

## DAFTAR PUSTAKA

- Abdillah, W. J. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modelling (SEM) dalam Penelitian Bisnis Edisi 1*. Yogyakarta: Andi Offset.
- Alfeel, E. (2019). The Impact of Social Media Marketing on Consumer Purchase Intention: Consumer Survey in Saudi Arabia. *Journal of Marketing and Consumer Research*, Vol. 56.
- Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Al-Masoud, N. A. (2020). The Impact of Placing Electronic Word of Mouth on Instagram on Consumer's Purchase Intention: Case Study of Food Products in the Kingdom of Saudi Arabia. *Journal of Entrepreneurship and Business Innovation*, Vol. 7, No. 2.
- Amir Zaib Abbasi, R. H. (2023). *Journal of Retailing and Consumer Services. Investigating the impact of social media images' value, consumer engagement, and involvement on eWOM of a tourism destination: A transmittal mediation approach*, 12.
- Annur, C. M. (2023). *10 Negara dengan Populasi Muslim Terbanyak di Dunia 2023, Indonesia Memimpin*. Jakarta: datadoks.
- Beck, B. (2023). How electric word of mouth (eWOM) shapes consumer social media shopping. *Journal of Consumer Marketing*, 10.
- Bettiga, D., Bianchi, A. M., Lamberti, L., & Noci, G. (2020). Consumers Emotional Responses to Functional and Hedonic Products: A Neuroscience Research. *Frontiers in Psychology*, 11. <https://api.semanticscholar.org/CorpusID:222137280>
- Bulele, Y. N. (2020). Analisis Fenomena Sosial Media dan Kaum Milenial: Studi Kasus Tiktok. *in conference on business, social science and innovation technology*, (Vol. 1, No. 1, pp. 565-572).
- Chaffey, D. &.-C. (2016). *Digital Marketing (6th Edition): Strategy, Implementation and Practice*. United Kingdom: Pearson Education Limited.

- Chaffey, D. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. New York: Routledge.
- Creswell, J. (2019). *Research Design Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran*. Pustaka Pelajar.
- Darwin, M. M. (2021). *Metode Penelitian Pendekatan Kuantitatif*.
- Dr. Nikous Soter Sihombing, D. P. (2022). *Pemasaran Digital*. Bayumas: Penerbit CV. Pena Persada.
- Firman, A. (2021). the Mediating Role of Costumer Trust on The Relationships of Celebrity Endorsement and E-WOM to Instagram Purchase Intention. *Jurnal Minds: Manajemen Ide dan Inspirasi*, Vol. 8 no. 1.
- Firman, A. I. (2021). The Mediating Role of Consumer Trust on the Relationship of Celebrity Endorsement and E-WOM to Instagram Purchase Intention. *Jurnal Minds: Manajemen Ide dan Inspirasi*.
- Fitriandri, K. M. (2021). Pengaruh Electronic Word of Mouth dan Influenser dalam Penggunaan Instagram Terhadap Niat Beli Pakaian Wanita. *Jurnal Internasional Multi-Ilmu pengetahuan*, 1-15.
- Frida Eka Setianingsih, F. A. (2022). Pengaruh Media Sosial Marketing Tiktok terhadap Minat Beli Online di Shopee. *Jurnal Administrasi Bisnis*, 107-116.
- Ghozali, I. &. (2015). *Konsep, Teknik, Aplikasi menggunakan Smart PLS 3.0 untuk Penelitian Empiris*. Semarang: Universitas Diponegoro.
- Ghozali, I. L. (2017). *Partial Least Square: Konsep, Metode, dan Aplikasi Menggunakan Program WarpPLS 5.0*. Badan Penerbit Universitas Diponegoro.
- Golan Hasan, D. L. (2021). Menganalisis Efektivitas EWOM pada Customer Purchase Intention dengan Menggunakan Social Networking of Smarthphone in Batam. *Manajemen Universitas Bung Hatta*, Vol. 16 No. 2.
- Gunelius, S. (United States). *30 Minutes Social Media Marketing*. 2011: McGraw-Hill Companies.
- Hair jr, H. R. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R a Workbook*.

- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis*. Bandung: Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: PT Refika Aditama.
- Indrawati, P. C. (2022). eWOM via the Tiktok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 174-184.
- Ismail Erkan, C. E. (2018). Social Media or Shopping Websites? The Influence of eWOM on Consumers' Online Purchase Intentions. *Journal of Marketing Communications*, 617-632.
- Jogiyanto, A. &. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modelling (SEM) dalam Penelitian Bisnis*. Penerbit Andi.
- Kasmi, M., Mustari, Nasution, M., Wayan, J., Budiarti, E., Sabri, Zed, E., Rois, T., Metris, D., A, A., Yudanegara, A., Sulaeman, M., Girsang, N., & Asari, A. (2023). PRINSIP-PRINSIP PEMASARAN.
- Khayrussyifa Putri Ramadhani, E. M. (2021). The Role of Instagram Social Media Brand Page Experience on Consumer Engagement of Indihome Brand Loyalty Customer. *Asian Journal of Research in Business and Management*, 51-61.
- Kim, A. J. (2012). Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. *Journal of Business Research*, 65(10).
- Kock, H. (2018). Minimum Sample Size Estimation in PLS-SEM: The Inverse Square Root and Gamma-Exponential Methods. *Information Systems Journal*.
- Kotler, P. &. (2021). *Principles of Marketing*. Pearson Education Limited.
- Kotler, P. K. (2022). *Marketing Management (16th Edition)*. Pearson Education Limited.
- Kundu, S., & Chakraborti, S. (2022). A comparative study of online consumer reviews of Apple iPhone across Amazon, Twitter and MouthShut platforms. *Electronic Commerce Research*, 22(3), 925–950. <https://doi.org/10.1007/s10660-020-09429-w>
- Lawrence A. (2020). Researchgate. *A Uses and Gratifications Exploratory study of Tiktok: What Does This Mean for Brands?*

- Lukita Azizah, J. G. (2021). Pengaruh Pemasaran Media Sosial Tiktok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia. *Jurnal TeknikITS*, Vol. 10, No. 2.
- Malhotra, N. K. (2017). *Marketing Research an Applied Approed*. New York: Pearson.
- Marentek, M. (2019). Word of Mouth Behaviour on Social Networking Sites: Case Study on Y and Z Generation Instagram User. *Journal of Applied Economic Sciences*.
- Massoud Moslehpour, T. I. (2021). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*.
- Matthew, R. (2020). *Consumer Behavior and Marketing*. IntechOpen.
- Mehrullah Jamali, R. K. (2018). The Impact of Consumer Interaction on Social Media on Brand Awareness and Purchase Intention. Case Study of Samsung. *Journal of Marketing and Logistic*, Volume 1.
- Muddasar Ghani Khwaja, U. Z. (2020). Configuring the Evolving Role of eWOM on the Consumers Information Adoption. *Journal of Open Innovation: Technology, Market, and Complexity*, 4.
- Muddasar Ghani Khwaja, U. Z. (2020). Configuring the Evolving Role of eWOM on the Consumers Information Adoption. *Journal of Open Innovation*, 125.
- Mulyandi, D. A. (2021). Jurnal Indonesia Sosial Sains. *Manfaat Pemasaran Media Sosial pada Pembentukan Brand Awareness Toko Online*, 215.
- Mulyati, Y. &. (2020). Pengaruh Online Costumer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur*, 173-19.
- Mustajab, R. (2023). *Data Pakaian uang digunakan Warga Indonesia Saat Lebaran*. Jakarta: dataindonesia.id.
- Nararya Narottama, N. E. (2022). Pengaruh Sosial Media Marketing terhadap Keputusan Pembelian Konsumen pada Destinasi Wisata Kuliner di Kota Denpasar. *JUMPA*, Volume 8, Nomor 2.

- Narimawati, U. S. (2017). *Structural Equation Model (SEM) Berbasis Kovarian dengan LISREL dan AMOS untuk Riser Skripsi, Yesis, dan Disertasi*. Salemba Empat.
- Nasrullah, R. (2015). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Bandung: Simbiosis Rekatama Media.
- Populix. (2021). Media Sosial Adalah: Contoh hingga Manfaatnya bagi Pebisnis. *Wikipedia*.
- Prasetio, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, M. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Prasetio, A., Witarsyah, N. A., & Indrawati. (2024). The effect of e-WOM on purchase intention in e-commerce in Indonesia through the expansion of the information adoption model. *International Journal of Data and Network Science*, 8(3), 1959–1968. <https://doi.org/10.5267/j.ijdns.2024.1.017>
- Pratomo, Y. (2017). *Karakteristik Media & Pemasaran Digital*. Jakarta: Universitas Mercu Buana.
- Priansa, D. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Alfabeta.
- Prof.Dr.H.Amri, S. (2009). *Metodologi Penelitian Ekonomi dan Penerapannya*. Bogor: IPB Press.
- Prof. Dr. Sugiyono, & Dr. Puji Lestari, M. S. (2021). Buku Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional). In *Metode Penelitian Komunikasi*. Alfabeta.
- Rahayu, S., & Harsono, M. (2023). Loyalitas Konsumen : Konseptualisasi, Antecedent dan Konsekuensi. *Jesya*, 6, 1581–1594. <https://doi.org/10.36778/jesya.v6i2.1196>
- Riski Rosdiana, I. A. (2018). Pengaruh Kepercayaan Konsumen Terhadap Minat Beli Produk Pakaian Secara Online. *International Journal of Social Science and Behaviour*, 169-175.

- Ronny Yudhi Septa Priana, S. R. (2021). The Effect of Electronic Word of Mouth Communication through Instagram on the Decision of Domestic Tourists Visiting Peucang Island. *Journal Hotspot*, 30-36.
- Rosdiana, & Rakib, M. (2023). *MANAJEMEN PEMASARAN*.
- Schiffman, d. K. (2008). *Perilaku Konsumen "Zoelkifli Kasip (terjemahan) Customer Behaviour Edisi Tujuh*. Jakarta: PT Mancana Jaya Cemerlang.
- Sekaran, U. &. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan - Keahlian*. Jakarta Selatan: Salemba Empat.
- Setianingsih, F., & Aziz, F. (2022). Pengaruh Media Sosial Marketing Tiktok Terhadap Minat Beli Online di Shopee. *Jurnal Administrasi Bisnis*, 11, 25–34. <https://doi.org/10.14710/jab.v11i2.42602>
- Shafiq Al-Haddad, M. A.-K.-A. (2023). The Effect of Instagram on Millenials Consumer's Purchase Intentiont in The Fashion Industry. *International Journal of Data and Network Science*.
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Soidena, N. (2019). New Trends in Retailing and Services. *Journal of Retailing and Consumer Services*, 286-288.
- Suhari Y. (2012). E-Commerce: Model Perilaku Konsumen. *Angewandte Chemie International Edition*, 951-952.
- Sumarwan. (2011). *Perilaku Pelanggan: Teori dan Penerapannya dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Steven, S. (2022). Manajemen Pemasaran (Teori dan Implementasi). In *Eureka Media Aksara*. Eureka Media Aksara.
- Terence A., & S. (2003). *Periklanan Promosi, Aspek Tambahan, Komunikasi Pemasaran Terpadu*. Jakarta: Erlangga.

- Thi Thuy An Ngo, B. L. (2024). The impact of eWOM information in social media on the online purchase intention of Generation Z. *Cogent Business & Management*, 3.
- Triatmanto. (2018). Pengaruh Electronic Word of Mouth (e-WOM) dan Akun Instagram Terhadap Minat Beli. *Jurnal Internasional Sains Inovatif dan Teknologi*, 6181-6190.
- Wenny Pebrianti, A. M. (2020). Digital Marketing, e-WOM, Brand Awareness Dan Keputusan Pembelian Kopi Milenial. *Jurnal Ilmu Ekonomi & Sosial*, Vol.11, No.1, April 2020; 48 - 56.
- Yani Sri Mulyani, T. W. (2022). *Pemanfaatn Media Sosial Tiktok Untuk Pemasaran Bisnis Digital Sebagai Media Promosi*, Vol. 11 no. 1.
- Yaniv Gvili, S. L. (2018). Consumer Engagement with eWOM on Social Media: The Role of Social Capital. *Electronic Commerce Research and Applications*, Vol. 42, No. 4.
- Yet-Mee Lim, B.-C. S. (2021). Medical Tourism Destination Image and its Relationship with the Intention to Revisit: a Study of Chinese Medical Tourists in Malaysia. *Journal of China Tourism Research*, 163-191.
- Yofina Mulyati, G. G. (2020). Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur*, 173-194.
- Yulianti Farida, S. E. ,M. M., Lamsah, S. E. ,M. M., & Periyadi, S. E. ,M. M. (2019). *BUKU MANAJEMEN PEMASARAN\_compressed* (1st ed.). deepublish.
- Yunus, N. H., Md Ariff, M. S., Som, N., Zakuan, N., & Sulaiman, Z. (2016). *The mediating effect of brand image between electronic word of mouth and purchase intention in social media*. 22, 3176–3180. <https://doi.org/10.1166/asl.2016.7999>