DAFTAR PUSTAKA

Bank Indonesia, 2021. *Jumlah Uang Elektronik Beredar*. https://www.bi.go.id/id/statistik/ekonomi-keuangan/ssp/_layouts/15/download.aspx?SourceUrl=https://www.bi.go.id/id/statistik/ekonomi-keuangan/ssp/Lists/Uang%20Elektronik%20Jumlah%20Beredar/Attachments/13/Jumlah-Uang-Elektronik-Beredar-2021.xls

Chakraborty, U., & Bhat, S. (2018). "Credibility of online reviews and its impact on brand image". *Management Research Review*, *41*(1), 148–164. https://doi.org/10.1108/MRR-06-2017-0173

Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). "Customer review or influencer endorsement: which one influences purchase intention more?". *Heliyon*, *6*(11), e05543. https://doi.org/10.1016/j.heliyon.2020.e05543

Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.

Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 untuk Penelitian Empiris*. BP Universitas Diponegoro.

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). "Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research". *European Business Review*, *26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Hussein, A. S. (2015). *Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares dengan SmartPLS 3.0*. Universitas Brawijaya, *1*, 1–19. https://doi.org/10.1023/A:1023202519395

Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context*. Springer.

Keller, K. L., Prameswaran, A. M. ., & Jacob, I. (2015). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity Fourth Edition*. In Pearson India Education Services (Fourth Edi, Vol. 4). Pearson.

Kotler, P., & Keller, K. L. (2012). *Marketing Management 14 Edition*. In Pearson (14th ed.). Pearson. https://doi.org/10.4324/9780203357262

Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Global Edition*. In *Pearson* (Vol. 15). Pearson. https://doi.org/10.1108/ssmt.2001.21913cab.040

Park, C. W., Sutherland, I., & Lee, S. K. (2021). "Effects of online reviews, trust, and picture-superiority on intention to purchase restaurant services". *Journal of Hospitality and Tourism Management*, *47*, 228–236. https://doi.org/10.1016/J.JHTM.2021.03.007

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. Willey. https://doi.org/10.1007/978-94-007-0753-5_102084

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Afabeta.

Tran, L. T. T. (2020). "Online reviews and purchase intention: A cosmopolitanism perspective". *Tourism Management Perspectives*, *35*, 100722. https://doi.org/10.1016/J.TMP.2020.100722

Yeo, S. F., Tan, C. L., Lim, K. B., Leong, J. Y., & Leong, Y. C. I. (2020). "Effects of Social Media Advertising on Consumers' Online Purchase Intentions - ProQuest". *Global Business and Management Research: An International Journal*. https://www.proquest.com/docview/2436884441?pq-origsite=gscholar&fromopenview=true