

DAFTAR PUSTAKA

- Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, 17(1), 84–109. <https://doi.org/10.1108/JAMR-04-2019-0058>
- Albayrak, M., & Ceylan, C. (2021). Effect of eWom on purchase intention: meta-analysis. *Data Technologies and Applications*, 55(5), 810–840. <https://doi.org/10.1108/DTA-03-2020-0068>
- Alboqami, H., Al-Karaghoul, W., Baeshen, Y., Erkan, I., Evans, C., & Ghoneim, A. (2015). Electronic word of mouth in social media: the common characteristics of retweeted and favoured marketer-generated content posted on Twitter. *International Journal of Internet Marketing and Advertising*, 9(4), 338–358. <https://doi.org/10.1504/IJIMA.2015.072886>
- Amir, A., Junaidi, & Yulmardi. (2009). Metodologi Penelitian. In *IPB Press*.
- Arsid, B. V. H., & Kuswanto, A. (2023). Studi Electronic Word of Mouth Terhadap Purchase Intention Melalui Brand Image dan Trust di Sektor Pariwisata (Traveloka) Pasca Masa Pandemi Covid-19. *Jurnal Ekonomi Efektif*, 5(4), 697. <https://doi.org/10.32493/jee.v5i4.31446>
- Arvidsson, R. (2019). On the use of ordinal scoring scales in social life cycle assessment. *International Journal of Life Cycle Assessment*, 24(3), 604–606. <https://doi.org/10.1007/s11367-018-1557-2>
- Avianti, P., & Aminah, S. (2023). Pengaruh Electronic Word Of Mouth (E-Wom) Dan Brand Image Terhadap Purchase Intention Di E-Commerce Lazada. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(1), 1571–1579. <https://doi.org/10.31539/costing.v7i1.6699>
- Awaliyah, C., Dewi, D. A., & Furnamasari, Y. F. (2021). Media Sosial Mempengaruhi Integrasi Bangsa. *Jurnal Pendidikan Tambusai*, 5(3), 7869.

<https://jptam.org/index.php/jptam/article/view/2259>

Boone, H. N., & Boone, D. A. (2012). Analyzing Likert data. *Journal of Extension*, 50(2). <https://doi.org/10.34068/joe.50.02.48>

Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2020). 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. <https://doi.org/10.1108/JEIM-04-2019-0118>

Dedeke, A. N. (2016). Travel web-site design: Information task-fit, service quality and purchase intention. *Tourism Management*, 54, 541–554. <https://doi.org/10.1016/j.tourman.2016.01.001>

Deny, S. (2024). *Orang Indonesia Lebih Pilih Belanja Online atau Offline? Ini Hasil Risetnya*. Liputan6. <https://www.liputan6.com/bisnis/read/5577723/orang-indonesia-lebih-pilih-belanja-online-atau-offline-ini-hasil-risetnya?page=3>

Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). *Mapping the electronic word-of-mouth (eWOM) research : A systematic review and bibliometric analysis*. 135(July), 758–773.

Eckhardt, G. M., Houston, M. B., Jiang, B., Lamberton, C., Rindfleisch, A., & Zervas, G. (2019). Marketing in the Sharing Economy. *Journal of Marketing*, 83(5), 5–27. <https://doi.org/10.1177/0022242919861929>

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, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>

Esparza-Huamanchumo, R. M., Quiroz-Celis, A. V., & Camacho-Sanz, A. A. (2024). Influence of eWOM on the purchase intention of consumers of Nikkei restaurants in Lima, Peru. *International Journal of Tourism Cities*, 10(4),

1551–1567. <https://doi.org/10.1108/IJTC-01-2024-0010>

Fatika, R. A. (2024). *10 Negara dengan Pengguna TikTok Terbesar, Indonesia Urutan Berapa?* GoodStats. <https://data.goodstats.id/statistic/10-negara-dengan-pengguna-tiktok-terbesar-indonesia-urutan-berapa-xFOgI>

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing : A holistic framework. *Journal of Business Research*, 70, 118–126. <https://doi.org/10.1016/j.jbusres.2016.05.001>

Filieri, R. (2015a). 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>

Filieri, R. (2015b). 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>

Filieri, R., & McLeay, F. (2014). E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews. *Journal of Travel Research*, 53(1), 44–57. <https://doi.org/10.1177/0047287513481274>

Garson, G. D. (2016). Partial Least Squares. In *Multi-Label Dimensionality Reduction*. Statistical Publishing Associates. <https://doi.org/10.1201/b16017-6>

Ghorbanzadeh, D., Chandra, T., Pallathadka, H., Radie, A., Sharipov, S., & Prasad, K. (2024). *Affiliate eWOM: exploring in the purchase intention of beauty and personal care products*. <https://doi.org/10.1108/IJPHM-06-2024-0062>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>

- Hair, J., Hult, T., Ringle, C., Sarstedt, M., Danks, N., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue 1). Springer Cham. <https://doi.org/https://doi.org/10.1007/978-3-030-80519-7>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Hikmawati, F. (2020). *Metodologi penelitian*. Rajawali Pers.
- Hsu, L. C. (2022). Effect of eWOM review on beauty enterprise: a new interpretation of the attitude contagion theory and information adoption model. In *Journal of Enterprise Information Management* (Vol. 35, Issue 2). <https://doi.org/10.1108/JEIM-07-2020-0261>
- 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(January). <https://doi.org/10.3389/fpsyg.2019.03055>
- Indonesia Social Media Statistics 2025 Most Popular Platforms*. (2025). The Global Statistics. <https://www.theglobalstatistics.com/indonesia-social-media-statistics/>
- Indrawati, Putri Yones, P. C., & 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. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Iskamto, D., & Rahmalia, K. F. (2023). Customer Review, Influencer Endorsement,

and Purchase Intention: The Moderating Role of Brand Image. *Shirkah: Journal of Economics and Business*, 8(3), 234–251. <https://doi.org/10.22515/shirkah.v8i3.601>

Ismagilova, E., Rana, N. P., Slade, E. L., & Dwivedi, Y. K. (2021). A meta-analysis of the factors affecting eWOM providing behaviour. *European Journal of Marketing*, 55(4), 1067–1102. <https://doi.org/10.1108/EJM-07-2018-0472>

Julia, M., & Jiddal Masyruroh, A. (2022). Literature Review Determinasi Struktur Organisasi: Teknologi, Lingkungan Dan Strategi Organisasi. *Jurnal Ekonomi Manajemen Sistem Informasi*, 3(4), 383–395. <https://doi.org/10.31933/jemsi.v3i4.895>

Kalodata. (2025). *Data Pendapatan @officialhanasui di TikTok*. Kalodata. <https://www.kalodata.com/creator/detail?id=6870675417658196994&language=en-US¤cy=IDR®ion=ID>

Kautsar, A. (2024). *Gaduh Temuan Skincare Overclaim, BPOM RI Angkat bicara*. Detik Health. <https://health.detik.com/wellness-beauty/d-7604087/gaduh-temuan-skincare-overclaim-bpom-ri-angkat-bicara>

Keegan, B. J., & Rowley, J. (2017). *Evaluation and decision making in social media marketing*. 55(1), 15–31. <https://doi.org/10.1108/MD-10-2015-0450>

Khan, Z., Khan, A., Nabi, M. K., Khanam, Z., & Arwab, M. (2023). The effect of eWOM on consumer purchase intention and mediating role of brand equity: a study of apparel brands. *Research Journal of Textile and Apparel*, 1108–1125. <https://doi.org/10.1108/RJTA-11-2022-0133>

Khasanah, U. (2024). *Sejarah TikTok dan Perjalanannya Hingga Masuk ke Indonesia*. IDN Times. <https://www.idntimes.com/tech/trend/uswatun-khasanah-52/sejarah-tiktok-dan-perjalanannya-hingga-masuk-ke-indonesia?page=all>

Kothari, C. R. (2004). Research methodology: Methods and techniques. In *New Age International*. New Age International.

- Kotler et al. (2022). Marketing Management. In *Pearson Practice Hall*. Pearson Education.
- Kumparan Bisnis. (2023). *10 Komoditas Paling Laris di TikTok Shop: Produk Kecantikan Hingga Dalam Pria*. Kumparan. <https://kumparan.com/kumparanbisnis/10-komoditas-paling-laris-di-tiktok-shop-produk-kecantikan-hingga-dalam-pria-21GJTxBNLPy/3>
- Lee, H., Min, J., & Yuan, J. (2021). The influence of eWOM on intentions for booking luxury hotels by Generation Y. *Journal of Vacation Marketing*, 27(3), 237–251. <https://doi.org/10.1177/1356766720987872>
- Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lkhaasuren, M., & Nam, K.-D. (2018). The Effect of Electronic Word of Mouth (eWOM) on Purchase Intention on Korean Cosmetic Products in the Mongolian Market. *Korea International Trade Research Institute*, 14(4), 161–175. <https://doi.org/10.16980/jitc.14.4.201808.161>
- Lubis, N. S., & Nasution, M. I. P. (2023). Perkembangan Teknologi Informasi Dan Dampaknya Pada Masyarakat. *KOHESI: Jurnal Multidisplin Saintek*, 1(12), 41–50. <https://ejournal.warunayama.org/index.php/kohesi/article/view/1311>
- Mason, A. N., Narcum, J., Mason, K., Mason, A. N., Narcum, J., Mason, K., Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Social media marketing gains importance after. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1870797>

- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174(October 2020), 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*, 40(7), 1090–1110. <https://doi.org/10.1108/OIR-11-2015-0373>
- Muhamad, N. (2024). *10 Merek Produk Perawatan Kecantikan dengan Pangsa Pasar Terbesar di Indonesia TikTok Shop Indonesia (Februari-September 2024)*. Databoks. <https://databoks.katadata.co.id/produk-konsumen/statistik/6729e9377649f/10-merek-produk-kecantikan-terlaris-di-tiktok-shop-sampai-september-2024>
- Mustafa, P. S., Gusdiyanto, H., Victoria, A., Masgumelar, N. K., Lestariningsih, N. D., Maslacha, H., Ardiyanto, D., Hutama, H. A., Boru, M. J., Fachrozi, I., Rodriguez, E. I. S., Prasetyo, T. B., & Romadhana, S. (2024). *Metode Penelitian Kuantitatif, Kualitatif, dan Penelitian Tindakan Kelas dalam Pendidikan Olahraga*. Insight Mediatama.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Ngo, T. T. A., Vuong, B. L., Le, M. D., Nguyen, T. T., Tran, M. M., & Nguyen, Q. K. (2024). The impact of eWOM information in social media on the online purchase intention of Generation Z. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2316933>
- Official TikTok Hanasui*. (n.d.). <https://www.tiktok.com/@officialhanasui>
- Pangaribuan, D. A. S., Aprilia, A., & Wahyuningtyas, A. S. H. (2024). Pengaruh

- Electronic Word Of Mouth (eWOM) dan Citra Merek Terhadap Minat Beli Produk Perawatan Wajah Berbahan Herbal. *Jurnal Ekonomi Pertanian Dan Agribisnis*, 8(4), 1327–1342. <https://doi.org/10.1108/DTA-03-2020-0068>
- 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>
- Park, T. (2020). How information acceptance model predicts customer loyalty?: A study from perspective of eWOM information. *Bottom Line*, 33(1), 60–73. <https://doi.org/10.1108/BL-10-2019-0116>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6).
- 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*, 26(5), 726–747. <https://doi.org/10.1080/10496491.2020.1729318>
- Pop, R.-A., Săplăcan, Z., & Alt, M.-A. (2020). Social Media Goes Green—The Impact of Social Media on Green Cosmetics Purchase Motivation and Intention. *Information*, 11(9), 447. <https://doi.org/https://doi.org/10.3390/info11090447>
- Pradana, M., Rubiyanti, N., & Marimon, F. (2024). Measuring Indonesian young consumers' halal purchase intention of foreign-branded food products. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-023-02559-0>
- 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>

Qanita, A. (2024). *Skincare dan TikTok: Menggali Tren Viral dan Implikasinya terhadap Ekonomi*. Kumparan. <https://kumparan.com/aya-tata/skincare-dan-tiktok-menggali-tren-viral-dan-implikasinya-terhadap-ekonomi-246vyudLSK8/2>

Ritzi, F. (2024). *6 Faktor Ini Mendorong Pembelian dalam Proses Belanja Online di Indonesia*. GoodStats. <https://data.goodstats.id/statistic/6-faktor-ini-mendorong-pembelian-dalam-proses-belanja-online-di-indonesia-nxDZ9>

Sahir, S. H. (2021). *Metodologi penelitian*. Penerbit KBM Indonesia.

Saptutyningsih, E., & Setyaningrum, E. (2019). *Penelitian Kuantitatif Metode dan Alat Analisis*. Gosyen Publishing.

Sarstedt, M., & Cheah, J. H. (2019). Partial least squares structural equation modeling using SmartPLS: a software review. *Journal of Marketing Analytics*, 7(3), 196–202. <https://doi.org/10.1057/s41270-019-00058-3>

Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Accounting & Marketing*, 6(01), 34–38.

Shen, X. L., Zhang, K. Z. K., & Zhao, S. J. (2014). Understanding information adoption in online review communities: The role of herd factors. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 604–613. <https://doi.org/10.1109/HICSS.2014.81>

Singh, Y. K. (2006). *Fundamental of research methodology and statistics*. New Age International.

Sisilia, A. R., & Giri, R. R. W. (2020). Analisis Pemasaran Media Sosial Untuk Menentukan Influencer Dan Topik Pembicaraan (Studi Kasus: Go-Pay dan OVO). *Jurnal Mitra Manajemen*, 4(7), 1036–1047.

Siyoto, S., & Sodik, M. A. (2015). *Dasar metodologi penelitian*. literasi media

publishing.

Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, Being (13th ed)*. Pearson.

Srivastava, M., & Sivaramakrishnan, S. (2021). The impact of eWOM on consumer brand engagement. *Marketing Intelligence and Planning*, 39(3), 469–484. <https://doi.org/10.1108/MIP-06-2020-0263>

Sugiyono. (2023). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (Vol. 11, Issue 1). Alfabeta.

Suli, H. (2024). *10 Daftar Skincare Lolos Review Dokter Detektif, Hanasui Hingga Scintific Tidak Overclaim*. Tribun Trends. <https://trends.tribunnews.com/2024/10/31/10-daftar-skincare-lolos-review-dokter-detektif-hanasui-hingga-scintific-tidak-overclaim>

Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>

Syahputri, A. Z., Della Fallenia, F., & Syafitri, R. (2023). Kerangka berfikir penelitian kuantitatif. *Tarbiyah: Jurnal Ilmu Pendidikan Dan Pengajaran*, 2(1), 160–166.

Tarkang, M. M. E. M., Alola, U. V., Nange, R. Y., & Ozturen, A. (2020). Investigating the factors that trigger airline industry purchase intention. *Current Psychology*, 41(4), 1716–1727. <https://doi.org/10.1007/s12144-020-00815-z>

Utiyawa, F. C. O., Cahyani, P. D., & Ningrum, N. K. (2024). Pengaruh Word of Mouth (E-Wom) Dan Media Sosial Marketing Terhadap Keputusan Pembelian Melalui Kepercayaan Sebagai Variabel Intervening Pada Pengguna Aplikasi Shopee (Studi Kasus Pada Pengguna Aplikasi Shopee Di Yogyakarta). *Jurnal Manajemen Terapan Dan Keuangan*, 13(01), 283–295. <https://doi.org/10.22437/jmk.v13i01.30741>

- Weitzl, W. (2014). *Measuring Electronic Effectiveness*. Springer Gabler.
- Winarno, K. O., & Indrawati, I. (2022). Impact of Social Media Marketing and Electronic Word of Mouth (E-Wom) on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3), 668–683.
- Xiao, L., Luo, L., & Ke, T. (2022). The influence of eWOM information structures on consumers' purchase intentions. *Electronic Commerce Research*, 24(3), 1713–1735. <https://doi.org/10.1007/s10660-022-09576-2>
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research*, 15(2), 9–13.
- Zhu, L., Li, H., & Wang, F. (2020). *How online reviews affect purchase intention : a new model based on the stimulus-organism- response (S - O - R) framework*. 72(4), 463–488. <https://doi.org/10.1108/AJIM-11-2019-0308>
- Zhu, P., Liu, Z., Li, X., Jiang, X., & Zhu, M. X. (2023). The influences of livestreaming on online purchase intention: examining platform characteristics and consumer psychology. *Industrial Management and Data Systems*, 123(3), 862–885. <https://doi.org/10.1108/IMDS-07-2022-0430>