

DAFTAR PUSTAKA

- Aaker, D. A. (2004). Leveraging the Corporate Brand. *California management review*, 6-18.
- Agmeka, F. (2019). *The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce*. Retrieved from ScienceDirect: <https://www.sciencedirect.com/science/article/pii/S1877050919319039>
- Ahdiat, A. (2022). *Ini Nilai Ekonomi Digital Indonesia Tahun 2022 menurut Google*. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2022/10/27/ini-nilai-ekonomi-digital-indonesia-tahun-2022-menurut-google>
- Ahdiat, A. (2023). *Rata-rata Jumlah Kunjungan ke 5 Situs E-Commerce Terbesar di Indonesia Kuartal I-Kuartal II 2023*. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2023/07/07/pengunjung-shopee-dan-blibli-naik-pada-kuartal-ii-2023-e-commerce-lain-turun>
- Ahdiat, A. (2023). *Tren Pengunjung E-Commerce Kuartal III 2023, Shopee Kian Melesat*. Retrieved from Databoks: <https://databoks.katadata.co.id/datapublish/2023/10/11/tren-pengunjung-e-commerce-kuartal-iii-2023-shopee-kian-melesat>
- Aksoy, R., & Kiyci, S. (2011). A Destination Image As a Type of Image and Measuring Destination Image in Tourism (Amasra Case). *European Journal of Social Sciences*, 478-488.
- Annur, C. M. (2023). *Penduduk Indonesia Tembus 278 Juta Jiwa hingga Pertengahan 2023*. Retrieved from Databoks: <https://databoks.katadata.co.id/datapublish/2023/07/13/penduduk-indonesia-tembus-278-juta-jiwa-hingga-pertengahan-2023#:~:text=Menurut%20data%20Badan%20Pusat%20Statistik,sebanyak%20275%2C77%20juta%20jiwa>
- Baumeister, R. F., Vohs, K. D., & Funder, D. C. (2007). Psychology as the Science of Self-Reports and Finger Movements: Whatever Happened to Actual Behavior? *Perspectives on Psychological Science*, 396-403.
- Bellah, R. N. (1986). The Meaning of Reputation in American Society. *California Law Review*, 743-751.

- Bosque, P. M. (2014). CSR influence on hotel brand image and loyalty. *Academia Revista Latinoamericana de Administración*, 267-283.
- Chang, H. H., & Li, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, 1687-1706.
- Cole, S. (2012). The impact of reputation on market value. *World Economics-Abingdon*.
- Corkindale, D. (2009). Corporate brand reputation and the adoption of innovations. *Journal of Product & Brand Management*, 242-250.
- Dewan Nasional Kawasan Ekonomi Khusus Republik Indonesia. (n.d.). *Sekilas Tentang Indonesia*. Retrieved from Dewan Nasional Kawasan Ekonomi Khusus Republik Indonesia: <https://kek.go.id/sekilas-tentang-indonesia>
- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt. *The Business and Management Review*, 273.
- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt . *The Business and Management Review*, 268-276.
- Faircloth, J. B. (2005). Factors Influencing Nonprofit Resource Provider Support Decisions: Applying the Brand Equity Concept to Nonprofits. *Journal of Marketing Theory and Practice*, 1-15.
- Faryabi, M., Sadeghzadeh, K., & Saed, M. (2012). The Effect of Price Discounts and Store Image on Purchase Intention in Online Shopping Context Case Study: Nokia and HTC. *Journal of Business Studies Quarterly*, 197-205.
- Finaka, A. W. (2023). *Berapa Jumlah Penduduk Indonesia Ya?* Retrieved from Indonesiabaik.id: <https://indonesiabaik.id/infografis/berapa-jumlah-penduduk-indonesia-ya>
- Hair, J. F. (2019). *Multivariate Data Analysis*. United Kingdom: Annabel Ainscow.
- Hatch, M. J., & Schultz, M. (1997). Relations between organizational culture, identity and image. *European Journal of Marketing*, 356-365.
- Hien, N. N., Phuong, N. N., Tran, T. V., & Thang, L. D. (2019). The effect of country-of-origin image on purchase intention: The mediating role of brand image. *Management Science Letters* , 1210.

- HRD Maklumatkerja. (2023). *Profil Perusahaan Lazada Indonesia*. Retrieved from MaklumatKerja: <https://maklumatkerja.com/profil-perusahaan-lazada-indonesia/>
- Humaira, A., & Hudrasyah, H. (2016). Factors Influencing The Intention to Purchase and Actual Purchase Behavior of Organic Food. *JOURNAL OF BUSINESS AND MANAGEMENT*, 590.
- Indiani, N. L., & Fahik, G. A. (2020). Conversion of online purchase intention into actual purchase: The moderating role of transaction security and convenience. *Business: Theory and Practice*, 27.
- Jung, N. Y., & Seock, Y.-K. (2016). The impact of corporate reputation on brand attitude and purchase intention. *Department of Textile*, 12.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 1-22.
- Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi. (2023). *Ekonomi Indonesia Tahun 2022 Tumbuh 5,31 Persen*. Retrieved from Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi: <https://www.menpan.go.id/site/berita-terkini/berita-daerah/ekonomi-indonesia-tahun-2022-tumbuh-5-31-persen>
- Khan, Y., Hameed, I., & Akram, U. (2022). What drives attitude, purchase intention and consumer buying behavior toward organic food? A self-determination theory and theory of planned behavior perspective. *British Food Journal*.
- Kim, Y., & Oh, K. W. (2020). Effects of Perceived Sustainability Level of Sportswear Product on Purchase Intention: Exploring the Roles of Perceived Skepticism and Perceived Brand Reputation. *Sustainability*, 12.
- Kompas. (2023). *Layanan E-commerce Mendominasi Pasar Ekonomi Digital Indonesia*. Retrieved from Kompas.com: <https://money.kompas.com/read/2023/05/04/121055526/layanan-e-commerce-mendominasi-pasar-ekonomi-digital-indonesia?page=all>
- Koubaa, Y. (2008). Country of origin, brand image perception, and brand image structure. *Asia Pacific Journal of Marketing and Logistics*, 139-155.
- Kristiani, V. M. (2022). *Apa itu E-commerce? Ketahui Arti dan Pekembangannya di Indonesia*. Retrieved from Hashmico: <https://www.hashmicro.com/id/blog/arti-dan-perkembangan-ecommerce-di-indonesia/>

- Lazada Group. (2012). *About us: Lazada Group*. Retrieved from Lazada Website: https://group.lazada.com/en/about/?spm=a2o4j.11556543.footer_top.7.40fb2ef7IkByBV
- Lee, V., Park, S., & Lee, D. (2022). The Effect of E-commerce Service Quality Factors on Customer Satisfaction, Purchase Intention, and Actual Purchase in Uzbekistan. *GLOBAL BUSINESS & FINANCE REVIEW*, 56-74.
- Li, Y.-W., Yang, S.-M., & Liang, T.-P. (2015). Website Interactivity and Promotional Framing on. *Pacific Asia Journal of the Association for Information Systems*, 41-58.
- Lin, W.-B. (2014). Construction of on-line consumer behavior models: a comparative study of industries in Taiwan. *International Journal of Commerce and Management*, 123-149.
- Liu, Y., Segev, S., & Villar, M. E. (2017). Comparing two mechanisms for green consumption: cognitive-affect behavior vs. theory of reasoned action. *Journal of Consumer Marketing*, 1-34.
- Maden, C., Arik, E., Telci, E. E., & Kantur, D. (2012). Linking corporate social responsibility to corporate reputation: a study on understanding behavioral consequences. *Social and Behavioral Sciences* , 655-664.
- Malhotra, N. K. (2019). Marketing Research: An Applied Orientation, Global Edition. In N. K. Malhotra, *Marketing Research: An Applied Orientation, Global Edition* (p. 93). United Kingdom: Pearson Education Limited.
- Maurya, U. K., & Mishra, P. (2012). What is a brand? A Perspective on Brand Meaning . *European Journal of Business and Management* , 122-133.
- McKechnie, S., Devlin, J., Ennew, C., & Smith, A. (2012). Effects of discount framing in comparative price advertising. *European Journal of Marketing*, 1501-1522.
- Mirabi, D. V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 267-273.
- Moriarty, S., Mitchell, N., Wood, C., & Wells, W. (2019). *Advertising & IMC* . United Kingdom: Pearson Education Limited .
- Morris, C. W. (1999). What is This Thing Called" Reputation"? *Business Ethics Quarterly*, 87-102.

- Nagadeepa, C., Selvi, J. T., & A., P. (2015). Impact of Sale Promotion Techniques on Consumers' Impulse Buying Behaviour towards Apparels at Bangalore. *Asian Journal of Management Sciences & Education*, 116-124.
- Nandy. (n.d.). *Pengertian E-Commerce: Jenis, Contoh, dan Manfaat*. Retrieved from Gramedia Blog: <https://www.gramedia.com/literasi/e-commerce/>
- Ngo, H. M., Ran Liu, M. M., & Fukuda, S. (2020). Effects of industry-level factors, brand credibility and brand reputation on brand trust in safe food: evidence from the safe vegetable sector in Vietnam. *British Food Journal*.
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). The Impact of Sosial Media Influencer and Brand Images to Purchase Intention. *Journal of Applied Management*, 659.
- Özcan, F., & Elçi, M. (2020). Employees' Perception of CSR Affecting Employer Brand, Brand Image, and Corporate Reputation. *Sage Open*, 1-13.
- Pasek, G. W. (2021). Price Discount Framing: How it Can Increase the Purchase. *International Journal of Social Science and Business*, 138.
- Pasek, G. W. (2021). Price Discount Framing: How it Can Increase the Purchase Intention? *International Journal of Social Science and Business*, 133-139.
- Pathak, K., & Aditya Yadav, S. S. (2023). Young residents' household waste recycling intentions: extending TPB through place attachment. *Rajagiri Management Journal*, 138-155.
- Purwant, T. (2023). *CNBC Indonesia*. Retrieved from CNBC Indonesia: <https://www.cnbcindonesia.com/tech/20230825194026-37-466265/shopee-ungkap-ada-ribuan-aduan-cek-fakta-masuk-setiap-hari>
- Puspaningtyas, L. (2023). *Republika*. Retrieved from Transaksi E-Commerce Turun, Masyarakat Mulai Banyak Transaksi Offline?: <https://ekonomi.republika.co.id/berita/roqa5r502/transaksi-ecommerce-turun-masyarakat-mulai-banyak-transaksi-offline>
- rizkayulia. (2017). *Profil Perusahaan Lazada*. Retrieved from Wordpress: <https://rizkayulia.wordpress.com/2017/09/28/profil-perusahaan-lazada/>
- Sari, N. P., Bahri, & Khairi, A. (2022). Buying Behavior in Online Food Delivery Applications During The Covid-19 Pandemic. *Jurnal Riset Akuntansi dan Bisnis Airlangga*, 1226.
- Setyowati, D. (2023). *Ulang Tahun ke-11, Lazada Beri Diskon hingga Rp 1,1 Juta*. Retrieved from katadata:

<https://katadata.co.id/desysetyowati/digital/6406ec1785f4a/ulang-tahun-ke-11-lazada-beri-diskon-hingga-rp-1-1-juta>

- Soeryohadi, A., Adiwijaya, M., Subagio, H., & Herjanto, H. (2021). THE EFFECT OF BRAND REPUTATION, BRAND RELATIONSHIP QUALITY AND SWITCHING COST TO BRAND LOYALTY. *International Conference on Management and Entrepreneurship*, 2.
- Spears, N., & Singh, S. N. (2004). Measuring Attitude Toward the Brand and Purchase Intentions. *Journal of Current Issues and Research in Advertising*, 53-66.
- Stern, B. B. (2006). What Does Brand Mean? Historical-Analysis Method and Construct Definition. *Journal of the Academy of Marketing Science* , 216-223.
- Stern, B., Zinkhan, G. M., & Jaju, A. (2001). Marketing Images : Construct Definition, Measurement Issues, and Theory Development. *marketing theory*, 201-224.
- Sugiyono, P. D. (2007). *Statistika Untuk Penelitian*. Bandung: CV ALFABETA.
- Waani, R. C., & Tumbuan, W. J. (2015). THE INFLUENCE OF PRICE DISCOUNT, BONUS PACK, AND IN-STORE DISPLAY ON IMPULSE BUYING DECISION IN HYPERMART KAIRAGI MANADO. *Jurnal EMBA*, 420-428.
- Wang, S., & Liao, Y.-K. (2021). The Role of Corporate Social Responsibility Perceptions in. *Sustainability*, 11.
- Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Review from the. *European Journal of Business and Management*, 55-65.
- Wu, P. C., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 30-39.
- 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, Technology & Management*.