DAFTAR REFERENSI

Abdullatif, A. M. Al. (2024). Modeling Teachers' Acceptance of Generative Artificial Intelligence Use in Higher Education: The Role of AI Literacy, Intelligent TPACK, and Perceived Trust. *Journal of Education Sciences*, *1*(4), 1–20.

Ahdiat, A. (2024). 5 E-Commerce Dengan Pengunjung Terbanyak Sepanjang 2023. *Databoks*.

Alalwan, A. A. (2018). Investigating The Impact of Social Media Advertising Features On Customer Purchase Intention. *International Journal of Information Management*, *4*(2), 65–77.

Amelia, N. (2025). Sejarah Shopee. *Obrolanbisnis.Com*. Retrieved from https://obrolanbisnis.com/sejarah-shopee/

Ariyanto, A., Bangun, R., Indillah, M. R. M., Trenggana, A. F. M., & Solihah, D. R. (2023). *Manajemen Pemasaran* (1st ed.; U. Saripudin, Ed.). Bandung: Widina Bhakti Persada.

Assauri, S. (2018). *Manajemen Pemasaran (Dasar, Konsep & Strategi)*. Depok: PT. Raja Grafindo Persada.

Ayesha, I., Pratama, I. W. A., Hasan, S., Amaliyah, Effendi, N. I., Yusnanto, T., … Egim, A. S. (2022). *Digital Marketing: Tinjauan Konseptual* (1st ed.; R. Wujarsono, Ed.). Padang: PT. Global Eksekutif Teknologi.

Bitkina, O. V. I., Jeong, H., Lee, B. C., Park, J., Park, J., & Kim, H. K. (2020). Perceived Trust In Artificial Intelligence Technologies: A Preliminary Study. *Human Factors and Ergonomics In Manufacturing & Service Industries*, *30*(4), 282–290.

Chakraborty, U. (2019). The Impact of Source Credible Online Reviews On Purchase Intention: The Mediating Roles of Brand Equity Dimensions. *Journal of Research In Interactive Marketing*, *13*(2), 142–161.

Chandran, S. R., Rangarai, H., & Parayitam, S. (2020). The Effect of Brand Awareness and Use, Product Awareness and Use On Brand and Product Satisfaction: A Study of Ayurveda Products From India. *Asian-Pasific Journal of Management Research and Innovation*, *1*(2), 1–19.

Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2019). How Fashion Influencers Contribute to Consumers' Purchase Intention. *Journal of Fashion Marketing and Management*, *2*(6), 1–20.

Cosandier, C., Garcia, F., & Knauff, M. (2018). Price Competition With Differentiated Goods and Incomplete Product Awareness. *Journal Springer*, *1*(1), 1–25.

Curvelo, I. C. G., Watanabe, E. A. de M., & Alfinito, S. (2019). Purchase Intention of Organic Food Under The Influence of Attributes, Consumer Trust and Perceived Value. *Journal Revista de Gestao*, *26*(3), 198–211.

Dabbous, A., & Barakat, K. A. (2020). Bridging The Online Offline Gap: Assessing The Impact of Brands' Social Network Content Quality On Brand Awareness and Purchase Intention. *Journal of Retailing and Consumer Services*, *5*(3), 1–9.

Erwin, Cindrakasih, R., Sari, A., Hita, Boari, Y., Judijanto, L., & Tadampali, A. C. T. (2024). *Pemasaran Digital: Teori dan Implementasi* (1st ed.; E. Rianty, Ed.). Yogyakarta: PT. Green Pustaka Indonesia.

Fan, L., Wang, Y., & Mou, J. (2024). Enjoy To Read and Enjoy to Shop: An Investigation On The Impact of Product Information Presentation On Purchase Intention In Digital Content Marketing. *Journal of Retailing and Consumer Services*, *7*(6), 103–117.

Farhanah, A., & Kusumastuti, A. E. (2020). Kesadaran Produk Ramah Lingkungan Sebagai Mediasi: Kepedulian Lingkungan dan Efektivitas Sosial Media Terhadap Keputusan Pembelian. *Journal of Economic and Banking*, *2*(1), 65–85.

Farzin, M., & Fattahi, M. (2018). eWOM Through Social Networking Sites and Impact On Purchase Intention and Brand Image In Iran. *Journal of Advances In Management Research*, *1*(2), 7972–7981.

Flaherty, S. J., McCarthy, M., Collin, A. M., McCafferty, C., & McAuliffe, F. M. (2021). Exploring Engagement With Health Apps: The Emerging Importance of Situational Involvement and Individual Characteristics. *European Journal of Marketing*, *55*(13), 122–147.

Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26* (10th ed.). Semarang: Universitas Diponegoro.

Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., … Auliya, N. H. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta: CV. Pustaka Ilmu Group.

Hsia, T., Wu, J.-H., Xu, X., Peng, L., & Robinson, S. (2020). Omnichannel Retailing: The Role of Situational Involvement In Facilitiating Consumer Experiences. *Journal of Information & Management*, *5*(7), 1–14.

Ikhsan, A. (2018). *Metodologi penelitian bisnis*. Medan: Madenatera.

Ikramuddin, Matriadi, F., Lis, E. Y., & Mariyudi. (2021). Marketing Performance Development: Application of The Concept of Digital Marketing and Market Orientation Strategy In The MSME Sector. *International Journal of Educational Review*, *1*(2), 181–190.

Immanuel, D. M., & Peter, Y. (2022). The Impact of Product Description of Involvement Platform Toward Purchase Intention At Online Stores On The Marketplace Platform. *JAM: Journal of Applied Management*, *20*(4), 848–865.

Jamali, M., & Khan, R. (2018). The Impact of Consumer Interaction On Social Media On Brand Awareness and Purchase Intention! Case Study of Samsung. *Journal of Marketing and Logistics*, *1*(1), 114–132.

Jufrizen, Daulay, R., Sari, M., & Nasution, M. I. (2020). Model Empiris Peningkatan Kepuasan dan Niat Beli Konsumen Dalam Pemilihan Online Shop Instagram. *MIX: Jurnal Ilmiah Manajemen*, *10*(2), 249–265.

Junaedi, Ken, W., Yahya, A., & Anastasya, D. (2022). The Influence of Perceived Trust, Service Quality and Perceived Risk: SME'S Interest In Using E-Commerce. *Journal of Social Science*, *3*(4), 875–881.

Kotler, P., & Armstrong, G. (2017). *Prinsip-Prinsip Pemasaran* (13th ed.; B. Sabran, Ed.). Jakarta: Salemba Empat.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). New Jersey: Pearson Pretice Hall, Inc.

Machali, I. (2021). *Metode Penelitian Kuantitatif: Panduan Praktis Merencanakan, Melaksanakan dan Analisis dalam Penelitian Kuantitatif* (3rd ed.; A. Q. Habib, Ed.). Yogyakarta: Universitas Islam Negeri (UIN) Sunan Kalijaga.

Maharani, U., & Ali, H. (2019). Model of Purchase Intention: Product and Promotion Analysis to Increase Brand Awareness (Case Study On Micca Cosmetics). *Saudi Journal of Humanities and Social Sciences*, *4*(5), 316–325.

Mahgaraini, P. C., & Irmawati. (2026). Analisis Pengaruh Trendlines Dan Consumer Involvement Pada Brand Engagement Sebagai Variabel Mediasi Terhadap Purchase Intention Produk Skintific. *Paradoks : Jurnal Ilmu Ekonomi*, *8*(2), 1145–1169.

Martins, J., Costa, C., Oliviera, T., Goncalves, R., & Branco, F. (2019). Hom Smartphone Advertising Influences Consumers Purchase Intention. *Journal of Business Reseach*, *5*(1), 1–10.

McClure, C., & Seock, Y.-K. (2020). The Role of Involvement: Investigating The Effect of Brand's Social Media Pages On Consumer Purchase Intention. *Journal of Retailing and Consumer Services*, *5*(3), 171–179.

Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2020). A Study of Factors Affecting On Customers Purchase Intention: Case Study The Agencies of Bono Brand Tile In Tehran. *Journal of Multidisiplinary Engineering Science and Technology*, *2*(1), 267–273.

Mou, J., Zhu, W., & Benyoucef, M. (2019). Impact of Product Description and Involvement On Purchase Intention In Cross-Border E-Commerce. *Industrial Management & Data Systems*, *120*(3), 567–586.

Munizu, M., Erwin, Ardyan, E., Ilyas, A., Ariasih, M. P., & Nawir, F. (2023). *Digital Marketing: Penerapan Digital Marketing Pada Era Society 5.0* (1st ed.; Elfitra & Sepriano, Eds.). Jambi: PT. Sonpedia Publishing Indonesia.

Nandy. (2025). Pendiri Shopee dan Kisah Perjalanan Karirnya. *Gramedia.Com*. Retrieved from https://www.gramedia.com/literasi/pendiri-shopee/

Nurhayati, S. (2020). Pengaruh Tipe Keterlibatan Enduring Konsumen Terhadap Kepercayaan Merek dan Dampaknya Pada Keputusan Pembelian Produk Smartphone. *Prima Ekonomika*, *11*(1), 20–36.

Nurulita, F., & Gafar, J. (2022). The Effect of Sustainability of Product Description and Service Quality On Purchase Intention On The Tokopedia Marketplace. *Majalah Ilmiah Bijak*, *19*(2), 298–309.

Peng, L., Zhang, W., Wang, X., & Liang, S. (2020). Moderating Effects Of Time Pressure On The Relationship Between Perceived Value And Purchase Intention In Social E-Commerce Sales Promotion: Considering The Impact Of Product Involvement. *Journal of Information & Management*, *21*(11), 1–12.

Pratama, A., & Halim, R. E. (2023). Brand Loyalty and The Moderating Role of Involvement: A Strategic Alliance Perspective in Indonesia Airline Industry. *Jurnal Manajemen*, *22*(1), 1–13.

Prentice, C., Han, X. Y., Hua, L.-L., & Hu, L. (2019). The Influence of Identity-Driven Customer Engagement On Purchase Intention. *Journal of Retailing and Consumer Services*, *4*(7), 339–347.

Putri, O. M., & Wijaksana, T. I. (2021). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Purchase Decision Pada Konsumen Produk Wardah Melalui Marketplace Shopee. *E-Proceeding of Management*, *8*(5), 6394–6403.

Rea. (2024). Snapcart: Shopee Beri Pengalaman Jualan Terbaik Sampai Kuartal IV/2024. *CNN Indonesia*. Retrieved from https://surl.lt/gvtdbg

Sabila, N., Hildayanti, S. K., & Ulum, M. B. (2024). Pengaruh Discount Framing, Brand Reputation Dan Brand Image Terhadap Purchase Intention Konsumen Marketplace Shopee. *JEBMA: Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi*, *4*(1), 291–301.

Sharma, P., Roy, R., & Rabbane, F. K. (2020). Interactive Effect of Situational and Enduring Involvement With Perceived Crowding and Time Pressure In Pay-What-You-Want (PWYM) Pricing. *Journal of Business Reseach*, *10*(9), 88–100.

Singh, N., & Sinha, N. (2020). How Perceived Trust Mediated Merchant's Intention To Use a Mobile Wallet Technology. *Journal of Retailing and Consumer Services*, *5*(2), 1–13.

Subhan, M., Ikramuddin, Chalirafi, & Ajnura, U. (2024). Pengaruh Faktor Pendorong Belanja Online Terhadap Niat Perilaku Konsumen di Kota Lhokseumawe dengan Metode Pembayaran Cash-On-Delivery Sebagai Variabel Mediasi. *Jurnal Manajemen Pemasaran*, *18*(1), 25–39.

Sudaryanto, Arief, D. N., & Destari, F. (2021). Determinant of Purchase Intention On Platform Religios-based e-Learning. *International Conference on Management, Business, and Technology*, *19*(4), 26–31.

Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Teknovidia. (2022). Profil dan Sejarah Perusahaan Shopee. *Teknovidia*. Retrieved from https://www.teknovidia.com/profil-sejarah-shopee/

Tridiwianti, F., & Harti. (2021). Pengaruh Green Product dan Pengetahuan Produk Terhadap Keputusan Pembelian Produk Green Body Care. *JPTN: Jurnal Pendidikan Tata Niaga*, *9*(1).

Vazquez, E. E. (2020). Effects of Enduring Involvement and Perceived Content Vividness On Digital Engagement. *Journal of Research In Interactive Marketing*, *14*(1), 1–16.

Ventre, I., & Kolbe, D. (2020). The Impact of Perceived Usefuless of Online Reviews, Trust and Perceived Risk On Online Purchase Intention In Emerging Markets: A Mexican Perspective. *Journal of International Consumer Marketing*, *2*(2), 1–14.

Wandani, B., & Nasution, M. F. (2025). Peran Clarity Of Product Description, Kredibilitas Merek, Trust In Retailer, And Customer Online Review Terhadap Niat Pembelian Ulang Produk Skincare. *Jurnal Minfo Polgan*, *14*(1), 462–474.

Wang, X.-W., Cao, Y.-M., & Park, C. (2019). The Relationship Among Community Experience, Community Commitment, Brand Attitude, and Purchase Intention In Social Media. *International Journal of Information Management*, *4*(9), 475–488.

Watanabe, E. A. de M., Alfinito, S., Curvelo, I. C. G., & Hamza, K. M. (2020). Perceived Value, Trust and Purchase Intention of Organic Food: A Study With Brazilian Consumers. *British Food Journal*, *122*(4), 1070–1184.

Wijayanti, J., & Pakpahan, A. K. (2023). Anteseden dan Konsekuensi Affective Engagement. *Jurnal Pendidikan Tambusai*, *7*(2), 18884–18890.

Yang, J., Sarathy, R., & Lee, J. (2019). The Effect of Product Review Balance and Volume On Online Shoppers Risk Perception and Purchase Intention. *Decision Support System*, *8*(9), 66–76.

Yun, J. H., Rosenberger, P. J., & Sweeney, K. (2020). Drivers of Soccer Fan Loyalty: Australian Evidence On The Influence of Team Brand Image, Fan Engagement, Satisfaction and Enduring Involvement. *Asian Pacific Journal of Marketing and Logistics*, *1*(1), 1355–1376.

Zhan, H., Zhang, H., Chen, H., Shen, L., Ding, Z., Bao, Y., … Lan, Y. (2021). Probing Product Description Generation Via Posterior Distillation. *The Thirty-Fifth AAAI Conference on Artificial Intelligence*, *35*(16), 14301–14309.

Zheng, L. (2022). NFT and Online Purchase Intention: The Moderating Role of Brand and Situational Involvement. *International Conference On Electrical, Computer and Energy Technologies (ICECET)*, *1*(2), 1–17.

Zhu, W., Mou, J., & Benyoucef, M. (2019). Exploring Purchase Intention In Cross-Border E-Commerce: A Three Stage Model. *Journal of Retailing and Consumer Services*, *5*(1), 320–330.

Zhuang, W., Luo, X., & Riaz, M. U. (2021). On The Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers In Psychology*, *1*(2), 644–660.

Zinoubi, Z. G., & Toukabri, M. (2019). The Antecedents of The Consumer Purchase Intention: Sensivity To Price and Involvement In Organic Product: Moderating Role of Product Regional Identity. *Trends In Food Science & Technology*, *9*(1), 175–179.