

DAFTAR PUSTAKA

- Amir et al., “Faktor yang mendorong niat untuk *Social commerce* di Indonesia”. *I NOVASI* - 16 (1), 2020.
- Almana AM, Mirza AA. 2013. *The impact of electronic word of mouth on consumers purchasing intention*. *J Theor Appl Inf Technol.* 98(2):183–193.
- Wang, X., Yu, C., & Wei, Y. (2012). *Social media peer communication and impacts on purchase intentions: a consumer socialization framework*. *Journal of interactive marketing*, 26(4), 198– 208. <https://doi.org/10.1016/j.intmar.2011.11.004>
- Wang, Y., & Herrando, C. (2019). *Does privacy assurance on Social commerce sites matter to millennials?* *international journal of information management*, 44(December 2017), 164–177. <https://doi.org/10.1016/j.ijinfomgt.2018.10.016>
- Turban, E., Outland, J., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2018). *Social commerce: foundations, social marketing, and advertising*. *electronic commerce*, 285–324.
- Kamila, Tasya, K., Suharyono, & Nuralam, I. P. (2019). Pengaruh Ulasan Konsumen terhadap minat pembelian(survei pada mahasiswa Universitas Brawijaya TA 2015/2016-2018/2019 yang pernah membeli dan menggunakan Xiaomi Smartphone). *Jurnal Administrasi Bisnis*.
- A. G. Arsyalan., & M., Ariyanti. (2019). Pengaruh *electronic word of mouth (ewom)* terhadap minat pembelianmasarakat bandung di shopee. *Journal E-Proceeding of Management*, 6 (3), 55–66.
- Dhahak, K., & Huseynov, F. (2020). *The Impact of Online Consumer Reviews (OCR) on Online Consumers Purchase Intention The Impact of Online Consumer Reviews (OCR) on Online Consumers 'Purchase Intention*. June. <https://doi.org/10.20491/isarder.2020.889>
- Amanah, Dita, Harahap, D. A., & Lisnawati, D. (2017). *Explorating online purchase decision among university students in Indonesia*. *Journal of Humanities and Social Science*.
- Swastha, B. D., & Handoko, H. (2012). *Manajemen pemasaran: analisa perilaku konsumen* (1st ed.). BPFE.
- Sheikh, Z., Islam, T., Rana, S., Hameed, Z., & Saeed, U. (2017). *Acceptance of Social Commerce framework in Saudi Arabia*. *Telematics and Informatics*, (February), 0–1. <https://doi.org/10.1016/j.tele.2017.08.003>

- Hajli, N., Shanmugam, M., Powel, P., & Love, P. E. D. (2015). *A study on the continuance participation in on-linecommunities with Social Commerce perspective*. *technological forecasting & social change*, 96, 232–241.
- Hajli, M. N. (2014). *A study of the impact of social media on consumers*. *International Journal of Market Reseach*, 56(3), 387–404. <https://doi.org/10.2501/U M R-2014-025>
- Hajli, N., & Sims, J. (2015). *Social Commerce: the transfer of power from sellers to buyers*. *technological forecasting and social change*, 94, 350–358. <https://doi.org/10.1016/j.techfore.2015.01.012>
- Liang, T.-P., Ho, Y.-T., Li, Y.-W., & Turban, E. (2011). *What drives Social Commerce: The role of social support and relationship quality*. *International Journal of Electronic Commerce*, 16(2), 69–90.
- Ng, C. S. P. (2013). *Intention to purchase on Social Commerce websites across cultures: A cross-regionalstudy*. *Information and Management*, 50(8), 609–620. <https://doi.org/10.1016/j.im.2013.08.002>
- Made Vairagya Yogantari, “Konten visual oleh konsumen dalam mempromosikan usaha kuliner berkelanjutan”, *Prosiding Seminar Nasional Desain dan Arsitektur (SENADA) Vol.2*, Februari 2019.
- Park, D.-H., Lee, J., & 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).
- Chen CH, Nguyen B, Klaus P “Phil”, Wu MS. 2015. *Exploring electronic word-of-mouth (ewom) in the consumer purchase decision-making process: the case of online holidays – evidence from united kingdom (uk) consumers*. *J Travel Tour Mark*. 32(8):953–970. doi:10.1080/10548408.2014.956165.
- Pakdel B. 2013. *The historical context of motivation and analysis theories individual motivation*. *Int J Humanit Soc Sci*. 3(18):240–247.
- Suryantha, N. E., Wulandari, S., & Hidayat, T. (2021). Pengaruh review konsumen dan kepercayaan konsumen terhadap minat pembelian secara *online* di lazada pada masyarakat millenial Desa Patumbak Kampung Kec. Patumbak. 2(1), 202–212.
- Hajati, D. I. (2022). *The Effect of Cash on Delivery , Online Consumer Rating and Reviews on the Online Product Purchase Decisions*. 4(1), 18–26.
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013). *Importance of online product reviews from a consumer’s perspective*. *advances in economics and business*, 1(1), 1–5. <https://doi.org/10.13189/aeb.2013.010101>
- Adji, J. (2014). “Pengaruh *satisfaction* dan *trust* terhadap minat pembelian di

- starbucks. the square Surabaya.” Jurnal Strategi Pemasaran, 2(1), 1-10*
- Pratiwi Arbain et al., Pengaruh consumer *online rating* dan *review* terhadap minat pembelian pada pengguna marketplace tokopedia, *Jurnal Bisnis dan Manajemen*. Volume 7 No 1 2020.
- Naura Firdaus Haidar,Martadi, Analisis konten *visual post instagram riliv* dalam membentuk *customer engagement*, *Jurnal Barik*, Vol. 2 No. 2, Tahun 2021, 121-134 <https://ejournal.unesa.ac.id/index.php/JDKV/> e-ISSN: 2747-1195
- Supriyono, Rachmat. 2010. *Desain komunikasi visual*. Yogyakarta. Andi.
- Gani, Rita, dkk. 2013. “Jurnalistik foto”. Bandung : PT Simbiosa Rekatama Media
- Kusrianto, A. 2009. *Pengantar desain komunikasi visual*. Yogyakarta : Andi Offset
- Cenadi, Christine Suharto. 1999. Elemen-elemen dalam desain komunikasi visual. Jakarta: UKP
- Rustan, Surianto. 2017. *Layout dasar dan penerapannya*. Jakarta: Gramedia.
- Sanyoto, S. E., 2006, “Metode perancangan komunikasi visual periklanan, dimensi press”, Yogyakarta, Indonesia.
- Marrison, Stanley. 2007. Tata letak dan tipografi dalam desain grafis.
- Lauer, D. 2008. *Design basic*, Australia: Thomson Wadsworth.
- Stephen, A. T., & Toubia, O. (2010). *Deriving value from Social Commerce network*. *Journal of Marketing Research*, 47, 215–228.
- Kevin, A., Wahab, Z., & Shihab, M. S. (2020). *The impact of online consumer reviews dimension on online purchase intentions In Tokopedia*. 10(1), 387–393. <https://doi.org/10.29322/IJSRP.10.01.2020.p9761>
- Mulyono, H. (2021). *Ulasan Konsumen and online customer rating on purchase intention in online Shop*. *International Journal of Research and Review*, 8.
- Schepers, M. (2015). *The impact of online consumer reviews factors on the dutch consumer buying decision*. University of Twente Neverthlands.
- Alyasinta Viela Tusanputri, Amron, Pengaruh iklan dan program gratis ongkir terhadap minat pembelian pada *platform e-commerce Social Commerce*, Forum Ekonomi, 23 (4) 2021, 632-639
- Arora, L., & Sharma, B. K. (2018). *Influence of review quality , review quantity and review credibility on purchase intention in the context of high involvement products*. 4(4), 25–40.
- Bataineh, A. Q. (2015). *The impact of perceived e-wom on purchase intention: the mediating role of corporate image*. *International Journal of Marketing Studies*, 7(1), 126–137. <https://doi.org/10.5539/ijms.v7n1p126>
- Somohardjo, N. (2017). *The effect of online reviews on the review attitude and purchase intention*. Erasmus University Rotterdam.

- Ferdinand. (2006). “Pengembangan minat beli merek ekstensi. badan penerbit universitas diponegoro”. Semarang.
- Kotler Philip dan Keller. (2016). “Manajemen pemasaran: analisis, perencanaan, implementasi dan pengendalian. edisi pertama.” Penerbit Prentice Hall, Salemba Empat, Jakarta.
- Yulu Ma, dan Yue Hu, “*Bussiness model innovation and experimentation in transforming ekonomies: bytedance and tiktok*,” Management and Organization Review: 17:2, Mei (2021): h.383, DOI: 10.1017/mor.2020.69
- Mumtaz Zayyan Sayafika & Saino (2021) Pengaruh penggunaan aplikasi tik tok sebagai media promosi dan *trend glow up* terhadap minat beli produk kecantikan. Fakultas Ekonomi dan Bisnis Universitas Negeri Surabaya. Jurnal Manajemen, Vol.13 (2) 2021
- Belch, George E. & Michael A. Belch. (2015) *Advertising and promotion: an integrated marketing communications perspective. 10th edition.* Boston: McGraw-Hill Irwin.
- Husein Umar. 2010. “Riset pemasaran dan perilaku konsumen.” PT. Gramedia pustaka utama, Jakarta.
- Ida Kristin Johansen, dan Camilla Sverberg Gulsvik, “*Influencer marketing and purchase intentions,*” Norwegian School of Economics, (2017)
- Ayodya, Wulan. 2007. “Kursus singkat usaha rumah makan laris manis.” Jakarta: PT Elex Media Komputindo.
- Fauziah, A., & Trenggana, A. F. (2016). Pengaruh penggunaan *social media* terhadap tingkatan *brand awareness* HijUp.com di kota Bandung. <https://openlibrary.telkomuniversity.a.c.i/home/catalog/id/116385/slug/pengaruh-penggunaan-social-media-terhadap-tingkatan-brand-awareness.html> (Diakses pada 18 April 2022).
- Wallschlaeger, Charles & Sayder, Cynthia. (1992). *Basic visual concept and principles.* New York: McGraw-Hill Higher Education.
- Lee, E.-J. & Shin, S.Y. (2014). *When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo.* Computers in Human Behavior, 31, 356–366.