

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial least square (PLS)*. Bengkulu: Andi.
- Abdjul, Massie, Mandagie,, Manajemen, & Ekonomi dan Bisnis, F. (2022). Pengaruh Content Marketing, Search Engine Optimization Dan Social Media Marketing Terhadap Keputusan Pembelian Mahasiswa FEB Unsrat Di E-Commerce Sociolla. *Jurnal EMBA*, 10(3), 225–236.
- Adiguna, Sasongko, Nurhayati, Firmansyah., & Fayruz,. (2024). Optimalisasi Penggunaan *Affiliate Marketing* terhadap Business to Business (B2B). *Jurnal Pengabdian Kepada Masyarakat*, 3(1), 1–10.
- Adriana, Y., & Syaefulloh, S. (2023). Pengaruh Influencer Marketing dan Affiliate Marketing terhadap Purchase Decision melalui Online Customer Review Tas Perempuan di Shopee Affiliate (Studi Kasus pada Gen Z di Kota Pekanbaru). *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 17(6), 3993.
- Afifah, N., Pebrianti, W., Setiawan, H., & Author, C. (2023). *The influence of live streaming shopping, online customer reviews, and affiliate marketing on impulse buying through customer trust in e-commerce Shopee*. *IJAFIBS*, 11(3), 460–472.
- Ahmad, & Susanto, (2024). Variabel dalam Penelitian: Jenis-jenis & Cara Menentukannya. Artikel Ilmiah, Universitas Serang Raya.
- Ahmad, & Susanto. (2024). *The role of trust in mediating the effect of online customer review and rating on purchase decision*. *Jurnal Kental*, 5(1), 18–27.
- Alena, & Hasanah. (2023). *Analysis of online customer review on purchase decisions with customer trust as intervening*. *Almana: Jurnal Manajemen Dan Bisnis*, 7(2), 201–211.
- Alifia, Nasution, & Melia. (2025). Analisis *Online Customer Review* dan *Online Customer Rating* terhadap Impulsive Buying dan Kepuasan Konsumen (Studi Kasus Produk The Originote di TikTok). *YUME: Journal of Management*, 8(2), 1470–1484.
- APJII. (2023). Laporan survei Internet APJII 2023. Asosiasi Penyelenggara Jasa Internet Indonesia.
- Apriyanto, & Nugroho. (2023). Social commerce: Transformasi perilaku konsumsi online di Indonesia. *Jurnal Teknologi Informasi dan Bisnis*, 7(2), 88–99.

- Arfin. (2021). Pengaruh kepercayaan konsumen terhadap keputusan pembelian di *marketplace* Shopee. *Jurnal Ekonomi dan Bisnis*, 21(2), 110–120.
- Arif, & Yani, (2023). *Purchase Decision Process in Digital Era: A Literature Review*. *Business Management Journal*, 20(2), 125–140.
- Ashari, N. N., & Indayani, L. (2023). *Generation Z Perception of Affiliate Marketing, Online Customer Experiences and Brand Trust Toward Purchase Decision on Marketplace Shopee*. *Proceedings of the UMSIDA*,
- Ashari., & Indayani. (2023). Pengaruh *Live Streaming, Advertising* dan *Affiliate Marketing* terhadap Minat Beli Produk Shopee. *Jurnal Ekonomi dan Bisnis*, 13(2), 150–160.
- Asnaniyah. (2022). Pengaruh *E-Service Quality, E-Trust Dan E-Satisfaction terhadap E-Loyalty* Konsumen Muslim. *Journal of Comprehensive Islamic Studies*, 1(2), 275–289.
- Bahari., Susanto, & Shinta. (2025). *The Effect of Affiliate Marketing And Price Perceptions On Purchase Intention in TikTok Shop*. *Manajemen Syariah Ekonomi Journal*, 6(3), 2830-2851.
- Customer Review terhadap Purchase Decision melalui Customer Trust pada Produk Skincare di Jabodetabek*. *Jurnal Manajemen dan Organisasi (JMO)*, 16(2), 198-214.
- Dewi, & Munawaroh. (2025). Analisis Peran *Affiliate Marketing* dan *Live Streaming* terhadap Keputusan Pembelian Produk di Shopee *Jurnal Rimba: Riset Ilmu Manajemen Bisnis dan Akuntansi*, 3(1), 147–158.
- Duta.co. (2025, Januari 6). “*E-commerce outlook 2025*, *Compas.co.id* prediksi kategori perawatan kecantikan tumbuh 17%”.
- Fahrurrozi, (2023). *Entrepreneurship & digitalisasi: Mengembangkan bisnis di era 5.0*. Nusa Tenggara Barat: Universitas Hamzanwadi Press.
- Farida, & Pratama. (2024). Strategi dan implementasi manajemen pemasaran digital untuk peningkatan daya saing bisnis. *Jurnal Ekonomi Digital*, 6(2), 105-119.
- Fateqah., & Nuswardhani. (2024). Konsep Dasar Pengukuran dan Skala dalam Penelitian Kuantitatif. *Jurnal Ilmu Manajemen dan Pendidikan*, 10(1), 35-44.
- Firdaus, Martini, Sulistiyaningsih., & Effendi, (2023, December). *The role of consumer trust as an intervening variable in purchasing decisions in*

- Lazada e-commerce: A study of Indonesian society. In International Conference On Digital Advanced Tourism Management And Technology* (Vol. 1, No. 1, pp. 555-567).
- Gea, & Siregar. (2025). Efektivitas *Affiliate Marketing* Dan *Product Quality* Pada Purchase Interest Konsumen Shopee Di Kota Medan. *Warta Dharmawangsa*, 19(2), 940-953.
- Gupta, & Sharma, (2022). *The Evolving Dynamics of Affiliate Marketing: A Literature Review. Himalayan Journal of Economics and Business Management*, 3(7), 1436–1483.
- Gustiawan., Putri., & Salis, (2022). *Effect of trust, quality of service and product quality on consumer loyalty in CV. Naisha Madu Nusantara. Jurnal Riset Manajemen Indonesia (JRMI)*, 4(1), 54–64.
- Hair, Hult., Ringle., & Sarstedt, (2018). *A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.)*. SAGE Publications.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis* (7th ed.). Pearson Education.
- Hanaysha. (2022). *An Empirical Analysis of Purchase Decision Process in Fast-Moving Consumer Goods. International Journal of Marketing Studies*, 14(1), 34–49.
- Hariyana, & Syahputra, (2022). Dampak *Marketing Digital Online* pada Keputusan Pembelian Produk UMKM. *Senapan: Jurnal Ilmiah*, 2(2), 168-173.
- Hariyana., Wardani., & Salsabila,. (2021). *Discounts and Promotions on Purchase Decision. International Journal of Environmental, Sustainability, and Social Science*, 2(2), 63-70.
- Hasan, I. F., Astuti, B., & Hidayat, A. (2024). The influence of implementing digital marketing and experiential marketing on brand loyalty mediated by brand trust. *Asian Journal of Economics, Business and Accounting*, 24(6), 263-272.
- Herawati, & Putra. (2023). Manajemen pemasaran sebagai pendekatan strategis bisnis di era digital. *Jurnal Administrasi Terapan*, 3(2), 45–56.
- Ichsan, M. (2022). *Perilaku Konsumen. Laporan Penelitian STMIK Dharmapala Riau*.
- IMD. (2025). *The Future of Affiliate Marketing: Trends To Watch in 2025. IMD Business School*. <https://www.imd.org/blog/marketing/affiliate-marketing/>

- Ineke & Viriany. (2025). Analisis Moderasi Profitabilitas Pada Hubungan Struktur Modal Dan Ukuran Perusahaan Terhadap Nilai Perusahaan: Studi Pada Perusahaan *Non-Cyclicals*. *Jurnal Bina Akuntansi*, 12(1), 84-97.
- Juliana, Yunita, & Susanto. (2025). Pengaruh Teknologi Digital terhadap Perilaku Konsumen di Era Industri 4.0. *Jurnal Mahasiswa Ekonomi Bisnis JMEB*, 2(1), 35-40.
- Kamisa, Hindun, Sangadji, & Nurhayati, (2022). *Online customer rating* sebagai simbol kepuasan dan pengalaman konsumen. *Jurnal Dharmawangsa*, 19(1), 54–62.
- Khairunnisa, (2022). Pemasaran Digital sebagai Strategi Pemasaran: Conceptual Review and Empirical Evidence. *JAMIN: Jurnal Manajemen dan Akuntansi Indonesia*, 5(1), 102.
- Kolinung, Mananeke, & Tampenawas. (2022). Pengertian dan peranan manajemen pemasaran dalam dunia bisnis modern. *Jurnal Ekonomika* 45, 9(2), 356–360.
- Kotler, & Keller. (2021). *Marketing Management* (16th ed.). *Pearson Education*.
- Kredivo & Katadata Insight Center. (2023). Laporan perilaku konsumen *e-commerce* Indonesia 2023: Pemulihan ekonomi dan tren belanja pasca pandemi.
- Kurnia, & Satya. (2023). Analisis strategi pemasaran digital berbasis data dalam meningkatkan loyalitas pelanggan. *Jurnal Manajemen Pemasaran Digital*, 2(2), 48-62.
- Kusuma, E. R. (2021). Pengaruh Online Customer Review terhadap Keputusan Pembelian. *Jurnal Interpretasi Bisnis*, 5(2).
- Kusuma, Pertiwi., & Fauzi, (2021). *Analysis of Product Knowledge and Shopping Experience on Intention to Buy an Oppo Smartphone at Shopee with Perceptions of Risk. IJEED (International Journal of Entrepreneurship and Business Development)*, 4(4), 566-579.
- Mulyani., & Dirgantara. (2022). Analisis perilaku konsumen generasi milenial pada *e-commerce* di Indonesia. *Jurnal Manajemen dan Bisnis Indonesia*, 10(2), 104–116.
- Mushofa, Hermina., & Huda. (2024). Memahami populasi dan sampel: Pilar utama dalam penelitian kuantitatif. *Syntax Admiration*, 5(12), 5937-5948.

- Noviani, & Siswanto,. (2022). Pengaruh Kepercayaan, *Customer Rating*, *Customer Review* Terhadap Minat Beli Produk Melalui *Marketplace*. *Jurnal Ilmu Manajemen Terapan*, 6(4), 225–238.
- Noviani, A., & Siswanto, E. (2022). *Pengaruh online customer rating terhadap keputusan pembelian di platform e-commerce*. *Jurnal Ekonomi Digital*, 4(1), 67-80.
- Nurhaliza, Yusup., & Sanurdi. (2024). *The influence of online customer reviews and online customer ratings on purchase decisions with trust as the intervening variable (A Study on Millennial Muslim Consumers Using the Shopee Marketplace in Mataram City)*. *Manazhim: Jurnal Manajemen dan Ilmu Pendidikan*, 6(2), 425-450.
- Pane, Muna. & Dewi. (2024). *The Role of Consumer Trust Mediates the Influence of Live Streaming on the Purchase Decision of N'Pure Product on TikTok Shop*. *Jurnal Manajemen Sumberdaya Organisasi*, 5(3), 187–195.
- Prameswari, & Rachmawati. (2021). Pengaruh ulasan pelanggan terhadap keputusan pembelian di Shopee. *Jurnal Ilmu Ekonomi dan Bisnis*, 8(1), 32–40.
- Pratama, (2025). Pengaruh Kepercayaan, *Customer Review*, *Customer Rating* Terhadap Minat Beli Pada *E-Commerce Blibli* (Doctoral dissertation, Universitas Mercu Buana Jakarta).
- Pratiwi, & Ananda, (2024). *Consumer Behavior in Making Purchasing Decisions on the On-Time Guarantee Program*. *International Journal Administration, Business & Organization*, 5(5), 24–35.
- Putri, & Krisnawati. (2025). Determinan Keputusan Pembelian Produk *Fashion* Pada *Aplikasi* Shopee Persepsi Gen-Z. *Paradoks: Jurnal Ilmu Ekonomi*, 8(3), 692–705.
- Putri, S., & Murwanti, S. (2025). Pengaruh Konten Promosi, *Online Customer Review*, *Online Customer Rating* Terhadap Keputusan Pembelian Produk *Cosmetic Skintific di E-Commerce* Shopee. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 6(1), 552–567.
- Putri, Y. A., Lukitaningsih, A., & Fadhilah, M. (2023). Analisis Online Consumer Reviews dan Green Product Terhadap Purchase Decision Melalui Trust Sebagai Variabel Intervening. *Jurnal Pendidikan Ekonomi JURKAMI*, 8(2).
- Ramayani Yusuf, Istiharini., & Hendrayati, (2024). *Brand Trust* dalam Perspektif Konsumen. *Jurnal Eko-Bisma*, 3(2), 328–339.

- Ramdhani, & Saputro, (2024). Faktor-faktor yang memengaruhi kepercayaan konsumen dalam pembelian online. *Jurnal Ekonomi dan Manajemen*, 12(2), 101-115.
- Santoso, U., Rosalina, S. S., & Nurminingsih, N. (2023). *The Influence of Service Quality and Consumer Trust on Purchase Decisions With Purchase Interest Study of TransVision Customers in the East Jakarta Area*. *Journal of Entrepreneur and Business*, 2(1), 35-43.
- Semnesia. (2025, 4 April). 35 Data Statistik *E-commerce* Indonesia yang Penting. <https://semnesia.com/blog/data-statistik-ecommerce-indonesia/>
- Senali, (2024). *Determinants of trust and purchase intention in social commerce*. *Journal of Retailing and Consumer Services*, 77, 102479.
- Shiddiqy, & Faradila, (2024). Pengaruh *Affiliate Marketing* Terhadap *Purchase Decision* Melalui *Buying Interest* (Studi pada Konsumen Produk Skintific). *Jurnal Rimba: Riset Ilmu Manajemen Bisnis dan Akuntansi*, 2(1), 159-169.
- Shreffler. (2023). *Types of Variables and Commonly Used Statistical Designs*. StatPearls Publishing. <https://www.ncbi.nlm.nih.gov/books/NBK557882/>
- Sitepu, S. N. B., & Gunawan, F. (2025). Pengaruh Advertising, Live Streaming, Affiliate Marketing Dan Content Creator Terhadap Purchase Decision Melalui Buying Interest. *Gorontalo Management Research*, 8(1), 76-91.
- Sofyani. (2025). Penggunaan Teknik Partial Least Square (PLS) dalam Riset Akuntansi Berbasis Survei. *Reviu Akuntansi dan Bisnis Indonesia*, 9(1), 80-94.
- Stella Kenisya Joy & Kartika Imasari Tjiptodjojo. (2024). Pengaruh *online customer review* dan *online customer rating* terhadap keputusan pembelian. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 6(2), 76-83.
- Sukirman. (2023). Pengaruh *Online Customer Review* Dan *Online Customer Rating* Terhadap Keputusan Pembelian Konsumen pada Marketplace Shopee *Jurnal Teknologi, Pendidikan dan Ekonomi*, 8(3), 1127–1136.
- Suryanarayana, (2023). *E-commerce growth and its implications for consumer behavior: A review of recent trends*. *Asian Journal of Management and Commerce*, 4(1), 366–372.
- Susilawati., Arsita., Wijaya., & Saputra., (2022). *The influence of brand image, E-WOM, and customer rating on purchase decisions*. *Jurnal Ilmu Manajemen Kesehatan*, 11(2), 173–183.

- Sutandi, M., Fauzi, A., Caesar, L., Putri, N. N., Viola, D. S., Isma Putri, O. R., & Abrar, Z. (2024). Analisis Peran Affiliate Marketing dalam Membangun Kepercayaan Pelanggan: Literatur Review. *Jurnal Ilmiah Manajemen dan Teknologi*, 5(3), 197-207. <https://dinastirev.org/JIMT>
- Tanjung., Sari., & Wijaya. (2025). Peran kepercayaan konsumen dalam membangun loyalitas pelanggan di *e-commerce*. *Jurnal Ilmu Manajemen*, 9(2), 134-146.
- Tirza, & Hapsari,. (2022). Pengaruh *affiliate marketing* terhadap keputusan pembelian konsumen Shopee *Jurnal Pemasaran Digital Indonesia*, 5(3), 77–85. <https://doi.org/10.7890/jpdi.v5i3.9102>
- Wikaningtyas, (2023). Manajemen pemasaran tradisional dan *digital*: Transformasi dan implementasi teknologi. *Jurnal Manajemen dan Bisnis*, 10(1), 45-63.