

DAFTAR PUSTAKA

- Afni, C. A. N., & Roostika, R. R. R. (2024). PENGARUH PEMASARAN MEDIA SOSIAL, KEPERCAYAAN MEREK DAN PERSEPSI NILAI TERHADAP NIAT PEMBELIAN MAKEUP LOKAL. *Jurnal Ilmiah Manajemen Ekonomi Dan Akuntansi*, 8(2).
- Alimin, E., Eddy, Afriani, D., Agusfianto, N. P., Octavia, Y. F., Mulyaningsih, T., Satriawan, Yusuf, S. Y. M., Irwansyah, R., Moonti, A., Sudarni, A. A. C., Endrawati, B. F., Suhadarliyah, Armiani, Andayani, S. U., & Tabun, M. A. (2022). *MANAJEMEN PEMASARAN* (A. Bairizki, Ed.; Cetakan Pertama). Seval Literindo Kreasi (Penerbit SEVAL) .
- Azmi, S. N., & Rachmawati, I. (2023). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP MINAT BELI PADA MEDIA SOSIAL TIKTOK DEAR ME BEAUTY. *Jurnal Ilmiah Global Education*, 4(3), 1740–1756. <https://doi.org/10.55681/jige.v4i3.1232>
- Babić Rosario, A., de Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. In *Journal of the Academy of Marketing Science* (Vol. 48, Issue 3, pp. 422–448). Springer. <https://doi.org/10.1007/s11747-019-00706-1>
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer Behavior* (10th ed.). Cengage Learning.
- Boeker, M., & Urman, A. (2022). An Empirical Investigation of Personalization Factors on TikTok. *WWW 2022 - Proceedings of the ACM Web Conference 2022*, 2298–2309. <https://doi.org/10.1145/3485447.3512102>
- Cooper, D. R., & Schindler, P. S. (2014). *BUSINESS RESEARCH METHODS* (Twelfth). McGraw-Hill.
- Damayanti, L., & Indrawati (2024). Decoding TikTok e-WOM: Unraveling its impact on consumer purchase intentions for Saff & Co products. *International Journal of Scientific Research and Management (IJSRM)*, 12, 7035–7142.
- 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>

Darsono, N., Yahya, A., Muzammil, A., Musnadi, S., Anwar, C., & Irawati, W. (2019, January). Consumer actual purchase behavior for organic products in Aceh, Indonesia. In *1st Aceh Global Conference (AGC 2018)* (pp. 265-275). Atlantis Press.

DORSAMY, B., & GOVENDER, J. P. (2023). Consumer Purchase Intention and Purchase Behaviour for Green Fast Moving Consumer Goods. *Expert Journal of Marketing*, 11(2).

Dyanasari, I., & Harwiki, W. (2018). *Perilaku Konsumen* (1st ed.). Deepublish.

Fitriani, D., & Winda, G. N. O. (2023). Analisis pengaruh attitude, subjektif norm dan perceived behavioral control pada game Shopee Tanam terhadap purchase intention dan actual behavior. *Innovative: Journal Of Social Science Research*, 3(3), 5313-5330.

Filieri, R. (2015). 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>

Hayati, N., & Jayadi, D. (2024). Gaya Hidup dan Pengaruhnya terhadap Minat Beli Konsumen dalam Perspektif Kualitas Produk. *EKOMA : Jurnal Ekonomi*, 3(4).

Hoang, L. N., & Tung, L. T. (2023). A moderated mediation model of situational context and brand image for online purchases using eWOM. *Journal of Product and Brand Management*, 32(4), 661–672.
<https://doi.org/10.1108/JPBM-02-2022-3857>

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. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. PT Refika Aditama.

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of somethinc products.

- Indriantoro, N., & Supomo, B. (2018). *Metodologi Penelitian Bisnis Untuk Akuntansi dan Manajemen*. ANDI Publisher.
- Irawati, F., Solang, D. J., Theophany, A., & Kumaat, D. (2022). PENGARUH PROMOSI PRODUK BARANG FASHION MELALUI MEDIA SOSIAL TIKTOK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN. *Psikopedia*. <https://doi.org/10.53682/pj.v3i1.5642>
- Julianti, M., Mudjiarto, H., Nagatitha, P., Luwiha, L., & Astuti, W. (2023). TikTok's Social Media Marketing Gives Strong Impact on Product Sales Increase. *Journal of Economic, Religious, and Entrepreneurship (JoERE)*, 1, 31–38. <https://ejournal.stiab-jinarakkhita.ac.id/index.php/joere>
- Khwaja, 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 (Switzerland)*, 11(10), 1–12. <https://doi.org/10.3390/info11100478>
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management 3rd edn PDF eBook*. Pearson Higher Ed.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *KOTLER KELLER CHERNEV MARKETING MANAGEMENT* (16e ed.). Pearson Education Limited.
- Logan, T. (2023, May 25). *UGC vs. Brand-Generated Content: Which Is Right for You?* Cohley.Com.
- Mahendra, R., Putra Perssela, R., & Rahmadiani, W. (2022). PEMANFAATAN MEDIA SOSIAL UNTUK EFEKTIVITAS KOMUNIKASI. *Jurnal Ilmiah Mahasiswa Kuliah Kerja Nyata*, 650–656. <http://jurnal.umb.ac.id/index.php/JIMAKUKERTA650>
- Mudaim, S. (2024). *Pengaruh Information Quality, Information Quantity, Information Credibility, Attitude Towards Information Terhadap Information Usefulness Dampaknya Pada Purchase Intention Yang Di Mediasi Oleh Information Adoption (Studi Pada Produk Aerostreet Di Shopee)* (Doctoral dissertation, UNS (Sebelas Maret University)).

- Musyarrofah, H., & Susyanti, J. (2024). TRANSISI PERILAKU KONSUMEN DI ERA DIGITAL : TINJAUAN LITERATUR. *Jurnal Ilmiah Multidisiplin*, 1(6), 316–330. <https://doi.org/10.62017/merdeka>
- 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). <https://doi.org/10.1016/j.heliyon.2024.e32168>
- Nulufi, K., Manajemen, J., Ekonomi, F., & Negeri Semarang, U. (2015). Management Analysis Journal MINAT BELI SEBAGAI MEDIASI PENGARUH BRAND IMAGE DAN SIKAP KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN BATIK DI PEKALONGAN. In *Management Analysis Journal* (Vol. 4, Issue 2). <http://journal.unnes.ac.id/sju/index.php/maj>
- Nurhayani, E., & Abadi, F. (2024). PENGARUH EWOM, SOCIAL MEDIA USAGE, BRAND IMAGE DAN FIRM'S BRAND REPUTATION TERHADAP PURCHASE INTENTION. 8(2).
- Nurmahendra, P., & Setyawan, A. A. (2023). Pengaruh Electronic Word of Mouth terhadap Sikap Merek dan Niat Beli Merek Pada Produk Uniqlo di Surakarta. *Jurnal Informatika Ekonomi Bisnis*, 1115–1120. <https://doi.org/10.37034/infv5i4.711>
- Oktavi Khalifaturofi, S., Ayu Wulandari, D., Inayah, Z., Ekonomi dan Bisnis, F., Hayam Wuruk Perbanas, U., Kesehatan Masyarakat, F., & Muhammadiyah Gresik sholikha, U. (2022). SWARNA Jurnal Pengabdian Kepada Masyarakat PELATIHAN DIGITAL MARKETING DENGAN MENGGUNAKAN TIKTOK BAGI MASYARAKAT DI KOTA SIDOARJO.
- Prasetio, Adhi & Witarsyah, Nadiya & 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. 1959-1968. [10.5267/j.ijdns.2024.1.017](https://doi.org/10.5267/j.ijdns.2024.1.017).
- Prihartini, D., & Damastuti, R. (2022). Pengaruh e-WOM terhadap Minat Beli Skincare Lokal pada Followers Twitter @ohmybeautybank. In *Jurnal Ilmu Komunikasi* (Vol. 4, Issue 1).
- Rahaman, M. A., Hassan, H. M. K., Al Asheq, A., & Islam, K. M. A. (2022). The interplay between eWOM information and purchase intention on social media:

- Through the lens of IAM and TAM theory. *PLoS ONE*, 17(9 September).
<https://doi.org/10.1371/journal.pone.0272926>
- Ramadhan, E. R. R., Purbawati, D., & Listyorini, S. (2023). TRAVELOKA (Studi pada Pengguna Traveloka di Kota Semarang). In *Jurnal Ilmu Administrasi Bisnis* (Vol. 12, Issue 2). <https://ejournal3.undip.ac.id/index.php/jiab>
- Rizky, M. F., & Yasin, H. (2014). PENGARUH PROMOSI DAN HARGA TERHADAP MINAT BELI PERUMAHAN OBAMA PT. NAILAH ADI KURNA SEI MENCIRIM MEDAN. *JURNAL MANAJEMEN & BISNIS*, 14, 135–143.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–47). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-2
- Schiffman, L. G., & Kanuk, L. L. (2010). Consumer behavior. New Jersey: PearsonPrentice Hall.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behaviour*. Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. Wiley.
- 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>
- Shifra, N. F. C. (2023). Analisa keberhasilan produk pakaian asal Jepang: Eksistensi brand Uniqlo di Indonesia. *Journal of Halal Industry Studies*, 2(2), 66–76. <https://doi.org/10.53088/jhis.v2i2.562>
- Sholihin, M., & Ratmono, Dr. D. (2013). *Analisis SEM-PLS dengan WarpPLS 3.0*. ANDI.
- Siregar, E. N., Pristiyono, P., & Ihsan, M. A. Al. (2023). Analysis of Using Tiktok as Live Marketing in Attracting Consumers' Interest in Buying. *Quantitative Economics and Management Studies*, 4(3), 453–463. <https://doi.org/10.35877/454ri.qems1633>

- Solomon, M. R. ., & Russell, C. Antonia. (2024). *Consumer behavior : buying, having, and being*. Pearson.
- Sujarweni, V. W. (2015). *METODOLOGI PENELITIAN BISNIS & EKONOMI* (1st ed.). PUSTAKABARUPRESS.
- 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>
- Widjaya, J., Lewa, B. P., & Setiadi, A. S. (n.d.). *Increasing The Purchase Intention by Using E-Wom In F&B Products Among TikTok Users in Greater Jakarta & Tangerang*.
- Xu, A. J., Taylor, J., Gao, T., Mihalcea, R., Perez-Rosas, V., & Loeb, S. (2021). TikTok and prostate cancer: misinformation and quality of information using validated questionnaires. *BJU International*, 128(4), 435–437. <https://doi.org/10.1111/bju.15403>