

## REFERENCES

- Aaker, D. (1996). *Strong brands*. New York: Free Press.
- Adhayana. (2021). *Ekonomi managerial* (1st ed., Vol. 1). Lembaga Penerbitan Universitas Nasional (LPU-UNAS).
- Akbar, A. H. G., Rachmawati, I., & Prasetio, A. (2022). The Influence of Social Media Marketing Instagram on Purchase Intention at Café Manupi. *International Journal of Science and Management Studies (IJSMS)*. <https://doi.org/10.51386/25815946/ijsms-v5i5p107>
- Alfanur, F., & Kadono, Y. (2022). The effects of gender and age on factors that influence purchase intentions and behaviours of e-commerce consumers in Indonesia. *International Journal of Innovation and Learning*, 31(4), 474. <https://doi.org/10.1504/IJIL.2022.10046968>
- Azahra, N., & Sharif, O. O. (2021). Pengaruh Electronic Word of Mouth Terhadap Brand Attitude dan Purchase Intention (Studi Kasus Twitter Netflix Indonesia). *Marketing Intelligence & Planning*, 8(5), 4539.
- Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p126>
- Cesariana Putri, D., & Kusuma Dewi, C. (2021). *PENGARUH BRAND IMAGE TERHADAP PURCHASE INTENTION MELALUI BRAND LOYALTY PADA BILLIONAIRES PROJECT THE INFLUENCE OF BRAND IMAGE ON PURCHASE INTENTION THROUGH BRAND LOYALTY OF BILLIONAIRES PROJECT*. 8(3). <http://https://openlibrary.telkomuniversity.ac.id/home/epublication/id/36.html>
- Fachriza, F. I., & Moeliono, N. (2017). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Rokok Mild (Studi Kasus pada Rokok Sampoerna A Mild). *Jurnal Ecodemica*, 1(2), 139–148. <http://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica>
- Ferdinand. (2016). *Metode Penelitian Manajemen : Pedoman Penelitian Untuk Penulisan Skripsi Tesis Dan Disertasi Ilmu Manajemen*.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Husnain, M. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. In *Asian Journal of Business and Accounting* (Vol. 10, Issue 1).

- Indrawati. (2017). *Perilaku Konsumen Individu dalam mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi*.
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *Int. J. Services, Economics and Management*, 9(2). <https://doi.org/https://doi.org/10.1504/ijsem.2018.10017351>
- Kasus, S., Komunikasi Pemasaran, S., Mardiyanto, D., & Slamet, G. (2019). ANALISIS STRATEGI KOMUNIKASI PEMASARAN MERCHANDISE DI KEDAI DIGITAL 8 SOLO. In *Surakarta Management Journal* (Vol. 53, Issue 1).
- Kotler, P., & Keller, K. L. (2018). *Marketing management*. <https://doi.org/https://doi.org/10.4324/9781315099200-17>
- Laksmi, A. A., & Oktafani, F. (2016). PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) TERHADAP MINAT BELI FOLLOWERS INSTAGRAM PADA WARUNK UPNORMAL. *Jurnal Computech & Bisnis*, 10(2), 78–88. <https://doi.org/10.55281/jcb.v10i2.149>
- Latan, H. , & G. (2012). *Teknik Dan Aplikasi Menggunakan Program Smart PLS 2.0 M3*.
- Leon G. Schiffman, L. L. K. (2007). *Consumer Behavior* (9th ed., Vol. 1). Pearson Education.
- Machfiroh, I. S. (2018). KETERKAITAN CITRA MEREK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA EMAS DI FRIED CHICKEN PELAIHARI. 4, 2614–3682. <https://doi.org/https://doi.org/10.34128/jht.v4i1.43>
- Majid Nurkholis. (2017). Analisis Pengaruh Electronic Word of Mouth terhadap Brand Image dan Dampaknya pada Minat Beli Smartphone Samsung di Kota Malang. *Jurna Ilmu Management*, 12(1). <https://doi.org/DOI:10.21831/jim.v12i1.11743>
- Marizka, T., Sarah, S., & Nurafni, R. (2016). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP MINAT BELI PADA CAFÉ DU71A BANDUNG THE INFLUENCE OF ELECTRONIC WORD OF MOUTH TO PURCHASE INTENTION AT CAFÉ DU71A BANDUNG. *E-*

- Proceeding of Management*, 3(2), 2087.  
<https://doi.org/https://doi.org/10.37010/jdc.v1i2.146>
- Money, Gilly, & Graham. (1998). Explorations of national culture and word-of-mouth referral behavior in the purchase of industrial services in the United States and Japan. *Journal of Marketing*. *Journal of Marketing*, 64(4), 76–87.  
<https://doi.org/10.2307/1252288>
- Nasution, & Yasmin. (2014). Pengaruh Promosi Dan Harga Terhadap Minat Beli Perumahan Obama PT. Nailah Adi Kurnia Sei Mecrim Medan. *JURNAL ILMIAH MANAJEMEN & BISNIS*.
- Putri, M. K., & Dwi Utama, A. (2017). JURNAL MANAJEMEN INDONESIA EVALUASI MODEL BISNIS PADA LAUNDRY BAR DENGAN PENDEKATAN BUSINESS MODEL CANVAS. *Jurnal Manajemen Indonesia*, 17(2), 59. <https://doi.org/https://doi.org/10.25124/jmi.v17i2.1069>
- Rahayu Tri Astuti, S., & Manajemen, J. (2013). ANALISIS PENGARUH KUALITAS PRODUK, HARGA, LOKASI DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG KONSUMEN (Studi pada Warung Makan “Bebek Gendut” Semarang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 2(3), 1–11. <http://ejournal-s1.undip.ac.id/index.php/djom>
- Ridwan, S. Psi. , M. Psi. , P. B. M. P. (2021). *KONSEP METODOLOGI PENELITIAN BAGI PEMULA* (Anhar, Ed.; 1st ed., Vol. 1). Anugerah Pratama Press.
- Silverman, D. (2001). *Interpreting qualitative data : methods for analyzing talk, text, and interaction*. SAGE Publications Ltd.
- Sinaga, B. A., & Sulistiono, D. (2020). Pengaruh Electronic Word Of Mouth Dan Promosi Media Sosial Terhadap Minat Beli Pada Produk Fashion Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 79–94.  
<https://doi.org/10.37641/jimkes.v8i2.329>
- Sopiah, & Sangadji. (2016). *Prilaku Konsumen: Pendekatan Praktis*. Penerbit Andi.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D KUANTITATIF*.
- Tariq, M., Abbas, T., & Abrar, M. (2017). EWOM and brand awareness impact on consumer purchase intention: Mediating role of brand image Asif Iqbal. *Pakistan Administrative Review*, 1(1).
- Yunus, N. H., Md Ariff, M. S., Mohd Som, N., Zakuan, N., & Sulaiman, Z. (2016). The mediating effect of brand image between electronic word of

mouth and purchase intention in social media. *Advanced Science Letters*,  
22(10), 3176–3180. <https://doi.org/10.1166/asl.2016.7999>

Zikmund, Babin, & Carr. (2009). *Business Research Method. In Business  
Research Methods.*