

## Daftar Pustaka

- Amarin, S., & Wijaksana, T. I. (2021). Pengaruh kualitas sistem, kualitas informasi, dan kualitas layanan terhadap kepuasan konsumen (studi pada pengguna Aplikasi Berrybenka di Kota Bandung). *Business Management Analysis Journal (BMAJ)*, 4(1), 37-52.
- Aprillio, R. G., & Wulandari, A. (2018). Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian (studi Kasus Pada Favehotel Hyper Square Bandung). *EProceedings of Applied Science*, 4(3).
- Ardiansah, I., & Maharani, A. (2021). Optimalisasi Instagram Sebagai Media Marketing: Potret Penggunaan Instagram sebagai Media Pemasaran Online pada Industri UKM. CV.
- Berutu, T. G., et al, 2018, Analisis Kepuasan dan Loyalitas Pelanggan dalam Pemesanan Tiket Pesawat Secara Online Menggunakan pendekatan Partial Least Square (PLS), Jurnal Gaussian, No. 4, Vol. 7, Hal. 361- 372
- Cahyono, A. S. (2016). Pengaruh media sosial terhadap perubahan sosial masyarakat di Indonesia. *Publiciana*, 9(1), 140-157.
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). *The impact of electronic word-of-mouth*. *Internet Research*, 18(3), 229-247. doi:10.1108/10662240810883290
- Cheung, C. M. K., & Thadani, D. R. (2012). *The impact of electronic word-of-mouth communication: A literature analysis and integrative model*. *Decision Support Systems*, 54(1), 461–470. doi:10.1016/j.dss.2012.06.008
- Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2021). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. *Journal of enterprise information management*, 34(3), 838-859.
- Fadhilah, F., & Saputra, G. G. (2021). Pengaruh content marketing dan e-wom pada media sosial tiktok terhadap keputusan pembelian generasi z. *INOVASI: Jurnal ekonomi, keuangan dan manajemen*, 17(3), 505-512.
- Fahlevi, M., Hasan, F., & Islam, M. R. (2023). Exploring consumer attitudes and purchase intentions: Unraveling key influencers in China's green agricultural products market. *Corporate and Business Strategy Review*, 4(3), 74-87.

Fitriah Maria. 2018. Komunikasi Pemasaran Melalui Desain Visual. Yogyakarta: Deepublish

Febriani, N. S., & Dewi, W. W. A. (2018). *Teori dan praktis: Riset komunikasi pemasaran terpadu*. Universitas Brawijaya Press.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47e55.

Erkan, I., & Evans, C. (2018). *Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions*. *Journal of Marketing Communications*, 24(6), 617–632. doi:10.1080/13527266.2016.1184706

Filieri, R., & McLeay, F. (2013). *E-WOM and Accommodation*. *Journal of Travel Research*, 53(1), 44–57. doi:10.1177/0047287513481274

Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in eWOM. *Journal of Business Research*, 68(6), 1261e1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>

Ghozali, I. L., H. (2020). Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0. *Badan Penerbit Universitas Diponegoro*.

Ghozali, Imam dan Hengky Latan (2015). Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0. Semarang: Universitas Diponegoro Semarang

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/Revue Canadienne des Sciences de l'Administration*, 27(1), 5-23.

Hatammimi, J., & Sharif, O. O. (2014). *Selection the way to start business based on social media features. 2014 International Symposium on Technology Management and Emerging Technologies*. doi:10.1109/istmet.2014.6936537

Hair, Jr., Joseph F., et. al. (2011). Multivariate Data Analysis. Fifth Edition. New Jersey: PrenticeHall, Inc.

Hery. 2019, Manajemen Pemasaran. PT. Gramedia: Jakarta

Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in psychology*, 8, 1256.

Hussain, S., Song, X., & Niu, B. (2020). *Consumers' Motivational Involvement in eWOM for Information Adoption: The Mediating Role of Organizational Motives*. *Frontiers in Psychology*, 10. doi:10.3389/fpsyg.2019.03055

Iskamto, D., Karim, K., & Bon, A. T. Impact of Employee Satisfaction on Work Discipline in Government Office in Indonesia. Proceedings of the International Conference on Industrial Engineering and Operations Management Detroit, MI, USA, August 10-14, 2020

Iskamto, D. (2020). Role of Products Element In Determining Decisions of Purchase. *Inovbiz: Jurnal Inovasi Bisnis*, 8(2), 200-207.

Iskamto, D. (2021). Investigation of Purchase Decisions Based on Product Features offered. *ADPEBI International Journal of Business and Social Science*, 1(1), 1-9.

Ismagilova, E., Dwivedi, Y. K., Slade, E., Williams, M. D., Ismagilova, E., Dwivedi, Y. K., ... & Williams, M. D. (2017). *Electronic word-of-mouth (eWOM)* (pp. 17-30). Springer International Publishing.

Kotler, P., & Keller, K. L. (2012). *Marketing management 14th edition*. Pearson education.

Kotler, P., Keller, K., & Chernev, A. (2021). *Marketing Management* (16th edition). Pearson Education

Kurdi, B., Alshurideh, M., Akour, I., Alzoubi, H., Obeidat, B., & Alhamad, A. (2022). The role of digital marketing channels on consumer buying decisions through eWOM in the Jordanian markets. *International Journal of Data and Network Science*, 6(4), 1175-1186.

- Leong, C. M., Loi, A. M. W., & Woon, S. (2021). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 1-13.
- Lee, J., & Hong, I. B. (2019). *Consumer's Electronic Word-of-Mouth Adoption: The Trust Transfer Perspective*. *International Journal of Electronic Commerce*, 23(4), 595–627. doi:10.1080/10864415.2019.165520
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas media instagram dan e-wom (electronic word of mouth) terhadap minat beli serta keputusan pembelian. *Jurnal Penelitian IPTEKS*, 5(1), 101-115.
- López, M., & Sicilia, M. (2014). *Determinants of E-WOM Influence: The Role of Consumers' Internet Experience*. *Journal of Theoretical and Applied Electronic Commerce Research*, 9(1), 7–8. doi:10.4067/s0718-18762014000100004
- Miremadi, A., & Haghayegh, M. (2022). The competitive advantage of EWOM in digital marketing. *European Journal of Business and Management Research*, 7(2), 258-269.
- Novi, F. K., & Ellyawati, J. (2021). Adopsi Informasi, Anteseden Dan Pengaruhnya Pada Niat Beli: Studi Tentang E-Wom Di Media Sosial. *Journal of Management: Small and Medium Enterprises (SMEs)*, 14(3), 327-349.
- Pasaribu, R., Tambunan, B. H., & Sitorus, Y. M. (2021). Pengaruh Persepsi Harga dan Promosi Terhadap Minat Beli Unknown Cash (UC) Dalam Games Player Unknown Battle Ground (PUBG) Mobile di Medan Baru. *Journal of Economic and Business*, 3(1), 49-57.
- Patzer, R., McPherson, L., Redmond, N., DuBay, D., Zayas, C., Hartmann, E., . . . Arriola, K. (2019). A Culturally Sensitive WebBased Intervention To Improve Living Donor Kidney Transplant Among African Americans. *Kidney International Reports*, 4(9), 1285-1295.
- Phung, M. T., Ly, P. T. M., Nguyen, T. T., & Nguyen-Thanh, N. (2020). *An FsQCA Investigation of eWOM and Social Influence on Product Adoption Intention*. *Journal of Promotion Management*, 1–22. doi:10.1080/10496491.2020.1729318

- Pi, S. M., Liao, H. L., Liu, S. H., & Lee, I. S. (2011). Factors influencing the behavior of online group-buying in Taiwan. *African Journal of Business Management*, 5(16), 7120.
- Purba, F. R., & Paramita, E. L. (2021). The Influence of eWOM and Customer Satisfaction on Purchasing Decisions. *International Journal of Social Science and Business*, 5(4), 578-585.
- Purwanto, H., Fauzi, . M., Wijayanti, . R., Awwaly, . K. U. A., Jayanto, . I., Mahyuddin, ., Purwanto, . A., Fahlevi, . M., Adinugraha, H. H., Syamsudin, . R. A., Pratama, . A., Ariyanto, . N., Sunarsi, . D., Hartuti, . E. T. K. & Jasmani, . (2020) Developing Model of Halal Food Purchase Intention among Indonesian Non-Muslim Consumers: An Explanatory Sequential Mixed Methods Research. *Systematic Reviews in Pharmacy*, 11 (10), 396-407. [doi:10.31838/srp.2020.10.63](https://doi.org/10.31838/srp.2020.10.63)
- Rofifah, D. (2020). Strategi Pemanfaatan Produk Pasar Uang. *Paper Knowledge . Toward a Media History of Documents*, 04, 12–26.
- Rosdiana, R., Haris, I. A., & Suwena, K. R. (2019). Pengaruh kepercayaan konsumen terhadap minat beli produk pakaian secara online. *Jurnal Pendidikan Ekonomi Undiksha*, 11(1), 318-330.
- Said, S., Gani, A. A., Taufan, R. R., Syahnur, M. H., & Basalamah, J. (2020). Green Marketing Practice In Purchasing Decision Home Care Product. *International Journal Of Scientific & Technology Research*, 9(06), 893–896
- Saleh, M.Y. (2019). *Konsep dan Strategi Pemasaran*. Sah Media.
- Salmiah, S., Sahir, S., & Fahlevi, M. (2024). The effect of social media and electronic word of mouth on trust and loyalty: Evidence from generation Z in coffee industry. *International Journal of Data and Network Science*, 8(1), 641-654.
- Sánchez Torres, J. A., Solé-Moro, M. L., & Argila-Irurita, A. (2018). Impact of gender on the acceptance of electronic word-of-mouth (eWOM) information in Spain. *Contaduría y administración*, 63(4), 0-0.

Sari, P. K., & Prasetyo, A. (2017). *Knowledge sharing and electronic word of mouth to promote information security awareness in social network site*. 2017 International Workshop on Big Data and Information Security (IWBIS). doi:10.1109/iwbis.2017.827511

See-To, E. W., & Ho, K. K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust—A theoretical analysis. *Computers in human behavior*, 31, 182-189.

Shen, X. L., Zhang, K. Z., & Zhao, S. J. (2014, January). Understanding information adoption in online review communities: the role of herd factors. In *2014 47th Hawaii International Conference on System Sciences* (pp. 604-613). IEEE.

Sinaga, B. A., & Sulistiono, S. (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.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alphabet.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alphabet.

Sugiyono. (2022). *METODE PENELITIAN KUANTITATIF KUALITATIF dan R&D* (2nd ed.). Alphabet.

Sujarweni, V. Wiratna. 2020. Metode Penelitian Bisnis & Ekonomi. Jakarta : PT Pustaka Baru.

Susilowati, D., Santoso, T., & Kom, M. (2021). Analisa Pengaruh Electronic Word Of Mouth pada Media Sosial Terhadap Keputusan Pembelian. *Jurnal Profotabilitas*, 1 (2), 95, 101.

Susanto, W. K. (2018). Pengaruh Social Network Marketing (Snm) Dan Electronic Word Of Mouth (Ewom) Terhadap Minat Beli Pelanggan. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(6).

Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: an integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47e65. <http://doi.org/10.1287/isre.14.1.47.14767>.

- Taylor, C. R. (2018). *The new era of electronic word of mouth (eWOM): “Be More Chill” overrules the critics*. *International Journal of Advertising*, 37(6), 849–851. doi:10.1080/02650487.2018.1521899
- Tien, D. H., Amaya Rivas, A. A., & Liao, Y.-K. (2018). *Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites*. *Asia Pacific Management Review*. doi:10.1016/j.apmrv.2018.06.003
- Tjiptono, F., & Diana, A. (2020). *Pemasaran*. Andi Offset.
- Weitzl, W., Weitzl, W., & Berg. (2017). *Measuring electronic word-of-mouth effectiveness*. Wiesbaden: Springer Gabler.
- Widodo, T., & Maylina, N. L. P. K. (2022). The mediating role of perceived value and social media word-of-mouth in the relationship between perceived quality and purchase intention. *Jurnal Manajemen Dan Pemasaran Jasa*, 15(1), 49-68.
- Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). *E-WOM from e-commerce websites and social media: Which will consumers adopt?* *Electronic Commerce Research and Applications*, 17, 62–73. doi:10.1016/j.elerap.2016.03.004
- Yang, F. X. (2017). Effects of restaurant satisfaction and knowledge sharing motivation on eWOM intentions: the moderating role of technology acceptance factors. *Journal of Hospitality & Tourism Research*, 41(1), 93-127.
- Yones, P. C. P., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174-184.