



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

### BUKU

- Bimal Anjum, et. al. (2012). Impact of Celebrity Endorsed Advertisiments on Consumers. *Asia Pacific Journal of Marketing & Management Review*. 1 (2): h: 22-33.
- Evans, Dave. (2010). Praise for Social Media Marketing: The Next Generation of Business Engagement. Wiley Publishing, Inc., Indianapolis, Indiana. Retrieved from <https://books.google.co.id/books>*
- Keith. (2019). *Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution*. Rowman & Littlefield Publishing Group Inc., U.S.A
- McFadyen. (2008). *E-commerce Best Practice: How to Market, Sell and Service Customers with Internet Technologies, First Edition*. McFadyen Solutions Publishing, U.S.A.
- Meyerson, Mitch. (2010). *Success Secrets of the Social Media Marketing Superstars*. Entrepreneur Media Inc., U.S.A
- Naresh. K. (2010). *Marketing Research: An Applied Orientation, Sixth Edition*. Pearson Publishing, U.S.A
- Turban, Efraim, Judy, et al. (2012). *Electronic Commerce, Seventh Edition, Pearson Education, United States*.

### JURNAL

- Bayu, Yan. (2016). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Yamaha Jupiter MX di Kota Denpasar. *Jurnal Management Universitas Udayana*. Vol. 5 No. 3.

### ARTIKEL

- Choiru. (2019). Punya Beragam Fitur Seru, Jurus Shopee Bikin Konsumen Betah. *Retrieved from <https://technologue.id/punya-beragam-fitur-seru-jurus-shopee-bikin-konsumen-betah/amp/>*. (diakses 6 Oktober).

- Cindy. (2019). Shopee Bakal Rilis Fitur Rekomendasi Produk, Mirip Media Sosial. *Retrieved from* <https://katadata.co.id/berita/2019/05/10/shopee-bakal-rilis-fitur-rekomendasi-produk-mirip-media-sosial>. (diakses 6 Oktober).
- Cindy. (2019). Survei APJII: Penetrasi Pengguna Internet di Indonesia Capai 64,8%. *Retrieved from* <https://katadata.co.id/berita/2019/05/16/survei-apjii-penetrasi-pengguna-internet-di-indonesia-capai-648>. (diakses 6 Oktober).
- Gilang. (2019). Meninjau Peta *E-commerce* Indonesia di Awal 2019, Siapa Jadi Juara ?. *Retrieved from* <https://id.techinasia.com/peta-ecommerce-indonesia-q1-2019>. (diakses 6 Oktober).
- Gilang. (2019). Peta Persaingan 50 *E-commerce* di Indonesia Versi iPrice 2019. *Retrieved from* <https://id.techinasia.com/persaingan-ecommerce-indonesia-q3-2019>. (diakses 6 Oktober).
- iPrice.co.id. (2019). Daftar 50 Website & Aplikasi *E-commerce* di Indonesia 2019. (n.d). *Retrieved from* <https://iprice.co.id/insights/mapofecommerce/>. (diakses 6 Oktober).
- Irham. (2019). Shopee Sukses Gaet Banyak Pengguna Lewat Beragam Inovasi Teknologi. *Retrieved from* <https://gadget.jagatreview.com/2019/08/shopee-sukses-gaet-banyak-pengguna-lewat-beragam-inovasi-teknologi/>. (diakses 6 Oktober).
- Maulandy. (2019). Tingkatkan Pengguna, Shopee Bakal Keluarkan Fitur Game dan Hiburan. *Retrieved from* <https://www.merdeka.com/uang/tingkatkan-pengguna-shopee-bakal-keluarkan-fitur-game-dan-hiburan.html>. (diakses 6 Oktober).
- Ning. (2019). Pertumbuhan *E-commerce* Pesat di Indonesia. *Retrieved from* <https://www.wartaekonomi.co.id/read216302/pertumbuhan-e-commerce-pesat-di-indonesia.html>. (diakses 6 Oktober).
- Rebecca. (2017). Apa Itu CMS (Content Management Systems)?. *Retrieved from* <https://www.progresstech.co.id/blog/apa-itu-cms/>. (diakses 6 Oktober).
- Samantha. (2019). *Here's How Shopee is Developing The Next Generation of Data Science and AI Talent*. *Retrieved from* <https://www.techinasia.com/heres-shopee-developing-generation-data-science-ai-talent>. (diakses 6 Oktober).

Septian. (2016). BPS: Jumlah e-Commerce di Indonesia Capai 26,2 Juta. *Retrieved from* <https://www.liputan6.com/bisnis/read/2602680/bps-jumlah-e-commerce-di-indonesia-capai-262-juta>. (diakses 6 Oktober).

Yudha. (2019). APJII: Jumlah Pengguna Internet Tumbuh 171 Juta Jiwa. *Retrieved from* <https://www.wartaekonomi.co.id/read216302/pertumbuhan-e-commerce-pesat-di-indonesia.html>. (diakses 6 Oktober).

<https://www.linkedin.com/company/shopee> (diakses 6 Oktober).

[https://www.academia.edu/27639514/PERKEMBANGAN\\_E-COMMERCE\\_DI\\_INDONESIA](https://www.academia.edu/27639514/PERKEMBANGAN_E-COMMERCE_DI_INDONESIA). (diakses 6 Oktober).