

DAFTAR REFERENSI

- Abdillah, J. H. (2021). Pengaruh Brand Image, Brand Reputation dan Online Customer Review Terhadap Purchase Intention Pada Tokopedia (Studi Kasus Terhadap Masyarakat Indonesia). *Jurnal Ilmiah Mahasiswa FEB*, 9(2). <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/7487>
- Afifiyah, S. (2020, May 4). *Arti Lambang Burung Hantu dan Keranjang Tokopedia | Tagar*. Tagar.Id. <https://www.tagar.id/arti-lambang-burung-hantu-dan-keranjang-tokopedia>
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Ahdiat, A. (2023). *Rata-rata Jumlah Kunjungan ke 5 Situs E-Commerce Terbesar di Indonesia (Kuartal I-Kuartal II 2023)*. Katadata.Co.Id. <https://databoks.katadata.co.id/e-commerce/statistik/80f599633e7131a/pengunjung-shopee-dan-blibli-naik-pada-kuartal-ii-2023-e-commerce-lain-turun>
- Annur, C. M. (2023). *Pengguna TikTok di Indonesia Terbanyak Kedua di Dunia per April 2023, Nyaris Salip AS?* Databoks. <https://databoks.katadata.co.id/datapublish/2023/05/24/pengguna-tiktok-di-indonesia-terbanyak-kedua-di-dunia-per-april-2023-nyaris-salip-as>
- Annur, C. M. (2023). *Proporsi Jumlah Transaksi E-commerce Berdasarkan Kelompok Usia (Januari-Desember 2022)*. Katadata.Co.Id. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/e3db959da18b8e6/transaksi-e-commerce-konsumen-usia-tua-terus-meningkat-ketimbang-gen-z-dan-milenial>
- APJII. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Asosiasi Penyelenggara Jasa Internet Indonesia. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Aprilianti, O., & Wibowo, S. (2019). Analisis Iklan Pada Media Sosial Instagram Dan Reputasi Merek Terhadap Minat Beli Pada Indihome Buah Batu Kota Bandung Tahun 2019. *E-Proceeding of Applied Science*, 5(2), 497–503.
- Aprilisa, S., Samsuryadi, S., & Sukemi, S. (2021). Pengujian Validitas dan Reliabilitas Model UTAUT 2 dan EUCS Pada Sistem Informasi Akademik. *Jurnal Media Informatika Budidarma*, 5(3), 1124. <https://doi.org/10.30865/mib.v5i3.3074>
- Bang, H., Odio, M. A., & Reio, T. (2014). The moderating role of brand reputation and moral obligation: An application of the theory of planned behavior.

Journal of Management Development, 33(4), 282–298.
<https://doi.org/10.1108/JMD-12-2010-0102>

Chen, M. F., & Lee, C. L. (2015). The impacts of green claims on coffee consumers' purchase intention. *British Food Journal*, 117(1), 195–209.
<https://doi.org/10.1108/BFJ-07-2013-0196>

Farida, N. U. (2018). Pengaruh Reputasi Merek, Kualitas Produk dan Word of Mouth Terhadap Repurchase Intention Koperasi Serba Usaha (KSU) Apikri (Studi Kasus Pada Konsumen Produk Kerajinan KSU Apikri Yogyakarta). *Jurnal Ilmu Manajemen*, 15(1), 18–26.
<https://journal.uny.ac.id/index.php/jim/article/view/25073>

Fauziah, N., & Mubarak, D. A. A. (2019). Pengaruh Citra Merek Terhadap Minat Beli : Studi Pda Produk Kecantikan. *Image: Jurnal Riset Manajemen*, 8(1), 37–44. <https://doi.org/10.17509/IMAGE.V8I1.22686>

Gendall, P., Hoek, J., Pope, T., & Young, K. (2006). Message framing effects on price discounting. *Journal of Product & Brand Management*, 15(7), 458–465.
<https://doi.org/https://doi.org/10.1108/10610420610712847>

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2018). *Multivariate Data Analysis*.
<https://doi.org/10.1002/9781119409137.ch4>

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal* (Third edit, Vol. 30, Issue 1). Springer Nature.
<https://doi.org/10.1080/10705511.2022.2108813>

Halim, A. (2024). Studi tentang Perilaku Konsumen Generasi Z dan Pengaruhnya terhadap Pasar. *Universitas Medan Area*, 1–11.

Helmy. (2023, January 19). *Penjual dan Tokopedia Merugikan, Pembeli Tidak Dapat Barang Returan Malah Menanggung Biaya Ongkir - Media Konsumen*.
<https://mediakonsumen.com/2023/01/19/surat-pembaca/penjual-dan-tokopedia-merugikan-pembeli-tidak-dapat-barang-returan-malah-menanggung-biaya-ongkir>

Imbayani, I. G. A., & Gama, A. W. S. (2018). The Influence of Electronic Word of Mouth (E-Wom), Brand Image, Product Knowledge on Purchase Intention. *Jurnal Ekonomi & Bisnis JAGADITHA*, 5(2), 145–153.
<https://doi.org/10.22225/JJ.5.2.813.145-153>

Janiszewski, C., & Cunha, M. (2004). The Influence of Price Discount Framing on the Evaluation of a Product Bundle. *Journal of Consumer Research*, 30(4), 534–546. <https://doi.org/10.1086/380287>

Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin di Provinsi Sumatera Barat, 2023. (2023). Badan Pusat Statistik.

- Lowenstein, M. W. (2011). *The Customer Advocate and The Customer Saboteur: Linking Social Word-of-Mouth, Brand Impression, and Stakeholder Behavior*. ASQ Quality Press.
- McKechnie, S., Devlin, J., Ennew, C., & Smith, A. (2012). Effects of discount framing in comparative price advertising. *European Journal of Marketing*, 46(11), 1501–1522. <https://doi.org/10.1108/03090561211259952>
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2022). *KONSEP DASAR STRUKTURAL EQUATION MODEL-PARTIAL LEAST SQUARE (SEM-PLS) MENGGUNAKAN SMARTPLS*. Pascal Books.
- Rindell, A., & Iglesias, O. (2014). Context and time in brand image constructions. *Journal of Organizational Change Management*, 27(5), 756–768. <https://doi.org/10.1108/JOCM-09-2014-0172>
- Rizaty, M. A. (2022). *META: Prospek E-Commerce Indonesia Masih Positif pada 2022*. DataIndonesia.Id. <https://dataindonesia.id/ekonomi-digital/detail/meta-prospek-ecommerce-indonesia-masih-positif-pada-2022>
- Sari, N. P., Bahri, & Ardhi. (2022). Buying Behavior In Online Food Delivery Applications During The COVID-19 Pandemic. *Jurnal Riset Akuntansi Dan Bisnis Airlangga*, 7(1), 1211–1231. <https://doi.org/10.20473/JRABA.V7I1.36182>
- Sasmita, A., Ambarita, Y. M., & Putri, A. M. (2021). Strategi Pemasaran Tokopedia dalam Persaingan Antar E-Commerce dengan Analisis SWOT. *Jptam*, 5(2), 3397–3404. <https://jptam.org/index.php/jptam/article/view/1403>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business. A skill building approach (7th ed.)*. New York: John Wiley and Sons, 1–447.
- Septiani, L. (2023). *Perbandingan Jenis Konsumen Shopee, Tokopedia, JD.ID hingga Lazada*. Katadata.Co.Id. <https://katadata.co.id/digital/e-commerce/64227f7341188/perbandingan-jenis-konsumen-shopee-tokopedia-jdid-hingga-lazada>
- Shakti, D. N., & Zuliarni, S. (2019). Pengaruh Price Discount Framing Terhadap Purchase Intention Pada Ramayana Department Store, Jodoh, Batam. *Journal of Applied Business Administration*, 3(1), 132–147. <https://doi.org/10.30871/jaba.v3i1.1292>
- Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1998). The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research. *Journal of Consumer*, 15(December), 325–343.
- Siagian, T. S., & Ningrum, D. A. (2022). Improving the Competence of Human Resources for the Development of Micro, Small, and Medium Enterprises (MSMEs) in Medan City which is mediated by the use of Information Technology. *International Journal of Science, Technology & Management*,

3(6), 1743–1752. <https://doi.org/10.46729/ijstm.v3i6.636>

- Sidharta, R. B. F. I., Sari, N. L. A., & Suwandha, W. (2018). Purchase Intention pada Produk Bank Syariah Ditinjau dari Brand Awareness dan Brand Image dengan Trust sebagai Variabel Mediasi. *MIX: Jurnal Ilmiah Manajemen*, 8(3), 562–578. <https://doi.org/10.22441/MIX.2018.V8I3.007>
- SK Sumbar, K. G. (2024). SK UMP 2024. In *Upah Minimum Provinsi Sumatera Barat* (p. 3).
- Sugiharto, H. T., Zein, S. R., Setiawan, E. B., & Lesmini, L. (2019). Increasing Purchase Intention through Delivery and Brand Reputation in E-commerce. *Advances in Transportation and Logistics Research*, 2(0), 51–58. <https://doi.org/10.25292/ATLR.V2I0.144>
- Utamanyu, R. A., & Darmastuti, R. (2022). BUDAYA BELANJA ONLINE GENERASI Z DAN GENERASI MILENIAL DI JAWA TENGAH (Studi Kasus Produk Kecantikan di Online Shop Beauty by ASAME). *Scriptura*, 12(1), 58–71. <https://doi.org/10.9744/scriptura.12.1.58-71>
- Widjanarko, G. L., & Harsono, S. (2019). Kesadaran merek, citra merek, persepsi terhadap kualitas dan pengaruhnya terhadap niat beli sepeda motor Honda Vario di Surabaya. *Journal of Business & Banking*, 9(1), 19–35. <https://doi.org/10.14414/JBB.V9I1.1648>
- Wulandari, A., & Anwar US, K. (2021). Analisis Manajemen Pemasaran Pada Aplikasi Shopee Dan Tokopedia. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 1(3), 295–301. <https://doi.org/10.55047/transekonomika.v1i3.49>
- Yurisprudensi Mahkamah Agung Republik Indonesia Pengadilan Agama Blitar Kelas 1A. (2019). Pengadilan Agama Blitar. <https://www.pa-blitar.go.id/informasi-pengadilan/160-untuk-kepentingan-apa-batasan-usia-dewasa-itu.html>
- Zaid, H. (2021). *Polarisasi E-commerce Berdasarkan Gender di Indonesia*. Kumparan.Com. <https://kumparan.com/tokyorio/polarisasi-e-commerce-berdasarkan-gender-di-indonesia-1vTwsqRjILd/3>
- Zhafira, A. K., & Sigit, M. (2023). The Influence Of Discount Framing Towards Brand Reputation And Brand Image On Purchase Intention In Somethinc Products At Shopee. *International Journal of Science*, 4(5), 1090–1095. <http://ijstm.inarah.co.id>