

References

- Adellia, N., & Prasetyo, A. (2016). Customer perception mapping analysis of Indonesian e-commerce marketplace sites based on attributes usability, site design, information quality, trust, and empathy (Case study of tokopedia, Bukalapak, Elevenia, qoo10, and Rakuten). *2016 4th International Conference on Cyber and IT Service Management*. <https://doi.org/10.1109/citsm.2016.7577580>
- Alamsyah, A., Laksmiani, N., & Rahimi, L. A. (2018). *A Core of E-Commerce Customer Experience Based on Conversational Data Using Network Text Methodology*.
- Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 30(1), 514–538. <https://doi.org/10.1108/ijchm-10-2016-0568>
- Barnes, S. J., & Vidgen, R. T. (2002). An Integrative Approach to the Assessment of E-commerce Quality. *Journal of Electronic Commerce Research*, Vol. 3, No. 3.
- Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218–225. <https://doi.org/10.1016/j.dss.2012.01.015>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Chin, A. J., Wafa, S. A., & Ooi, A.-Y. (2009). The effect of internet trust and social influence towards willingness to purchase online in Labuan, Malaysia. *International Business Research*, 2(2). <https://doi.org/10.5539/ibr.v2n2p72>

- Daugherty, T., & Hoffman, E. (2014). EWOM and the importance of capturing consumer attention within social media. *Journal of Marketing Communications*, 20(1-2), 82–102. <https://doi.org/10.1080/13527266.2013.797764>
- Annisa Dewanty. R., & Adhi Prasetyo. (2022) Pengaruh Elektronik Word of Mouth dan Perceived Value Terhadap Keputusan Pembelian Produk Kecantikan MS Glow dan di Mediasi oleh Trust.
- Ert, E., Fleischer, A., & Magen, N. (2015). Trust and reputation in the sharing economy: The role of personal photos on Airbnb. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2624181>
- Fang, Y. H., Chiu, C. M., & Wang, E. T. G. (2011). Understanding customers' satisfaction and repurchase intentions. *Internet Research*, 21(4), 479–503. <https://doi.org/10.1108/10662241111158335>
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>
- Garson, D. G. (2016). *Partial least square: Regression & structural equation models*. Asheboro: Statistical Associates Publishing.
- Goree, K., 2016. Battle of the Beds: The Economic Impact of Airbnb on the Hotel Industry in Chicago and San Francisco.
- Handi, H., Hendratono, T., Purwanto, E., & Ihala, J. J. O. I. (2018). The effect of E-WOM and perceived value on the purchase decision of foods by using the go-food application as mediated by trust. *Quality Innovation Prosperity*, 22(2), 112. <https://doi.org/10.12776/qip.v22i2.1062>
- Hair, J. F., M., H. G. T., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using r: A workbook*. Springer.

- Hasan, Ali. 2010. Marketing dari Mulut ke Mulut. Yogyakarta: Media Pressindo.
- Heidrick and Struggles. (2009). *The Adoption of Digital Marketing in Financial*.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38–52.
<https://doi.org/10.1002/dir.10073>
- Hotle, S., Murray-Tuite, P., & Singh, K. (2020). Influenza risk perception and travel-related health protection behavior in the US: Insights for the aftermath of the COVID-19 outbreak. *Transportation Research Interdisciplinary Perspectives*, 5, 100127.
<https://doi.org/10.1016/j.trip.2020.100127>
- Hussain, S., Ahmed, W., Jafar, R. M., Rabnawaz, A., & Jianzhou, Y. (2017). EWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, 66, 96–102.
<https://doi.org/10.1016/j.chb.2016.09.034>
- Indrawati. (2016). *Metode penelitian Manajemen dan bisnis*. Bandung: Refika aditama.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2022). EWOM via the TikTok application and its influence on the purchase intention of Somethinc Products. *Asia Pacific Management Review*. <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Kemp, S. (2021, November 4). *Digital in Indonesia: All the statistics you need in 2021 - DataReportal – global digital insights*. DataReportal.
<https://datareportal.com/reports/digital-2021-indonesia>
- Kemp, S. (2023, February 8). *Digital 2023: Indonesia - DataReportal – global digital insights*. DataReportal. <https://datareportal.com/reports/digital-2023-indonesia>
- Kotler, K. (2012). *Marketing management*. Pearson Education Limited.

- Kotler, P., & Armstrong, G. M. (2018). *Principles of Marketing* (17e ed.). Pearson.
- Kurtz, D. L., & Boone, L. E. (2011). *Contemporary Business*. Wiley.
- Liang, L. J., Choi, H. S. C., & Joppe, M. (2018). Understanding repurchase intention of Airbnb consumers: Perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel & Tourism Marketing*, 35(1), 73–89.
<https://doi.org/10.1080/10548408.2016.1224750>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468.
<https://doi.org/10.1016/j.tourman.2007.05.011>
- Malhotra, N. K. (2010). *Marketing research; an applied orientation*. New Jersey: Prentice Hall.
- M.AlMana, A., & A. Mirza, A. (2013). The impact of electronic word of mouth on consumers' purchasing decisions. *International Journal of Computer Applications*, 82(9), 23–31. <https://doi.org/10.5120/14145-2286>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of Organizational Trust. *Academy of Management Review*, 20(3), 709–734.
<https://doi.org/10.5465/amr.1995.9508080335>
- McCarthy, N., & Richter, F. (2018, January 24). *Infographic: Is Airbnb really cheaper than a hotel room?*. Statista Daily Data. <https://www.statista.com/chart/12655/is-airbnb-really-cheaper-than-a-hotel-room/>
- Mullins. (2012). *Marketing management: A strategic decision-making approach*. McGraw Hill Higher Education.
- Nan, X. (2009). The influence of source credibility on attitude certainty: Exploring the moderating effects of timing of source identification and individual need for

- cognition. *Psychology and Marketing*, 26(4), 321–332.
<https://doi.org/10.1002/mar.20275>
- Nieto, J., Hernández-Maestro, R. M., & Muñoz-Gallego, P. A. (2014). Marketing decisions, customer reviews, and Business Performance: The use of the top rural website by Spanish Rural Lodging Establishments. *Tourism Management*, 45, 115–123. <https://doi.org/10.1016/j.tourman.2014.03.009>
- Park, D.-H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <https://doi.org/10.2753/JEC1086-4415110405>
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 134–145. <https://doi.org/10.1108/apjba-06-2016-0063>
- Rawin Vongurai, Dinesh Elango, Kitti Phothikitti, Usakorn Dhanasomboon (2016). Social Media Usage, Electronic Word of Mouth and Trust Influence Purchase-Decision Involvement in Using Traveling Services. *Asia Pacific Journal of Multidisciplinary Research*.
- Rotter, Julian B. (1967), “A New Scale for the Measurement of Interpersonal trust,” *Journal of Personality*, 35, 651-65.
- San. (2011). Consumers' perceived quality, perceived value and perceived risk towards purchase decision on automobile. *American Journal of Economics and Business Administration*, 3(1), 47–57. <https://doi.org/10.3844/ajebasp.2011.47.57>
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach*. Wiley.
- Smith, P., & Chaffey, D. (2013). *E-Marketing: Excellence*. UK: Butterworth-Heinemann.

Sujarweni, W. W. (2020). *Metodologi Penelitian*. Yogyakarta: PUSTAKA BARU PRESS.

Susmonowati, T., & Khotimah, H. (2021). Pengaruh electronic word of mouth Dan Persepsi Nilai terhadap Keputusan Pembelian Pada situs lazada. *JURNAL LENTERA BISNIS*, 10(2), 197.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
[https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)

Themba, G., & Mulala, M. (2013). Brand-related ewom and its effects on purchase decisions: An Empirical Study of University of Botswana students. *International Journal of Business and Management*, 8(8). <https://doi.org/10.5539/ijbm.v8n8p31>

Tussyadiah, I. P. (2016). Factors of satisfaction and intention to use peer-to-peer accommodation. *International Journal of Hospitality Management*, 55, 70–80.
<https://doi.org/10.1016/j.ijhm.2016.03.005>

Vacation rentals - indonesia: Statista market forecast. Statista. (n.d.).
<https://www.statista.com/outlook/mmo/travel-tourism/vacation-rentals/indonesia>

Yavas, U., & Babakus, E. (2005). Dimensions of hotel choice criteria: Congruence between business and Leisure Travelers. *International Journal of Hospitality Management*, 24(3), 359–367. <https://doi.org/10.1016/j.ijhm.2004.09.003>

Yusta, A. I., Ruiz, M. P., & Zarco, A. I. (2011). The role of the convenience and the subjective norm in the intention of purchase across internet (B2C): An application in the hospitality industry. *Review of Business Management*, 137–158.
<https://doi.org/10.7819/rbgn.v13i39.721>

- Wu, J., Ma, P., & Xie, K. L. (2017). In Sharing economy we trust: The effects of host attributes on short-term rental purchases. *International Journal of Contemporary Hospitality Management*, 29(11), 2962–2976.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52 (July), 2-22.
- Zervas, G., Proserpio, D., Byers, J.W., 2014. The rise of the sharing economy: estimating the impact of Airbnb on the hotel industry. *J. Market. Res.*
- Zhang, L., Yan, Q., & Zhang, L. (2020). A text analytics framework for understanding the relationships among host self-description, trust perception and purchase behavior on Airbnb. *Decision Support Systems*, 133.