).
- Kabadayi, E.T., Alan, A.K., Bakış, S., Ildokuz, S.I. (2017) "The role of individual factors on online shopping behavior," *Pressacademia*, 6(3), pp. 200–215. doi: 10.17261/pressacademia.2017.680.
- Kaemingk, D. (2020) *Online Reviews Statistics to Know in 2021*, Qualtrics.
- Kahneman, D. dan Tversky, A. (1979) "An Analysis of Decision Under Risk," *Journal of The Econometric Society*, 47(2), pp. 263–291.
- Kamalul Ariffin, S., Mohan, T., dan Goh, Y.N. (2018) "Influence of consumers' perceived risk on consumers' online purchase intention," *Journal of Research in Interactive Marketing*, 12(3), pp. 309–327. doi: 10.1108/JRIM-11-2017-0100.
- Kamath, A. (2021) *Industry Study: eCommerce in Indonesia and How Tokopedia Boosts First Time Conversions by 20%*, Moengage Company. Available at: <https://www.moengage.com/blog/industry-study-ecommerce-in-indonesia-and-how-tokopedia-boosts-first-time-conversions/%0A> (Accessed: June 3, 2021).
- KataData (2020) *Produk Skincare Korea Selatan Jadi Pilihan Warga Asia*, Kata Data. Available at: <https://databoks.katadata.co.id/datapublish/2020/07/02/produk-skincare-korea-selatan-jadi-pilihan-warga-asia%0A> (Accessed: August 8, 2021).
- Kata Data Insight Center (2018) *Jawa Masih Mendominasi Penetrasi e-Commerce Indonesia*, Kata Data. Available at: <https://databoks.katadata.co.id/datapublish/2018/09/18/jawa-masih-mendominasi-penetrasi-e-commerce-indonesia%0A> (Accessed: August 8, 2021).
- Khalifa, M. and Liu, V. (2007), "Online consumer retention: contingent effects of online shopping habit and online shopping experience," *European Journal of Information Systems*, 16(6), pp. 780-792, doi: 10.1057/palgrave.ejis.3000711.
- Khammash, M. dan Griffiths, G.H. (2011) "'Arrivederci CIAO.com, Buongiorno Bing.com' - Electronic word-of-mouth (eWOM), antecedences and consequences," *International Journal of Information Management*, 31(1), pp. 82–87. doi: 10.1016/j.ijinfomgt.2010.10.005.

- al-Khasawneh, M.H. dan Haddad, N. (2020) “Analysis of the effects of ease of use, enjoyment, perceived risk on perceived value and subsequent satisfaction created in the context of C2C online exchanges,” *International Journal of Electronic Marketing and Retailing* , 11(3), pp. 217–238. doi: 10.1504/IJEMR.2020.108125.
- Khedhaouria, A. dan Beldi, A. (2014) “Perceived enjoyment and the effect of gender on continuance intention for mobile internet services,” *International Journal of Technology and Human Interaction*, 10(2), pp. 1–20. doi: 10.4018/ijthi.2014040101.
- Khoi, N., Tuu, H., dan Olsen, S. (2018) “The role of perceived values in explaining Vietnamese consumers’ attitude and intention to adopt mobile commerce,” *Asia Pacific Journal of Marketing and Logistics*, 30(4), pp. 1112–1134. doi: 10.1108/APJML-11-2017-0301.
- Khwaja, M.G., Mahmood, S., dan Zaman, U. (2020) “Examining the effects of ewom, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context,” *Information (Switzerland)*, 11(10), pp. 1–12. doi: 10.3390/info11100478.
- Ki, E.J. dan Hon, L.C. (2012) “Causal linkages among relationship quality perception, attitude, and behavior intention in a membership organization.”. *Corporate Community*, 17(2), pp. 187–208. doi: 10.1108/13563281211220274.
- Kim, C., Galliers, R.D., Shin, N., Ryoo, J.H., dan Kim, J. (2012) “ Factors influencing Internet shopping value and customer repurchase intention,” *Electronic Commerce Research and Applications*, 11(4), 374–387. doi: 10.1016/j.elerap.2012.04.002.
- Kim, D. (2012) “An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation,” *Information Systems and e-Business Management*, 10(2), pp. 219–240. doi: 10.1007/s10257-010-0136-2.
- Kim, D. J., Ferrin, D. L., dan Rao, H. R. (2008) “A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents,” *Decision Support Systems*, 44(2), 544–564. doi: 10.1016/j.dss.2007.07.001.
- Kim, D.J., Ferrin, D.L., dan Raghav, H.R. (2009) “Trust and satisfaction, two stepping-stones for successful e-commerce relationships: A longitudinal exploration,” *Information Systems Research*, 20(2), pp. 237–257. doi: 10.1287/isre.1080.0188.
- Kim, H. dan Song, J. (2010) “The quality of word-of-mouth in the online shopping mall,” *Journal of Research in Interactive Marketing* , 4(4), pp. 376–390. doi: 10.1108/17505931011092844.
- Kim, H.W., Chan, H.C., dan Gupta, S. (2007) “Value-based Adoption of Mobile Internet: An empirical investigation,” *Decision Support Systems*, 43(1), pp. 111–126. doi: 10.1016/j.dss.2005.05.009.

- Kim, M. dan Kim, J. (2020) “The Influence of Authenticity of Online Reviews on Trust Formation among Travelers,” *Journal of Travel Research*, 59(5), pp. 763–776. doi: 10.1177/0047287519868307.
- Kim, R.Y. (2020) “When does online review matter to consumers? The effect of product quality information cues,” *Electronic Commerce Research* [Preprint], (0123456789). doi: 10.1007/s10660-020-09398-0.
- Kim, S.J., Wang, R.J.H., dan Malthouse, E.C. (2015) “The Effects of Adopting and Using a Brand’s Mobile Application on Customers’ Subsequent Purchase Behavior,” *Journal of Interactive Marketing*, 31(2015), pp. 28–41. doi: 10.1016/j.intmar.2015.05.004.
- Kline, R.B. (2016) *Principles and practices of structural equation modelling*. 4th edn, *Methodology in the social sciences*. 4th edn. New York, NY: The Guilford Press.
- Knight, F. (1921) *Risk, Uncertainty, and Profit*, Houghton Mifflin Company. Illinois: University of Illinois at Urbana-Champaign’s Academy for Entrepreneurial Leadership Historical Research Reference in Entrepreneurship.
- Ko, D.R., Martin, W., dan Mirella, K. (2001) “Customer adoption of e-service: An experimental study,” *International Journal of Service Industry Management*, 12(2), pp.184-207. doi: 10.1108/09564230110387542.
- Kotler, P. dan Keller, K.L. (2012) *Marketing Management*. 14th Edition. Pearson.
- Koufaris, M. dan Hampton-Sosa, W. (2002) “Customer Trust Online: Examining the Role of the Web Site,” *Cis*, 5, pp. 1–20.
- Kouser, R., Niazi, G.S.K., dan Bakari, H. (2018) “How does website quality and trust towards website influence online purchase intention?,” *Pakistan Journal of Commerce and Social Science*, 12(3), pp. 909–934.
- Kousheshi, M.R., Aali, S., Bafandeh Zendeh, A.R., dan Iranzadeh, S. (2020) “The antecedents and consequences of online relationship quality in internet purchases,” *Journal of Islamic Marketing*, 11(1), pp. 161–178. doi: 10.1108/JIMA-01-2019-0002.
- Kredivo- Kata Data Insight Center (2020) *PERILAKU KONSUMEN E-COMMERCE INDONESIA*.
- Kuah, W. dan Wang, P. (2016) “Fast-Expanding “Online” Markets in South Korea and China: Are They Worth Pursuing?,” *Thunderbird International Business Review*, 59(1). doi: 10.1002/tie.21779.
- Kumar, A. dan Kashyap, A.K. (2022) “Understanding the Factors Influencing Repurchase Intention in Online Shopping: A Meta-analytic Review,” *Vision*, pp. 1-10. doi: 10.1177/09722629221107957

- Kumar, A. dan Kim, Y.K. (2014) "The store-as-a-brand strategy: The effect of store environment on customer responses," *Journal of Retailing and Consumer Services*, 21(5), pp. 685– 695. doi: 10.1016/j.jretconser.2014.04.008.
- Kumar, D.S., Purani, K., dan Viswanathan, S.A. (2018) "Influences of 'appscape' on mobile app adoption and m-loyalty," *Journal of Retailing and Consumer Services*, 45(August), pp. 132–141. doi: 10.1016/j.jretconser.2018.08.012.
- Kumar, V. dan Ayodeji, O.G. (2021) "E-retail factors for customer activation and retention: An empirical study from Indian e-commerce customers," *Journal of Retailing and Consumer Services*, 59(November). doi: 10.1016/j.jretconser.2020.102399.
- Kuo, Y.-F., Wu, C.-M., dan Deng, W.-J. (2009) "The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services," *Computers in Human Behavior*, 25(4), pp. 887-896.
- Kusumasondjaja, S., Shanka, T., dan Marchegiani, C. (2012) "Credibility of online reviews and initial trust: The roles of reviewer's identity and review valence," *Journal of Vacation Marketing*, 18(3), pp. 185–195. doi: 10.1177/1356766712449365.
- Kwangyong, S., Shen, Z., Shin, H., Zhang, S., Chen, K., dan Li, L. (2021) "The Mechanism of How Integrated Marketing Communications Influence on the Chinese Online Customer's Repurchase Intention," *Science Journal of Business and Management*, 9(1). doi: 10.11648/j.sjbm.20210901.13.
- Lackermair, G., Kailer, D., dan Kanmaz, K. (2013) "Importance of Online Product Reviews from a Consumer's Perspective," *Advances in Economics and Business*, 1(1), pp. 1–5. doi: 10.13189/aeb.2013.010101.
- LANEIGE (2021) *Kisah Laneige, LANEIGE Indonesia*. Available at: <https://www.laneige.com/id/id/laneige-story/story/story.html> (Accessed: August 17, 2021).
- Laucereno, S.F. (2021) *Dear Tukang Belanja Online, Wajib Tahu Nih Sejarah E-Commerce di RI*, *Detik Finance*. Available at: <https://finance.detik.com/berita-ekonomi-bisnis/d-5483973/dear-tukang-belanja-online-wajib-tahu-nih-sejarah-e-commerce-di-ri> (Accessed: March 13, 2021).
- Law, R., Qi, S., dan Buhalis, D. (2010) "Progress in tourism management: A review of website evaluation in tourism research," *Tourism Management*, 31(3), pp. 297–313. doi: 10.1016/j.tourman.2009.11.007.
- Lăzăroiu, G., Popescu, G.H., dan Nica, E. (2020) "The role of electronic word-of-mouth in influencing consumer repurchase intention in social commerce," *SHS Web of Conferences*, 74(2020). doi: 10.1051/shsconf/20207403003.

- Lee, C.H. dan Chen, C.W. (2021) "Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework," *Information (Switzerland)*, 12(6), pp. 1–17. doi: 10.3390/info12060241.
- Lee, H.H., Kim, J. dan Fiore, A.M. (2010) "Affective and cognitive online shopping experience: Effects of image interactivity technology and experimenting with appearance," *Clothing and Textiles Research Journal*, 28(2), pp. 140–154. doi: 10.1177/0887302X09341586.
- Lee, L. dan Charles, V. (2021) "The impact of consumers' perceptions regarding the ethics of online retailers and promotional strategy on their repurchase intention," *International Journal of Information Management*, 57(April 2021). doi: 10.1016/j.ijinfomgt.2020.102264.
- Lee, T.S., Ariff, M.S.M., Zakuan, N., Sulaiman, Z., dan Saman, M.Z.M. (2016) "Online Sellers' Website Quality Influencing Online Buyers' Purchase Intention," in *IOP Conference Series: Materials Science and Engineering*. doi: 10.1088/1757-899X/131/1/012014.
- Lee, Y. (2018) "Impacts of sociability on perceived information quality of customer reviews for online shopping sites," *International Journal of Contents*, 14(2), pp. 16–23.
- Lee, Y.J., Yang, S., dan Johnson, Z. (2017) "Need for touch and two-way communication in e-commerce," *Journal of Resear*, 11(4), pp. 341–360.
- Li, C.Y. (2019) "How social commerce constructs influence customers' social shopping intention? An empirical study of a social commerce website," *Technological Forecasting and Social Change*, 144(129), pp. 282–294. doi: 10.1016/j.techfore.2017.11.026.
- Li, X. dan Ling, W. (2015) "How Framing Effect Impact on Decision Making on Internet Shopping," *Open Journal of Business and Management*, 03(01), pp. 96–108. doi: 10.4236/ojbm.2015.31010.
- Li, Y. (2016) "Empirical Study of Influential Factors of Online Customers' Repurchase Intention," *iBusiness*, 8, 48-60. doi: 10.4236/ib.2016.83006.
- Liang, L.J., Choi, H.C., dan Joppe, M. (2018) "Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb," *International Journal of Hospitality Management*, 69(2018), pp. 41–48. doi: 10.1016/j.ijhm.2017.10.015.
- Lichtman, M. (2006) *Qualitative Research in Education — A User's Guide*. 1st edn. Thousand Oaks, California: SAGE Publisher.
- Lim, X.-J., Cheah, J.-H., Waller, D.S., Ting, H. dan Ng, S.I. (2020), "What s-commerce implies? Repurchase intention and its antecedents", *Marketing Intelligence & Planning*, 38(6), pp. 760-776. doi: 10.1108/MIP-03-2019-0145.
- Limbu, Y.B., Wolf, M., dan Lunsford, D. (2012) "Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude," *Journal of Research in Interactive Marketing*, 6(2), pp. 133–154. doi: 10.1108/17505931211265435.

- Lin, C.S., Wu, S., dan Tsai, R.J. (2005) "Integrating perceived playfulness into expectation-confirmation model for web portal context," *Information and Management*, 42(5), pp. 683–693. doi: 10.1016/j.im.2004.04.003.
- Lin, C.Y., Yeh, J.Y., dan Yu, Y.T. (2016) "The Influence of Privacy Calculus, User Interface Quality and Perceived Value on Mobile Shopping," *Journal of Economics, Business and Management*, 4(10), pp. 567–572. doi: 10.18178/joebm.2016.4.10.453.
- Lin, J., Yan, Y., Chen, S., dan Luo, X. (2017) "Understanding the impact of social commerce website technical features on repurchase intention: A Chinese guanxi perspective," *Journal of Electronic Commerce Research*, 18(3), 225–244.
- Lin, X., Featherman, M., Brooks, S.L., dan Hajli, N. (2019) "Exploring Gender Differences in Online Consumer Purchase Decision Making: An Online Product Presentation Perspective," *Information Systems Frontiers*, 21(5), pp. 1187–1201. doi: 10.1007/s10796-018-9831-1.
- Lissitsa, S. dan Kol, O. (2016) "Generation X vs. Generation Y – A decade of online shopping," *Journal of Retailing and Consumer Services*, 31(July 2016), pp.304-312. doi: 10.1016/j.jretconser.2016.04.015.
- Liu, B., Song, M., Yang, G., Cheng, S., dan Li, M. (2020) "Stimulus organism response model-based analysis on consumers' online impulse buying behavior," *International Journal of Electrical Engineering Education* [Preprint]. doi: 10.1177/0020720920940585.
- Liu, C., Bao, Z., dan Zheng, C. (2019) "Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence," *Asia Pacific Journal of Marketing and Logistics*, 31(2), pp. 378–397. doi: 10.1108/APJML-05-2018-0170.
- Liu, H., Chu, H., Huang, Q., dan Chen, X. (2016) "Enhancing the flow experience of consumers in China through interpersonal interaction in social commerce," *Computers in Human Behavior*, 58(2016), pp. 306–314. doi: 10.1016/j.chb.2016.01.012.
- Liu, T. (2012). "Effect of E-service quality on customer online repurchase intentions". *ProQuest Dissertations & Theses Global*.
- Liu, Y. dan Tang, X. (2018) "The effects of online trust-building mechanisms on trust and repurchase intentions: An empirical study on eBay", *Information Technology & People*. doi: 10.1108/ITP-10-2016-0242
- Liu, Z. dan Park, S. (2015) "What makes a useful online review? Implication for travel product websites," *Tourism Management*, 47(2015), pp. 140–151. doi: 10.1016/j.tourman.2014.09.020.
- Lohse, G.G. dan Spiller, P. (1999) "Internet retail store design: How the user interface influences traffic and sales," *Journal of Computer-Mediated Communication*, 5(2). doi: 10.1111/j.1083-6101.1999.tb00339.x.

- Loureiro, S.M.C. (2014) "The Role of Website Quality on PAD, Attitude and Intentions to Visit and Recommend Island Destination," *International Journal of Tourism Research*, 17(2014), pp. 545–554. doi: 10.1002/jtr.
- Loureiro, S.M.C., Bilro, R.G., dan Japutra, A. (2020) "The effect of consumer-generated media stimuli on emotions and consumer brand engagement," *Journal of Product and Brand Management*, 29(3), pp. 387–408. doi: 10.1108/JPBM-11-2018-2120.
- Lu, B., Fan, W., dan Zhou, M. (2016) "Social presence, trust, and social commerce purchase intention: An empirical research," *Computers in Human Behavior*, 56(2016), pp. 225–237. doi: 10.1016/j.chb.2015.11.057.
- Ma, K.X., Mather, D.W., Ott, D.L., Fang, E., Bremer, P., dan Miroso, M. (2022) "Fresh food online shopping repurchase intention: the role of post-purchase customer experience and corporate image," *International Journal of Retail & Distribution Management*, 50 (2), pp. 206-228. doi: 10.1108/IJRDM-04-2021-0184.
- Ma, L. (2021) "Understanding non-adopters' intention to use internet pharmacy: Revisiting the roles of trustworthiness, perceived risk, and consumer traits," *Journal of Engineering and Technology Management*, 59(6). doi: 10.1016/j.jengtecman.2021.101613.
- MacCallum, R.C., Browne, M.W., dan Sugawara, H.M. (1996) "Power analysis and determination of sample size for covariance structure modeling," *Psychological Methods*, 1(2), pp. 130–149. doi: 10.1037/1082-989X.1.2.130.
- Maduretno, R.B.E.H.P. dan Junaedi, S. (2021) "The Importance of eWOM Elements on Online Repurchase Intention: Roles of Trust and Perceived Usefulness," *Indonesian Economic Journal*, 10(1), pp. 55-69. doi: 10.52813/jei.v10i1.59
- al-Maghrabi, T., Dennis, C., dan Halliday, S.V. (2010). "Antecedents of continuance intentions towards e-shopping: the case of Saudi Arabia," *Journal of Enterprise Information Management*, 24 (1), pp. 85-111. doi: 10.1108/17410391111097447
- Maia, C.R., Lunardi, G. L., Dolci, D., dan D'Avila, L. C. (2019) "Competitive price and trust as determinants of purchase intention in social commerce," *BAR - Brazilian Administration Review*, 16(4). doi: 10.1590/1807-7692bar2019190074.
- Maiyaki, A.A. (2012) "Statistics for social Science: structural equation modeling approach," *Elixir International Journal*, 49, pp. 9930–9934.
- Makhitha, K.M. dan Ngobeni, K. (2021) "The influence of demographic factors on perceived risks affecting attitude towards online shopping," *SA Journal of Information Management*, 23(1), pp. 1–9. doi: 10.4102/sajim.v23i1.1283.
- Makkl, S. (2020a) *Transaksi e-Commerce Naik Nyaris Dua Kali Lipat saat Pandemi*, CNN Indonesia. Available at: <https://www.cnnindonesia.com/ekonomi/20201021193353-92-561232/transaksi-e-commerce-naik-nyaris-dua-kali-lipat-saat-pandemi> (Accessed: August 9, 2021).

- Makkl, S. (2020b) *Tren dan Peluang Industri E-Commerce di Indonesia 2020*, CNN Indonesia. Available at: <https://www.cnnindonesia.com/teknologi/20200205204206-206-472064/tren-dan-peluang-industri-e-commerce-di-indonesia-2020%0A> (Accessed: February 10, 2021).
- Malhotra, N.K., Birks, D.F., dan Wills, P. (2012) *Marketing Research: An Applied Approach*. 3rd edn. Harlow, Essex: Prentice Hall.
- Manganari, E.E., Siomkos, G.J., dan Vrechopoulos, A.P. (2009) "Store atmosphere in web retailing," *European Journal of Marketing*, 43(9), pp. 1140–1153. doi: 10.1108/03090560910976401.
- Mao, Z.E., Jones, M.F., Li, M., Wei, W., dan Lyu, J. (2020) "Sleeping in a stranger's home: A trust formation model for Airbnb," *Journal of Hospitality and Tourism Management*, 42 (2020), pp.67–76. doi: 10.1016/j.jhtm.2019.11.012.
- Marakanon, L. dan Panjakajornsak, V. (2017) "Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products," *Kasetsart Journal of Social Sciences*, 38(1), pp. 24–30. doi: 10.1016/j.kjss.2016.08.012.
- Marriott, H. dan Williams, M. (2018) "Exploring consumers perceived risk and trust for mobile shopping: A theoretical framework and empirical study," *Journal of Retailing and Consumer Services*, 42(December 2017), pp. 133–146. doi: 10.1016/j.jretconser.2018.01.017.
- Martey, E.M., Adenutsi, K., Amegbe, M., Mante, G.D.K., dan Siaw, G.A. (2022) "Relationship Marketing and Repurchase Intentions of Customers of Fast-Food Vendors in Ghana: The Moderating Influence of Perceived Risk," *Journal of Positive School Psychology*, 6(4), pp. 1564–1581.
- Martin, S.S. dan Camarero, C. (2008) "How perceived risk affects online buying," *Online Information Review*, 33(4), pp. 629–654. doi: 10.1108/14684520910985657.
- Matute, J., Polo-Redondo, Y., dan Utrillas, A. (2016) "The influence of EWOM characteristics on online repurchase intention," *Online Information Review*, 40(7), pp. 1090–1110. doi: 10.1108/oir-11-2015-0373.
- Mavlanova, T. dan Benbunan-Fich, R. (2010) "Counterfeit products on the internet: The role of seller-level and product-level information," *International Journal of Electronic Commerce*, 15(2), pp. 79–104. doi: 10.2753/JEC1086-4415150203.
- Mayer, R.C., Davis, J.H., dan Schoorman, F.D. (1995) "An Integrative Model of Organizational Trust," *The Academy of Management Review*, 20(3), pp. 709–734. doi: 10.2307/258792.
- McDonald, R.P. dan Ho, M.H.R. (2002) "Principles and practice in reporting structural equation analyses," *Psychological Methods*, 7(1), pp. 64–82. doi: 10.1037/1082-989X.7.1.64.
- Mehrabian, A. dan Russel, J. (1974) *An Approach to Environmental Psychology*. Cambridge, MA: MIT Press.

- Meilatinova, N. (2021) "Social commerce: Factors affecting customer repurchase and word-of-mouth intentions," *International Journal of Information Management*, 57(2021). doi: 10.1016/j.ijinfomgt.2020.102300.
- Miguel, M. (2021) *Ekonomi Digital RI Kalah Dibanding Negara Lain*, CNN Indonesia. Available at: www.cnnindonesia.com/ekonomi/20210312140138-92-616693/ekonomi-digital-ri-kalah-dibanding-negara-lain/amp (Accessed: March 15, 2021).
- Millroth, P., Nilsson, H., dan Juslin, P. (2019) "The decision paradoxes motivating prospect theory: The prevalence of the paradoxes increases with numerical ability," *Judgment and Decision Making*, 14(4), pp. 513–533.
- Mitchell, V. (1999) "Consumer perceived risk: conceptualisations and models," *European Journal of Marketing*, 33(2), pp. 163–195. doi: 10.1108/03090569910249229.
- Mollen, A. dan Wilson, H. (2010) "Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives," *Journal of Business Research*, 63(9-10), pp. 919–925. doi: 10.1016/j.jbusres.2009.05.014.
- Moon, J.W. dan Kim, Y.G. (2001) "Extending the TAM for a World-Wide-Web context," *Information and Management*, 38(4), pp. 217–230. doi: 10.1016/S0378-7206(00)00061-6.
- Moorman, C., Zaltman, G., dan Deshpande, R. (1992) "Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations," *Journal of Marketing Research*, 29(3), pp. 314–328.
- Morosan, C. dan DeFranco, A. (2016) "Co-creating value in hotels using mobile devices: A conceptual model with empirical validation," *International Journal of Hospitality Management*, 52(2016), pp. 131–142. doi: 10.1016/j.ijhm.2015.10.004.
- Mo, Z., Li, Y.-F., dan Fan, P. (2015) "Effect of Online Reviews on Consumer Purchase Behavior," *Journal of Service Science and Management*, 8(3), pp. 419–424. doi: 10.4236/jssm.2015.83043.
- Mou, J., Cohen, J., Dou, Y. dan Zhang, B. (2019) "International buyers' repurchase intentions in a Chinese cross-border e-commerce platform A valence framework perspective," *Internet Research*, 30(2), pp. 403–437. doi: 10.1108/INTR-06-2018-0259
- Mukherjee, D., Lim, W.M., Kumar, S., Donthu, N. (2022) "Guidelines for advancing theory and practice through bibliometric research," *Journal of Business Research*, 148, pp. 101–115. doi: 10.1016/j.jbusres.2022.04.042.
- Mulaik, S.A., James, L.R., van Alstine, J., Bennett, N., Lind., S., dan Stilwell, C.D. (1989) "Evaluation of Goodness-of-Fit Indices for Structural Equation Models," *Psychological Bulletin*, 105(3), pp. 430–445. doi:10.1037/0033-2909.105.3.430.

- Mutaqin, M. (2021) *Di Tengah Pandemi, Penjualan Produk Skincare Kalahkan Kosmetik , Gatra*. Available at: <https://www.gatra.com/detail/news/518212/ekonomi/di-tengah-pandemi-penjualan-produk-skincare-kalahkan-kosmetik> (Accessed: August 1, 2021).
- Nature Republic. (2021) *About Us: Journey To Nature, Nature Republic Indonesia*. Available at: <https://naturerepublic.id/about-us> (Accessed: August 14, 2021).
- Nazir, S., Khadim, S., Asadullah, M.A., dan Syed, N. (2023) “Exploring the influence of artificial intelligence technology on consumer repurchase intention: The mediation and moderation approach,” *Technology in Society*, 72(February 2023). doi: 10.1016/j.techsoc.2022.102190
- Neuman, W.L. (2014) *Social Research Methods: Qualitative and Quantitative Approaches*. 8th edn. Pearson Education Limited.
- Neyman, J., Trans, P., dan Lond, R.S. (1937) “Outline of a Theory of Statistical Estimation Based on the Classical Theory of Probability,” *Philosophical Transactions of the Royal Society of London. Series A, Mathematical and Physical Sciences*, 236(767), pp. 333–380. doi: 10.1098/rsta.1937.0005.
- Nguyen, C. (2016) *8 Key Facts about South Korea Digital Marketing Landscape, Linkedin*. Available at: <https://www.linkedin.com/pulse/8-key-facts-south-korea-digital-marketing-landscape-chandler-nguyen> (Accessed: Maret 2,2023).
- Nielsen. (2010) *Global Trends in Online Shopping A Nielsen Global Consumer Report Online Shopping Around the World, AC Nielsen*.
- Novika, S. (2021) *Merunut Perkembangan e-Commerce di Indonesia, Finance Detik*. Available at: <https://finance.detik.com/berita-ekonomi-bisnis/d-5484706/merunut-perkembangan-e-commerce-di-indonesia%0A> (Accessed: August 13, 2021).
- Nugraha, A.K.N.A. dan Hieronanda, A.T. (2021) “The Influence of Social Factors, Trust, Website Quality, and Perceived Risk on Repurchase Intention in E-Commerce,” *Jurnal Bisnis dan Manajemen*, 8(2), pp. 321-335.
- Nugroho, S.S. (2021) *Observing the Consumer Behavior of the Indonesian Online Marketplace, FEB UGM*. Available at: <https://feb.ugm.ac.id/en/news/3281-observing-the-consumer-behavior-of-the-indonesian-online-marketplace> (Accessed: July 19, 2021).
- Nurcaya, I.A.H. (2020) *Penjualan IKM Kosmetik 80 Persen via Online, Bisnis*. Available at: <https://ekonomi.bisnis.com/read/20201124/257/1321721/penjualan-ikm-kosmetik-80-persen-via-online> (Accessed: August 7, 2021).
- ObrolanBisnis Team (2021) *Sejarah Shopee, Obrolan Bisnis Indonesia*. Available at: <https://obrolanbisnis.com/sejarah-shopee/> (Accessed: August 12, 2021).
- Oh, J.C. dan Yoon, S.J. (2014) “Predicting the use of online information services based on a modified UTAUT model,” *Behaviour and Information Technology*, 33(7), pp. 716–729. doi: 10.1080/0144929X.2013.872187.

- Oxford Business Group Team (2020) *E-Commerce Opportunities in Indonesia's Retail Market*, Oxford Business Group. Available at: <https://oxfordbusinessgroup.com/overview/delivered-success-market-dominated-brick-and-mortar-stores-e-commerce-proving-attractive-young-tech> (Accessed: March 15, 2021).
- Ozturk, A.B., Nuzair, K., Okumus, F., dan Hua, N. (2016) "The role of utilitarian and hedonic values on users' continued usage intention in a mobile hotel booking environment," *International Journal of Hospitality Management*, 57, pp. 106–115. doi: 10.1016/j.ijhm.2016.06.007.
- Ozyer, Y., Kocoglu, I., dan Gozukara, E. (2014) "The Moderating Effects of Perceived Use and Perceived Risk in Online Shopping," *Journal of Global Strategic Management*, 2(8), pp. 67–67. doi: 10.20460/jgsm.2014815643.
- Pambudi, T.S. (2021) *Rasa Tak Puas yang Melahirkan Kejayaan, SWA Indonesia*. Available at: <https://swa.co.id/swa/my-article/memahami-perilaku-belanja-online> (Accessed: August 4, 2021).
- Pappas, I.O., Pateli, A.G., Giannakos, M.N., Chrissikopoulos, V. (2012) "Moderating effects of online shopping experience on customer satisfaction and repurchase intentions." *International Journal of Retail & Distribution Management*, 42(3), pp. 187-204. doi: 10.1108/IJRDM-03-2012-0034.
- Pappas, N. (2016) "Marketing strategies, perceived risks, and consumer trust in online buying behaviour," *Journal of Retailing and Consumer Services*, 29, pp. 92–103. doi: 10.1016/j.jretconser.2015.11.007.
- Parboteeah, D.V., Valacich, J.S., dan Wells, J.D. (2009) "The influence of website characteristics on a consumer's urge to buy impulsively," *Information Systems Research*, 20(1), pp. 60–78. doi: 10.1287/isre.1070.0157.
- Park, D.H. dan Lee, J. (2008) "eWOM overload and its effect on consumer behavioral intention depending on consumer involvement," *Electronic Commerce Research and Applications*, 7(4), pp. 386–398. doi: 10.1016/j.elerap.2007.11.004.
- Park, D.H., Lee, J., dan Han, I. (2007) "The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement," *International Journal of Electronic Commerce*, 11(4), pp. 125–148. doi: 10.2753/JEC1086-4415110405.
- Patanasiri, A. dan Krairit, D. (2019) "A Comparative Study of Consumers' Purchase Intention on Different Internet Platforms," *Mobile Networks and Applications*, 24(1), pp. 145–159. doi:10.1007/s11036-018-1139-3.
- Patel, V., Das, K., Chatterjee, R., dan Shukla, Y. (2020) "Does the interface quality of mobile shopping apps affect purchase intention? An empirical study," *Australasian Marketing Journal*, 28(4), pp. 300–309. doi: 10.1016/j.ausmj.2020.08.004.

- Patel, V. dan Pandit, R. (2021) “Impact of Quality of Unfamiliar Shopping App on Initial Trust Formation: A Moderated Mediation of Risk Attitude,” *Vision* [Preprint], (February). doi: 10.1177/0972262920984542.
- Pavlou, L. (2007) “Understanding and Mitigating Understanding Online Exchange Relationships: Agent Perspective1 A Principal,” *MIS quarterly*, 31(1), pp. 105–136.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., dan Siqueira-Junior, J.R. (2020) “Purchase intention and purchase behavior online: A cross-cultural approach,” *Heliyon*, 6(6). doi: 10.1016/j.heliyon.2020.e04284.
- Pentz, C.D., du Preez, R., dan Swiegers, L. (2020) “To bu(Y) or not to bu(Y): Perceived risk barriers to online shopping among South African generation Y consumers,” *Cogent Business and Management*, 7(1). doi: 10.1080/23311975.2020.1827813.
- Pertiwi, W.K. dan Yusuf, O. (2020) *Studi Ungkap Orang Indonesia Paling Doyan Buka Aplikasi Belanja.*, *Kompas.com*. Available at: <https://tekno.kompas.com/read/2020/10/23/17440027/studi-ungkap-orang-indonesia-paling-doyan-buka-aplikasi-belanja>.
- Pink, B. (2020) *BPS: Penjualan di Marketplace Meningkat Pada Masa Pandemi Corona*, *KONTAN Indonesia*. Available at: <https://nasional.kontan.co.id/news/bps-penjualan-di-marketplace-meningkat-pada-masa-pandemi-corona%0A> (Accessed: August 9, 2021).
- Pink, B. (2021) *Total Nilai Transaksi 4 Marketplace Terbesar Pada Tahun 2020 Capai Rp 276,87 Triliun*, *KONTAN Indonesia*. Available at: <https://nasional.kontan.co.id/news/total-nilai-transaksi-4-marketplace-terbesar-pada-tahun-2020-capai-rp-27687-triliun%0A> (Accessed: February 11, 2021).
- Pipitwanichakarn, T. dan Wongtada, N. (2019) “Leveraging the technology acceptance model for mobile commerce adoption under distinct stages of adoption: A case of micro businesses,” *Asia Pacific Journal of Marketing and Logistics*, 33(6), pp. 1415–1436. doi: 10.1108/APJML-10-2018-0448.
- Polcharoensuk, T. dan Yousapornpaiboon, K. (2017) “Factors affecting intention to repurchase for e-commerce in Thailand,” *Journal of Administrative and Business Studies*, 3(4), pp. 204–211. doi: 10.20474/jabs-3.4.5.
- Popli, A. dan Mishra, S. (2015) “Factors of Perceived Risk Affecting Online Purchase Decisions of Consumers,” *Pacific Business Review International*, 8(2), pp. 49–58.
- PressRelease ID (2020) *Shopee Awali 2020 dengan Pencapaian Sebagai Brand e-Commerce Pilihan Masyarakat Indonesia*, *KONTAN Indonesia*. Available at: <https://pressrelease.kontan.co.id/release/shopee-awali-2020-dengan-pencapaian-sebagai-brand-e-commerce-pilihan-masyarakat-indonesia?page=all%0A> (Accessed: August 13, 2021).

- Priscillia, M., Budiono, H., Wiyanto, H., dan Widjaya, H. (2020) “The Effects of Website Design Quality and Service Quality on Repurchase Intention Among Shopee Customers in Jakarta, with Customer Trust as a Mediating Variable,” *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management*, 174, pp. 38-44.
- Punyatoya, P. (2019) “Effects of cognitive and affective trust on online customer behavior,” *Marketing Intelligence and Planning*, 37(1), pp. 80–96. doi: 10.1108/MIP-02-2018-0058.
- Purnamasari, I. dan Suryandari, S.T. (2023) “Effect of E-Service Quality on E-Repurchase Intention in Indonesia Online Shopping: E-Satisfaction and E-Trust as Mediation Variables,” *European Journal of Business & Management Research*, 8(1), pp. 155-161. doi: 10.24018/ejbmr.2023.8.1.176.
- Puspitasari, I. dan Briliana, V. (2017) “Pengaruh Perceived-Ease-of-Use, Perceived Usefulness, Trust, dan Perceived Enjoyment terhadap Repurchase Intention (Studi Kasus pada Website Zalora Indonesia)”, *Jurnal Bisnis dan Akuntansi*, 19(2), pp. 171-182. doi: 10.34208/jba.v19i2.270.
- Qalati, S.A., Vela, E.G., Li, W., Dakhan, S.A., Thuy, T.T.H., dan Merani, S.H. (2021) “Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping,” *Cogent Business and Management*, 8(1). doi: 10.1080/23311975.2020.1869363.
- Qureshi, I., Fang, Y., Ramsey, E., McCole, P., Ibbotson, P., Compeau, D. (2009) “Understanding online customer repurchasing intention and the mediating role of trust- an empirical investigation in two developed countries,” *European Journal of Information System*, 18(3), pp. 205–222. doi: 10.1057/ejis.2009.15.
- Racherla, P., Mandviwalla, M., dan Connolly, D. (2012) “Factors affecting consumers’ trust in online product reviews,” *Journal of Consumer Behaviour*, 11, pp. 94–104. doi: 10.1002/cb.
- Rachma, D. (2021) *Dampak Maraknya Impor Skincare Korea Selatan: Gempuran untuk Pasar dalam Negeri, Kumparan Indonesia*. Available at: <https://kumparan.com/d-r-1608711994270460031/dampak-maraknya-impor-skincare-korea-selatan-gempuran-untuk-pasar-dalam-negeri-1w4MDQ7vDZ5/ful> (Accessed: August 8, 2021).
- Ramezani Nia, M. dan Shokouhyar, S. (2020) *Analyzing the effects of visual aesthetic of Web pages on users’ responses in online retailing using the VisAWI method*, *Journal of Research in Interactive Marketing*. doi: 10.1108/JRIM-11-2018-0147.
- Rana, N.P., Dwivedi, Y.K., Lal, B., Williams, M.D., dan Clement, M. (2017) “Citizens’ adoption of an electronic government system: towards a unified view,” *Information Systems Frontiers*, 19(3), pp. 549–568. doi: 10.1007/s10796-015-9613-y.
- Research and Markets (2022) North Macedonia E-commerce Market Growth, Trends, COVID- 19 Impact and Forecast, Research and Markets. Available at:

- <https://www.researchandmarkets.com/reports/5601190/north-macedonia-e-commerce-market-growth> (Accessed: March 2, 2023).
- Riegelsberger, J., Sasse, M.A., dan McCarthy, J.D. (2003) "The researcher's dilemma: Evaluating trust in computer-mediated communication," *International Journal of Human Computer Studies*, 58(6), pp. 759–781. doi: 10.1016/S1071-5819(03)00042-9.
- Rindfleisch, A., Malter, A.J., Ganesan, S., dan Moorman, C. (2008) "Cross-Sectional Versus Longitudinal Survey Research: Concepts, Findings, and Guidelines," *Journal of Marketing Research*, 45, pp. 261–279. doi: 10.1509/jmkr.45.3.261.
- Rizkinawara, L. (2019) *Penggunaan Internet di Indonesia, KOMINFO Indonesia*. Available at: <https://aptika.kominfo.go.id/2019/08/penggunaan-internet-di-indonesia/> (Accessed: August 8, 2021).
- Roschk, H., Loureiro, S.M.C., dan Breitsohl, J. (2017) "Calibrating 30 Years of Experimental Research: A Meta-Analysis of the Atmospheric Effects of Music, Scent, and Color," *Journal of Retailing*, 93(2), pp. 228–240. doi: 10.1016/j.jretai.2016.10.001.
- Rose, S., Clark, M., Samouel, P., dan Hair, N. (2012) "Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes," *Journal of Retailing*, 88(2), pp. 308–322. doi: 10.1016/j.jretai.2012.03.001.
- Rudolph, S. (2015) *The Impact of Onlie Reviews on Customers' Buying Decisions [Infographic]*, *Business2Community*. Available at: <http://www.business2community.com/%0Ainfographics/impact-online-reviews-customers-buying-decisions-infographic-01280945> (Accessed: October 30, 2021).
- Sagandira, C. dan Berg, K. (2020) *User Interface design in e-commerce and it impacts on consumer trust Human computer interaction View project Business Intelligence View project*. doi: 10.13140/RG.2.2.31943.32164.
- Sagnak, M., Kazancoglu, Y., Ozkan Ozen, Y.D., dan Garza-Reyes, J.A. (2020) "Decision-making for risk evaluation: integration of prospect theory with failure modes and effects analysis (FMEA)," *International Journal of Quality and Reliability Management*, 37(6–7), pp. 939–956. doi: 10.1108/IJQRM-01-2020-0013.
- Santoso, S. (2021) *Analisis Structural Equation Modelling (SEM) Menggunakan AMOS 26*. 1st edn. Jakarta: Elex Media Komputindo.
- Scardamalia, M. dan Bereiter, C. (2014) "Smart technology for self-organizing processes," *Smart Learning Environments*, 1(1), pp. 1–13. doi:10.1186/s40561-014-0001-8.
- Schaefer, D.R. dan Dillman, D.A. (1998) "Development of A Standard E-Mail Methodology-Result of An Experiment," *Public Opinion Quarterly*, 62, pp. 378–397. doi: 10.1086/297851.
- Sekaran, U. dan Bougie, R. (2013) *Research Methods for Business*. 6th edn. Chichester, UK: Wiley.

- Senecal, S. dan Nantel, J. (2004) "The influence of online product recommendations on consumers' online choices," *Journal of Retailing*, 80(2), pp. 159–169. doi: 10.1016/j.jretai.2004.04.001.
- Setyowati, D. (2021) *Riset KIC-Kredivo: Konsumen 36-45 Tahun Mulai Gemar Belanja Online, Kata Data*. Available at: <https://katadata.co.id/desysetyowati/digital/60c05f6215bf6/riset-kic-kredivo-konsumen-36-45-tahun-mulai-gemar-belanja-online%0A> (Accessed: July 15, 2021).
- Shergill, G. dan Chen, Z. (2005) "Web-Based Shopping: Consumers' Attitudes towards Online Shopping in New Zealand," *Journal of Electronic Commerce Research*, 6(2), pp. 79-94.
- Shin, J.I., Chung, K.H., Oh, J.S., dan Lee, C.W. (2013) "The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea," *International Journal of Information Management*, 33(2013), pp. 453– 463. doi: /10.1016/j.ijinfomgt.2013.02.003.
- Sidik, F. (2017) *Tingkat Kepercayaan Konsumen Indonesia Rendah, E-commerce Lebih Baik dari Telko, Bisnis*. Available at: <https://lifestyle.bisnis.com/read/20171108/50/707245/tingkat-kepercayaan-konsumen-indonesia-rendah-e-commerce-lebih-baik-dari-telko> (Accessed: August 6, 2021).
- Sina, A.S. dan Wu, J. (2019) "Effects of 3D vs 2D interfaces and product-coordination methods," *International Journal of Retail and Distribution Management*, 47(8), pp. 855–871. doi:10.1108/IJRDM-11-2018-0244.
- Singh, S. dan Rana, R. (2018) "Effect of Demographic Factors on Consumers' Perception of Online Shopping," *Global Journal of Management And Business Research* , 18(6), No 6-E.
- Singleton, R.A. dan Straits, B.A. (2017) *Approaches to Social Research*. 6th edn. New York: Oxford University Press.
- SIRCLO (2020) *Jadi Andalan untuk Belanja Online, Berikut Sejarah Perkembangan Marketplace di Indonesia, SIRCLO*. Available at: <https://www.sirclo.com/sejarah-perkembangan-marketplace-di-indonesia/> (Accessed: February 10, 2021).
- Smith, A. dan Anderson, M. (2016) *ONLINE SHOPPING AND E-COMMERCE- Online Review, Pew Research Center*. Available at: <https://www.pewresearch.org/internet/2016/12/19/online-reviews/> (Accessed: September 30, 2021).
- Snapcart (2018) *Indonesian E-commerce Shopping Behavior, Snapcart*. Available at: <https://snapcart.global/indonesian-e-commerce-shopping-behavior/%0A> (Accessed: February 18, 2021).

- So, K.K.F., Kim, H., Oh, H. (2020) “What makes Airbnb experiences enjoyable? The effects of environmental stimuli on perceived enjoyment and repurchase intention,” *Journal of Travel Research*, forthcoming. doi:10.1177/0047287520921241.
- SOCO Indonesia. (2021) *Nature Republic Reviews, SOCO Indonesia*. Available at: <https://review.soco.id/brand/654/nature-republic> (Accessed: August 17, 2021).
- Statista Research Department (2022) *E-Commerce in Indonesia- Statistics & Facts, Statista International*. Available at: <https://www.statista.com/topics/5742/e-commerce-in-indonesia/> (Accessed: March 2, 2023).
- Statista Research Department (2021) *E-commerce Market in Saudi Arabia - Statistics & Facts, Statista International*. Available at: https://www.statista.com/topics/7723/e-commerce-in-saudi-arabia/#dossierSummary__chapter4%0A (Accessed: May 2, 2021).
- Stone, R.N. dan Gronhaug, K. (1993) “Perceived Risk: Further Considerations for the Marketing Discipline,” *European Journal of Marketing*, 27, pp. 39–50.
- Straub, D.W. (1989) “Validating Instruments in MIS Research,” *MIS Quarterly*, 13(2), pp. 147–169.
- Sulaiman, M.R. dan Fikri, L.K. (2020) *Hati-hati, Tingkat Penipuan Belanja Online Meningkat Selama Pandemi, Suara Indonesia*. Available at: <https://www.suara.com/lifestyle/2020/10/28/233500/hati-hati-tingkat-penipuan-belanja-online-meningkat-selama-pandemi?page=all%0A> (Accessed: August 5, 2021).
- Sullivan, Y.W. dan Kim, D.J. (2018) “Assessing the effects of consumers’ product evaluations and trust on repurchase intention in e-commerce environment,” *International Journal of Information Management*, 39(2018), pp. 199–219. doi: 10.1016/j.ijinfomgt.2017.12.008.
- Sulthana, N.A. dan Vasantha, S. (2021) “Mediating role of perceived quality between social media trust and purchase intention,” *Materials Today: Proceedings*, (xxxx), pp. 1–5. doi: 10.1016/j.matpr.2020.11.573.
- Suresh, A.M. dan Shashikala, R. (2011) “Identifying Factors of Consumer Perceived Risk toward Online Shopping in India,” *3rd International Conference on Information and Financial Engineering*, 12, pp. 336–341.
- SWAOnline (2016) *Memahami Perilaku Belanja Online, SWA Indonesia*. Available at: <https://swa.co.id/swa/my-article/memahami-perilaku-belanja-online> (Accessed: August 4, 2021).
- Tabachnick, B.G. dan Fidell, L.S. (2013) *Using Multivariate Statistics*. 6th edn. Pearson.
- Tam, J.L.M. (2012) “The moderating role of perceived risk in loyalty intentions: An investigation in a service context,” *Marketing Intelligence and Planning*, 30(1), pp. 33–52. doi:10.1108/02634501211193903.

- Tandon, U., Kiran, R., dan Sah, A.N. (2016) "Understanding online shopping adoption in India: Unified theory of acceptance and use of technology 2 (UTAUT2) with perceived risk application," *Service Science*, 8(4), pp. 420–437. doi:10.1287/serv.2016.0154.
- Tasin, N.B. (2017) "Factors Influencing Customer's Trust in Online Shopping Among Executives in a Bank," *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 2(3), pp. 46–59. Available at: www.msocalsciences.com.
- Teo, T.S.H., Lim, V.K.G., dan Lai, R.Y.C. (1999) "Intrinsic and extrinsic motivation in Internet Usage," *Omega International Journal of Management Science*, pp. 25–37.
- Teo, T.S.H. dan Yeong, Y.D. (2003) "Assessing the consumer decision process in the digital marketplace," *Omega*, 31(5), pp. 349–363. doi:10.1016/S0305-0483(03)00055-0.
- Thaichon, P., Lobo, A., Prentice, C., dan Quach, T.N. (2014) "The development of service quality dimensions for internet service providers: Retaining customers of different usage patterns," *Journal of Retailing and Consumer Services*, 21(6), pp. 1047–1058. doi: 10.1016/j.jretconser.2014.06.006.
- Thakur, R. (2016) "Understanding Customer Engagement and Loyalty: A Case of Mobile Devices for Shopping," *Journal of Retailing and Consumer Services*, 32, pp. 151–163. doi: 10.1016/j.jretconser.2016.06.004.
- Thakur, R. (2018) "Customer engagement and online reviews," *Journal of Retailing and Consumer Services*, 41(February 2017), pp. 48–59. doi: 10.1016/j.jretconser.2017.11.002.
- Tho, N.X., Lai, M.T., dan Yan, H. (2017) "The Effect of Perceived Risk on Repurchase Intention and Word-of-Mouth in the Mobile Telecommunication Market: A Case Study from Vietnam," *International Business Research*, 10(3), pp.8-19. doi: 10.5539/ibr.v10n3p8.
- Thomas, M.J., Wirtz, B.W., dan Weyerer, J.C. (2019) "Determinants of online review credibility and its impact on consumers' purchase intention," *Journal of Electronic Commerce Research*, 20(1), pp. 1–20.
- Tighe, D. (2021) *Online Shopping Behavior in the United Kingdom (UK) - Statistics & Facts*, Statista International. Available at: <https://www.statista.com/topics/7887/online-shopping-behavior-in-the-uk/> (Accessed: June 3, 2021).
- To, P., Liao, C., dan Lin, T. (2007) "Shopping motivations on Internet: a study based on utilitarian and hedonic value," *Technovation*, 27(12), pp. 774–784.
- Trivedi, S.K. dan Yadav, M. (2018) "Predicting online repurchase intentions with e-Satisfaction as mediator: a study on Gen Y", *VINE Journal of Information and Knowledge Management Systems*. doi: 10.1108/VJKMS-10-2017-0066
- Tsai, H. T., & Huang, H. C. (2007) "Determinants of e-repurchase intentions: An integrative model of quadruple retention drivers," *Information & Management*, 44(3), 231–239.

- Tsao, W.-C., Hsieh, M.-T., dan Lin, T.M.Y. (2016), "Intensifying online loyalty! The power of website quality and the perceived value of consumer/seller relationship," *Industrial Management & Data Systems*, 116(9), pp. 1987-2010. doi: 10.1108/IMDS-07-2015-0293.
- Torkzadeh, G. dan Dhillon, G. (2002) "Measuring factors that influence the success of Internet commerce," *Information Systems Research*, 13(2), pp. 187–204. doi:10.1287/isre.13.2.187.87.
- Tran, L.T.T. (2020) "Online reviews and purchase intention: A cosmopolitanism perspective," *Tourism Management Perspectives*, 35(October 2019), p. 100722. doi: 10.1016/j.tmp.2020.100722.
- Ulya, F.N. (2021) *Studi: Saat Pandemi, Masyarakat Lebih Senang Belanja Produk Lokal dan Online, Kompas*. Available at: <https://money.kompas.com/read/2021/02/05/154800726/studi-saat-pandemi-masyarakat-lebih-senang-belanja-produk-lokal-dan-online> (Accessed: August 5, 2021).
- Unparar, A.A. (2021) "The Moderating Role of Electronic Word of Mouth (eWOM) in the Influence of Perceived Value on Repurchase Intention," *International Journal of Business Analytics*, 1(1), pp. 71-90.
- Vanniarajan, T. dan Gurunathan, P. (2009) "Evaluation of Linkage between Service Quality, Customer Satisfaction and Repurchase Intentions: An Application of SEM," *Asia-Pacific Business Review*, 5(4), pp. 108-118.
- Venkatesh, V. dan Davis, F.D. (2000) "A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies," *Management Science*, 46(2), pp. 186–204.
- Verkijika, S.F. (2018) "Factors influencing the adoption of mobile commerce applications in Cameroon," *Telematics and Informatics*, 35(6), pp. 1665–1674. doi: 10.1016/j.tele.2018.04.012.
- Vijay, T.S., Prashar, S., dan Parsad, C. (2017) "Role of Shopping Values and Web Atmospherics in E-Satisfaction and Repurchase Intention," *Journal of Internet Commerce*, 16 (1), pp. 32-52. doi: 10.1080/15332861.2016.1261544.
- Viswanath, V., Cheri, S., dan Michael, G.M. (2002) "User acceptance enablers in individual decision making about technology: Toward an integrated model," *Decision Sciences*, 33(2), p. 297.
- Vranceanu, D.M. (2017) "The Impact of Online Consumer Reviews' Quantity and Rating on Buying Decisions: A Perspective from Romanian Market," in *PROCEEDINGS OF THE 11th INTERNATIONAL MANAGEMENT CONFERENCE "The Role of Management in the Economic Paradigm of the XXIst Century."* Bucharest, pp. 188–195.
- Wang, E.S.-T. (2016) "The Moderating role of consumer characteristics in the relationship between website quality ad perceived usefulness," *International Journal of Retail & Distribution Management*, 44(6), pp. 627–639.

- Wang, J.J., Wang, L.Y., dan Wang, M.M. (2018) “Understanding the effects of eWOM social ties on purchase intentions: A moderated mediation investigation,” *Electronic Commerce Research and Applications*, 28, pp. 54–62. doi: 10.1016/j.elerap.2018.01.011.
- Wang, R.Y., Storey, V.C., dan Firth, C.P. (1995) “A Framework for Analysis of Data Quality Research,” *IEEE Transactions on Knowledge and Data Engineering*, 7(4), pp. 623–640. doi:10.1109/69.404034.
- Wardani, A.S. (2021) *Belanja Online Jadi Pilihan untuk Penuhi Kebutuhan Ramadhan dan Idul Fitri*, *Liputan6*. Available at: <https://www.liputan6.com/tekno/read/4557118/belanja-online-jadi-pilihan-untuk-penuhi-kebutuhan-ramadhan-dan-idul-fitri> (Accessed: July 17, 2021).
- Wasli, A. (2020) *Sejarah Awal berdirinya Marketplace Tokopedia, Shopee, Bukalapak, Lazada, Blibli dan JDID, Teknologi ID*. Available at: <https://teknologi.id/os/sejarah-awal-berdirinya-marketplace-tokopedia-shopee-bukalapak-lazada-blibli-dan-jdid> (Accessed: February 10, 2021).
- Wei, H. dan Leng, F.-C. (2017) “Research on Influence of Electronic Word of Mouth on Consumers’ Purchase Intentions,” in *017 2017 4th International Conference on Economics and Management*, pp. 145–150.
- Weisberg, J., Te’eni, D., dan Arman, L. (2011) “Past purchase and intention to purchase in e-commerce: The mediation of social presence and trust,” *Internet Research*, 21(1), pp. 82–96. doi:10.1108/10662241111104893.
- Wen, C., Prybutok, V.R., dan Xu, C. (2011) “An integrated model for customer online repurchase intention.” *The Journal of Computer Information Systems*, pp.14–23. doi: 10.1080/08874417.2011.11645518.
- Weng, J.T., Ting H., de Run, E.C., Tan, S. (2016) “Disposition and Repurchase Intention: A Preliminary Study of How and Why,” *Procedia - Social and Behavioral Sciences*, 224(2016), pp. 332 – 338.
- Wheaton, B., Muthén, B., dan Alwin, D.F. (1977) *Assessing Reliability and Stability in Panel Models*, *Summers Source: Sociological Methodology*.
- Wijanto, S.H. (2008) *Structural equation modeling dengan Lisrel 8.8*. Yogyakarta: Graha Ilmu.
- Willemsen, L.M., Neijens, P.C., Bronner, F., de Ridder, J.A. (2011) “‘Highly recommended!’ The content characteristics and perceived usefulness of online consumer reviews,” *Journal of Computer-Mediated Communication*, 17(1), pp. 19–38. doi: 10.1111/j.1083-6101.2011.01551.x.
- Wilson, N., Keni, K., dan Tan, P.H.P. (2019) “The Effect of Website Design Quality and Service Quality on Repurchase Intention in the E-commerce Industry: A Cross-Continental Analysis,” *Gadjah Mada International Journal of Business*, 21 (2), pp. 187-222.

- Wolfenbarger, M. dan Gilly, M.C. (2001) *Shopping Online for Freedom, Control, and Fun*, *California Management Review*.
- Wu, I.L., Chiu, M.L., dan Chen, K.W. (2020) "Defining the determinants of online impulse buying through a shopping process of integrating perceived risk, expectation-confirmation model, and flow theory issues," *International Journal of Information Management*, 52(May 2019), p. 102099. doi: 10.1016/j.ijinfomgt.2020.102099.
- De Wulf, K., Odekerken-Schröder, G., dan Iacobucci, D. (2001) "Investments in consumer relationships: A cross-country and cross-industry exploration," *Journal of Marketing*, 65(4), pp. 33–50. doi:10.1509/jmkg.65.4.33.18386.
- Wu, P.C.S., Yeh, G.Y.Y., dan Hsiao, C.R. (2011) "The effect of store image and service quality on brand image and purchase intention for private label brands," *Australasian Marketing Journal*, 19(1), pp. 30–39. doi: 10.1016/j.ausmj.2010.11.001.
- Xendit (2021) *Inilah Sejarah Perkembangan E-commerce di Indonesia*, Xendit. Available at: <https://www.xendit.co/id/blog/inilah-sejarah-perkembangan-e-commerce-di-indonesia/> (Accessed: February 10, 2021).
- Xue, J.M. (2018) *Kisah Sukses Innisfree*, KONTAN Indonesia. Available at: <https://kolom.kontan.co.id/news/921/kisah-sukses-innisfree> (Accessed: August 14, 2021).
- Yang, K., Li, X., Kim, H., Kim (2015) "Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation," *Journal of Retailing and Consumer Services*, 24(C), pp. 1–9. doi: 10.1016/j.jretconser.2015.01.008.
- Yang, Z., Ngo, Q.V., Chen, Y., Nguyen, C.X.-T., dan Hoang, H.T. (2019) "Does Ethics Perception Foster Consumer Repurchase Intention? Role of Trust, Perceived Uncertainty, and Shopping Habit," *Sage Open*, April-June 2019, pp. 1-13. doi: 10.1177/2158244019848844.
- Yi, Y., Jeon, H., dan Choi, B. (2013) "Segregation vs aggregation in the loyalty program: The role of perceived uncertainty," *European Journal of Marketing*, 47(8), pp. 1238–1255. doi:10.1108/03090561311324309.
- Yuniarti, F., Arief, H.R., Meydia, H., dan Yevis, M.O. (2022) "Online retailers' ethics and its effect on repurchase intention: The mediating role of perceived risk," *Cogent Business & Management*, 9(1). doi: 10.1080/23311975.2022.2051691.
- Zeqiri, J., Ramadani, V., dan Aloulou, W.J. (2023) "The effect of perceived convenience and perceived value on intention to repurchase in online shopping: the mediating effect of e-WOM and trust," *Economic Research-Ekonomska Istraživanja*. doi: 10.1080/1331677X.2022.2153721.

- Zhang, H., Lu, Y., Gupta, S., dan Zhao, L. (2014) "What motivates customers to participate insocial commerce? the impact of technological environments and virtual customer experiences," *Information and Management*, 51(8), pp. 1017–1030. doi: 10.1016/j.im.2014.07.005.
- Zhang, L., Yan, Q., dan Zhang, L. (2018) "A computational framework for understanding antecedents of guests' perceived trust towards hosts on Airbnb," *Decision Support Systems*, 115(May), pp. 105–116. doi: 10.1016/j.dss.2018.10.002.
- Zhang, Y., Fang, Y., Wei, K.-K., Ramsey, E., McCole, P., dan Chen, H. (2011) "Repurchaseintention in B2C e-commerce—A relationship quality perspective," *Information & Management*, 48(6), pp. 192–200. doi: 10.1016/j.im.2011.05.003.
- Zhang, Z. dan Nuangjamnong, C. (2022) "The Impact Factors toward Online Repurchase Intention: A case study of Taobao e-Commerce platform in China," *International Research E-Journal on Business and Economics*, 7(2), pp. 35–56.
- Zhao, K., Stylianou, A.C., dan Zheng, Y. (2018) "Sources and impacts of social influence fromonline anonymous user reviews," *Information and Management*, 55(1), pp. 16–30. doi:10.1016/j.im.2017.03.006.
- Zhao, Y., Lin, W., Tang, H., dan Zhang, Y. (2020) "Electronic word-of-mouth and consumerpurchase intentions in social e-commerce," *Electronic Commerce Research and Applications*, 41(May 2019), p. 100980. doi: 10.1016/j.elerap.2020.100980.
- Zheng, X., Cheung, C.M.K., Lee, M.K.O., dan Liang, L. (2015) "Building Brand Loyalty through User Engagement in Online Brand," *Information Technology & People*, 28(1),pp. 280–299. doi: 10.1108/ITP-08-2013-0144.
- Zhu, B., Kowatthanakul, S., dan Satanasavapak, P. (2019) "Generation Y consumer online repurchase intention in Bangkok: Based on Stimulus-Organism-Response (SOR) model,"*International Journal of Retail & Distribution Management*, 48(1), pp. 53–69. doi: 10.1108/IJRDM-04-2018-0071.
- Zhu, F. dan Zhang, X. (2010) "Impact of online consumer reviews on Sales: The moderating roleof product and consumer characteristics," *Journal of Marketing*, 74(2), pp. 133–148. doi:10.1509/jmkg.74.2.133.
- Zhu, L., Li, H., Wang, F.-K., He, W., Tian, Z. (2020) "How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework,"*Aslib Journal of Information Management*, 72(4), pp. 463–488. doi:10.1108/AJIM-11-2019-0308.
- Zhu, Y.Q. dan Chen, H.G. (2012) "Service fairness and customer satisfaction in internet banking: Exploring the mediating effects of trust and customer value," *Internet Research*, 22(4), pp. 482–498. doi:10.1108/10662241211251006.