

REFERENCE

- Ardianti, T., & Sofyan, J. F. (2024). The Influence of Ewom and Fear of Missing Out in the Intention to Buy Skincare Products Through Tiktok. *Jurnal Indonesia Sosial Teknologi*, 5(5), 2281–2293. <https://doi.org/10.59141/jist.v5i5.1059>
- Austin, E. W., & Dong, Q. (1994). Source v. Content Effects on Judgments of News Believability. *Journalism Quarterly*, 71(4), 973–983. <https://doi.org/10.1177/107769909407100420>
- B. Adapon, D. Y., N. Llave, A. C., C. Mendoza, A. C., M. Patenia, J. N., & Etrata, Jr. , A. E. (2024). The Influence of TikTok eWOM on the Purchase Intention of Local Cosmetic Products Among College Students. *International Business Education Journal*, 17(2), 93–111. <https://doi.org/10.37134/ibej.Vol17.2.8.2024>
- Bang, D., & Jang, S. (Shawn). (2024). Decoding the information quantity-quality paradox: How eWOM volume influences consumption value uncertainties. *International Journal of Hospitality Management*, 120, 103769. <https://doi.org/10.1016/j.ijhm.2024.103769>
- Barry, C. T., & Wong, M. Y. (2020). Fear of missing out (FoMO): A generational phenomenon or an individual difference? *Journal of Social and Personal Relationships*, 37(12), 2952–2966. <https://doi.org/10.1177/0265407520945394>
- Bläse, R., Filser, M., Kraus, S., Puumalainen, K., & Moog, P. (2024). Non-sustainable buying behavior: How the fear of missing out drives purchase intentions in the fast fashion industry. *Business Strategy and the Environment*, 33(2), 626–641. <https://doi.org/10.1002/bse.3509>
- Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*, 13(4), 9–38. <https://doi.org/10.2753/JEC1086-4415130402>

- Cut Tamara Falajunah, & Ratih Hendayani. (2024). Pengaruh FOMO (Fear of Missing out) By Tiktok Influencer terhadap Minat Beli Produk Scarlett. *Economic Reviews Journal*, 3(2). <https://doi.org/10.56709/mrj.v3i2.340>
- Demoulin, N. T. M., & Coussement, K. (2020). Acceptance of text-mining systems: The signaling role of information quality. *Information & Management*, 57(1), 103120. <https://doi.org/10.1016/j.im.2018.10.006>
- 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>
- Hair Jr, J., Celsi, M., Money, A., Samouel, P., & Page, M. (2011). *Essentials of Business Research Methods* (2nd ed.). M.E Sharpe, Inc.
- Hermita Putri, & Riski Taufik Hidayah. (2023). PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) DAN BRAND IMAGE TERHADAP MINAT BELI PADA SKINCARE AVOSKIN BEAUTY MELALUI PLATFORM MEDIA SOSIAL TIKTOK. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*., 10(2), 1564–1576. <https://doi.org/10.35794/jmbi.v10i2.50227>
- Hodkinson, C. (2019). 'Fear of Missing Out' (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*, 25(1), 65–88. <https://doi.org/10.1080/13527266.2016.1234504>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27–41. <https://doi.org/10.1016/j.ijresmar.2015.06.004>
- Huete-Alcocer, N. (2017). A Literature Review of Word of Mouth and Electronic Word of Mouth: Implications for Consumer Behavior. *Frontiers in Psychology*, 8. <https://doi.org/10.3389/fpsyg.2017.01256>
- Hussain, S., Ahmed, W., Jafar, R. M. S., 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>
- 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.
<https://doi.org/10.3389/fpsyg.2019.03055>
- Indrawati. (2017). *Perilaku Konsumen Individu: dalam Mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi*. Refika Aditama.
- Indrawati, Ph. D. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Informasi* (Dinah Sumayyah, Ed.). PT. Refika Aditama.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023a). 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>
- Khawaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the Effects of eWOM, Trust Inclination, and Information Adoption on Purchase Intentions in an Accelerated Digital Marketing Context. *Information*, 11(10), 478.
<https://doi.org/10.3390/info11100478>
- Koch, C., & Hartmann, M. (2022). *The Impact of a Company Website and Its Perceived Quality on the Buying Intention in B2B-Settings* (pp. 9–18).
https://doi.org/10.1007/978-3-031-05728-1_2
- Li, X., Ma, S. (David), & Wu, M. (2023). What makes social media branding more effective in shaping pre-visit image: Information quality or source credibility? *Tourism Management Perspectives*, 46, 101084.
<https://doi.org/10.1016/J.TMP.2023.101084>
- 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. <https://doi.org/10.4067/S0718-18762014000100004>

- Morwitz, V. (2014). Consumers' Purchase Intentions and their Behavior. *Foundations and Trends® in Marketing*, 7(3), 181–230. <https://doi.org/10.1561/17000000036>
- Nadino Rinaldi, M. A. D., Heppy Millanyani, & Nurvita Trianasari. (2024). The Effect of Social Media Marketing Activities Through Brand Awareness and Brand Image on Brand Loyalty and Emotional Attachment in Traveloka. *International Journal of Science, Technology & Management*, 5(1), 263–273. <https://doi.org/10.46729/ijstm.v5i1.1061>
- Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, 10(11), e32168. <https://doi.org/10.1016/j.heliyon.2024.e32168>
- 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 & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2316933>
- Papasolomou, I., & Melanthiou, Y. (2012). Social Media: Marketing Public Relations' New Best Friend. *Journal of Promotion Management*, 18(3), 319–328. <https://doi.org/10.1080/10496491.2012.696458>
- Pentina, I., & Koh, A. C. (2012). Exploring social media marketing strategies in SMEs. *International Journal of Internet Marketing and Advertising*, 7(4), 292. <https://doi.org/10.1504/IJIMA.2012.051613>
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013a). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013b). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>

- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students* (9th ed.). Pearson Education Limited.
- Serra Cantallops, A., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41–51. <https://doi.org/10.1016/j.ijhm.2013.08.007>
- Siregar, I. (2017). *Metode Penelitian Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. KENCANA.
- 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>
- Tao, Y., Tang, Q., Wang, S., Zou, X., Ma, Z., Zhang, L., Liu, G., & Liu, X. (2024). The impact of long-term online learning on social anxiety and problematic smartphone use symptoms among secondary school students with different levels of fear of missing out: Evidence from a symptom network and longitudinal panel network analysis. *Journal of Behavioral Addictions*, 13(1), 102–119. <https://doi.org/10.1556/2006.2023.00081>
- Van Solt, M. (2019). *#FOMO: How the fear of missing out drives consumer purchase decision*. Florida International University.
- Wijayanti. (2021). *Wawasan Kebangsaan Marketing! Politik Identitas! Personal Branding*. Yogyakarta: Penerbit Alinea Baru.
- Winarno, K. O., & Indrawati. (2022). IMPACT OF SOCIAL MEDIA MARKETING AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE INTENTION. *Jurnal Aplikasi Manajemen*, 20(3). <https://doi.org/10.21776/ub.jam.2022.020.03.15>
- Yi, Z. (2018). Social Media Marketing. *Marketing Services and Resources in Information Organizations*, 101–115. <https://doi.org/10.1016/B978-0-08-100798-3.00010-6>