

DAFTAR PUSTAKA

- Akbar, M. F., Ati, H. D. L., & Sukarson, A. (2024). PERAN TIKTOK DALAM MENINGKATKAN BRAND AWARENESS DI KALANGAN MILENIAL DAN GEN Z. *Journal Media Public Relations*, 4(1), 52–57.
- Alamsyah, R., & Achmad Ismail, O. (2024). Pengaruh Social Media Tiktok Terhadap Minat Beli Konsumen Pada Brand The Influence Of Tiktok Social Media On Consumer Buying Interest In Brandaccount @Aerostreet. Dalam *Agustus* (Vol. 11, Nomor 4).
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Amiarno, Y. (2022). Bauran Pemasaran, Word of Mouth dan Brand Image Terhadap Minat Berkunjung Kembali di Radioterapi. *Journal of Public Health Education*, 1(3), 117–129. <https://doi.org/10.53801/jphe.v1i3.20>
- Anubha, & Shome, S. (2021). Intentions to use travel eWOM: mediating role of Indian urban millennials' attitude. *International Journal of Tourism Cities*, 7(3), 640–661. <https://doi.org/10.1108/IJTC-04-2020-0073>
- Aprilliani, R., & Yoedtadi, M. G. (2020). Pengaruh Brand Image Judul Program terhadap Minat Menonton Program Talkshow Tonight Show Net TV. *Prologia*, 4(1), 53. <https://doi.org/10.24912/pr.v4i1.6428>
- Atika Dewi, W., & Santoso, B. (2023). Analisis Kualitas Produk, Brand Image dan Lifestyle terhadap Keputusan Pembelian Pakaian Wanita di Toko Maezula Jember. *Jurnal Penelitian dan Pengembangan Sains dan Humaniora*, 7(1), 61–68. <https://doi.org/10.23887/jppsh.v7i1.58481>
- Bulut, Z. A., & Karabulut, A. N. (2018). Examining the role of two aspects of eWOM in online repurchase intention: An integrated trust–loyalty perspective. *Journal of Consumer Behaviour*, 17(4), 407–417. <https://doi.org/10.1002/cb.1721>
- Damaryanti, F., Thalib, S., & Miranda, A. (2022). *JURNAL RISET MANAJEMEN DAN AKUNTANSI PENGARUH BRAND IMAGE DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN ULANG DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MODERATING*. 2(2).
- 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>
- Evgeniy, Y., Lee, K., & Roh, T. (2019). The effect of eWom on purchase intention for Korean-brand cars in Russia: The mediating role of brand image and

- perceived quality. *Journal of Korea Trade*, 23(5), 102–117.
<https://doi.org/10.35611/jkt.2019.23.5.102>
- Fadzri Kusuma, A., & Wijaya, T. (2022). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP MINAT BELI: PERAN MEDIASI CITRA MEREK. *Jurnal Fokus Manajemen Bisnis*, 12(1), 30–42.
<https://doi.org/10.12928/fokus.v12i1.5717>
- Ghozali, I., & Latan, H. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris* (Ed.2). Semarang Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. SAGE Publications.
<https://books.google.co.id/books?id=5wmXDgAAQBAJ>
- Hartawan, E., Liu, D., Handoko, M. R., Evan, G., Hartawan, E., Liu, D., Handoko, M. R., Evan, G., & Widjojo, H. (2021). PENGARUH IKLAN DI MEDIA SOSIAL INSTAGRAM TERHADAP MINAT BELI MASYARAKAT PADA E-COMMERCE. 8(1), 217–228.
- Hoang, L. N., & Tung, L. T. (2022). 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>
- Hoang, L. N., & Tung, L. T. (2023). Electronic word of mouth, brand image and young customers' online purchase intention during the COVID-19 pandemic. *Journal of Advances in Management Research*, 20(5), 883–895.
<https://doi.org/10.1108/JAMR-02-2023-0059>
- 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>
- Iglesias, O., Markovic, S., Singh, J. J., & Sierra, V. (2019). Do Customer Perceptions of Corporate Services Brand Ethicality Improve Brand Equity? Considering the Roles of Brand Heritage, Brand Image, and Recognition Benefits. *Journal of Business Ethics*, 154(2), 441–459.
<https://doi.org/10.1007/s10551-017-3455-0>
- 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>
- Jagaty, D., Dash, U., Tah, M., & Mahapatra, P. (2023). “The Influence of Electronic Word of Mouth on Online Purchasing: A Bhubaneswar Perspective.” 13(5).
<http://eelet.org.uk>

- Juliana, H. (2023). Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi dan Akuntansi*, 1(6), 1517–1538. <https://doi.org/10.54443/sinomika.v1i6.754>
- Kemp, S. (2024, Februari 24). *Digital 2024: Indonesia*.
- 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*. <https://doi.org/10.1108/RJTA-11-2022-0133>
- Kotler, Philip., Keller, K. Lane., Tan, C. Tiong., Ang, S. Hoon., & Leong, S. Meng. (2016). *Marketing management : an Asian perspective*. Pearson Education Limited.
- Kumar, S., Rajaguru, R., & Yang, L. (2024). Investigating how brand image and attitude mediate consumer susceptibility to eWOM and purchase intention: Comparing enterprise-owned vs. third-party online review websites using multigroup analysis. *Journal of Retailing and Consumer Services*, 81. <https://doi.org/10.1016/j.jretconser.2024.104051>
- Kusumasari, A. S. (2020). REPURCHASE INTENTION DITINJAU DARI BRAND IMAGE, BRAND TRUST DAN LIFESTYLE (STUDI KASUS PADA PRODUK NEVADA DI SURAKARTA). *Jurnal Ekonomi dan Bisnis*, 21(2), 99. <https://doi.org/10.30659/ekobis.21.2.99-107>
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>
- 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>
- 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), 28–43. <https://doi.org/10.4067/S0718-18762014000100004>
- Manuella, W., & Sander, A. (2022). PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) DI INSTAGRAM TERHADAP MINAT PEMBELIAN PADA MEREK KOSMETIK LOKAL YANG DIMEDIASI OLEH CITRA MEREK DAN SIKAP MEREK. Dalam *Journal of Strategic Management* (Vol. 2, Nomor 2).
- Mariasih, A. A., & Setiyaningrum, A. (2021). Peran eWOM Quality, eWOM Quantity, dan eWOM Credibility dalam Membentuk Corporate Image dan

- Mendorong Purchase Intention: Studi Empiris pada Jasa Pendidikan. Dalam *Jurnal Manajemen dan Bisnis Sriwijaya* (Vol. 19, Nomor 1). <http://ejournal.unsri.ac.id/index.php/jmbs>
- Mishra, A., & Satish, S. M. (2016). eWOM: Extant Research Review and Future Research Avenues. *Vikalpa*, 41(3), 222–233. <https://doi.org/10.1177/0256090916650952>
- 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>
- Nor, U., Tajuddin, R. A., Faizah, L., Hassan, A., Othman, A. K., & Razak, N. A. (2020). Electronic Word-of-Mouth (E-WOM), Brand Image and Consumer Purchase Intention on Healthcare Products. Dalam *Journal of Accounting Research* (Vol. 3, Nomor 1). www/http/jurnal.unsyiah.ac.id/JAROE
- Nyagadza, B., Mazuruse, G., Simango, K., Chikazhe, L., Tsokota, T., & Macheka, L. (2023). Examining the influence of social media eWOM on consumers' purchase intentions of commercialised indigenous fruits (IFs) products in FMCGs retailers. *Sustainable Technology and Entrepreneurship*, 2(3). <https://doi.org/10.1016/j.stae.2023.100040>
- Oktavian, R. F., & Wahyudi, H. (2022). The Influence of Product Quality and Price on Purchase Decisions. *Almana : Jurnal Manajemen dan Bisnis*, 6(2), 379–392. <https://doi.org/10.36555/almana.v6i2.1911>
- Park, J., Hyun, H., & Thavisay, T. (2021). A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102272>
- Prasetio, A., & Purnamawati, E. D. (2023). The Role of Brand Ambassador and Electronic Word of Mouth towards Purchase Intention. *Jurnal Dinamika Manajemen*, 14(1), 1–21. <https://doi.org/10.15294/jdm.v14i1.38435>
- Prastiwi, S. K., & Aminah, A. S. (2021). The Effect Of Credibility, Electronic Word of Mouth Communication on Purchase Intentions. *Journal of Business Management Review*, 2(1), 038–056. <https://doi.org/10.47153/jbmr21.832021>
- Rathnayake, T. H., & Lakchan, U. G. C. (2023). The Influence of E-Word of Mouth Marketing on Students' Selection of Management Degrees. *South Asian Journal of Business Insights*, 3(2), 90–106. <https://doi.org/10.4038/sajbi.v3i2.59>
- Rehman, F. U., & Zeb, A. (2023). Translating the impacts of social advertising on Muslim consumers buying behavior: the moderating role of brand image. *Journal of Islamic Marketing*, 14(9), 2207–2234. <https://doi.org/10.1108/JIMA-07-2021-0231>

- Reimer, T., & Benkenstein, M. (2018). Not just for the recommender: How eWOM incentives influence the recommendation audience. *Journal of Business Research*, 86, 11–21. <https://doi.org/10.1016/j.jbusres.2018.01.041>
- Ridwan, L. M., Solihat, A., & Trijumansyah, A. (2018). *Pengaruh Product Knowledge dan Brand Association Terhadap Purchase Intention Kawasan Kampung Kreatif Dago Pojok*. 5(1). <http://ejournal.bsi.ac.id/ejurnal/index.php/jp68>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business : a skill-building approach* (Seventh edition). John Wiley & Sons. www.wileypluslearningspace.com
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian* (Edisi 6). Salemba Empat.
- Shilla Shaliya, & Mazaya Rizy Safira. (2023). Pengaruh Brand Ambassador dan Brand Personality terhadap Brand Image Produk Somethinc. *Bandung Conference Series: Communication Management*, 3(3), 1083–1100. <https://doi.org/10.29313/bcscm.v3i3.9621>
- Sikteubun, M. R., Dirgantara, I. M. B., & Nurdianasari, R. (2022). Analisis Pengaruh Brand Image, Perceived Price, Dan Perceived Value Terhadap Purchase Intentions Pada Produk Private Label. *Diponegoro Journal of Management*, 11(6).
- Silviana Dewi, N., & Sudiksa, I. B. (2019). PERAN KEPERCAYAAN MEREK MEMEDIASI ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN. *E-Jurnal Manajemen Universitas Udayana*, 8(6), 3784. <https://doi.org/10.24843/ejmunud.2019.v08.i06.p18>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALFABETA, cv.
- Thomas, M.-J., Wirtz, B. W., & Weyerer, J. C. (2019). DETERMINANTS OF ONLINE REVIEW CREDIBILITY AND ITS IMPACT ON CONSUMERS' PURCHASE INTENTION. Dalam *Journal of Electronic Commerce Research* (Vol. 20).
- Utamanyu, R. A., & Darmastuti, R. (2022). BUDAYA BELANJA ONLINE GENERASI Z DAN GENERASI MILENIAL DI JAWA TENGAH (Studi Kasus Produk Kecantikan di Online Shop Beauty by ASAME). *Scriptura*, 12(1), 58–71. <https://doi.org/10.9744/scriptura.12.1.58-71>
- Yerikho, B., Rahardjo, J., & Utomo, C. (2023). PERAN PERILAKU SPEKULATIF DALAM MEMODERASI PENGAMBILAN KEPUTUSAN PEMBELIAN RUMAH GENERASI MILENIAL. *Dimensi Utama Teknik Sipil*, 10(2), 285–300. <https://doi.org/10.9744/duts.10.2.285-300>
- Yin, C., Sun, Y., Fang, Y., & Lim, K. (2018). Exploring the dual-role of cognitive heuristics and the moderating effect of gender in microblog information

credibility evaluation. *Information Technology and People*, 31(3), 741–769. <https://doi.org/10.1108/ITP-12-2016-0300>

Yunaida, E. (2017). *Pengaruh Brand Image (Citra Merek) terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa* (Vol. 6, Nomor 2).

Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/JSM-01-2017-0031>

Zahratu, S. A., & Hurriyati, R. (2020). *Electronic Word of Mouth and Purchase Intention on Traveloka*. <https://www.traveloka.com/en-id/about-us>.