

DAFTAR PUSTAKA

- Adriana, T., Ellitan, L., dan Lukito, R. S. H. (2022). Pengaruh Social Media Marketing dan Electronic Word of Mouth terhadap Purchase Intention Melalui Brand Image pada Scarlett-Whitening di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen: JUMMA*, 11 (1), 21–29. <https://doi.org/10.33508/jumma.v11i1.3947>.
- Ali Hasan, N. W. S. (2015). Pengaruh Electronic Word of Mouth pada Media Sosial Facebook terhadap Keputusan Berkunjung ke Desa Wisata Nglanggeran Gunungkidul. *Journal of Geotechnical and Geoenvironmental Engineering ASCE*, 120 (11), 259.
- Alma, B. (2018). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Amanda, T., Tj, H. W., Kusniawati, A., dan Surjaatmadja, S. (2021). Effect of Electronic Word Of Mouth, Product Quality, and Price on Purchase Intention. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4 (3), 6181–6190.
- Anggitasari, A. M., dan Wijaya, T. (2016). Pengaruh Ewom terhadap Brand Image dan Brand Trust, Serta Dampaknya pada Minat Beli Produk Smartphone Iphone (Studi pada Masyarakat di Yogyakarta). *Jurnal Manajemen Bisnis Indonesia*, 5 (3), 266-275.
- Anizir, Wahyuni, R. (2017). Pengaruh Social Media Marketing terhadap Brand Image Perguruan Tinggi Swasta di Kota Serang. *Jurnal Sains Manajemen*, 3 (2), 0. <http://e-jurnal.lppmunsera.org/index.php/SM/article/view/25>.
- Arif, M. (2021). Pengaruh Social Media Marketing, Electronic Word Of Mouth (EWOM) Dan lifestyle Terhadap Keputusan Pembelian Online. In *SiNTESA CERED Seminar Nasional Teknologi Edukasi dan Humaniora* (Vol. 1).
- Dinda Zieza Iksyanti, A. M. H. (2022). Pengaruh Social Media Marketing melalui Electronic Word of Mouth pada Platform Tiktok terhadap Keputusan Pembelian di Shopee. *YUME : Journal of Management*, 5 (2), 11–18. <https://doi.org/10.1177/001088049603700304>.
- Imam Ghozali. 2012. *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Yogyakarta: Universitas Diponegoro.
- Hair, J. F., Risher, J. J., Sarstedt, M., and Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31 (1), 2–24.
- Hariono, L. (2019). Apakah E-Wom (Electronic Word of Mouth) Bisa Mengalahkan Wom (Word of Mouth) Dalam Mempengaruhi Penjualan Produk Kuliner. *Competence : Journal of Management Studies*, 12 (1). <https://doi.org/10.21107/kompetensi.v12i1.4946>.

- Hamdani, N. A., Abdul, G., Maulani, F., Permana, I., dan Solihat, A. (2021). E-WOM: Effect on Edutech Purchase Decision. *Journal of Positive School Psychology*, 2022 (3), 218–223. <http://journalppw.com>.
- Himawan, A. H. (2022). Pengaruh, Harga, Keamanan, Promosi, dan Testimoni Terhadap Keputusan Pembelian Pada Toko Online Lazada (Studi pada Mahasiswa di Powerkerto). *Universitas Muhammadiyah Powerkerto*, 1–21.
- Helianthusonfri, Jefferly. Tools for Social Media Marketing. *Elex Media Komputindo*, 2018, 3-3.
- Huey Lim, S., Rashad Yazdanifard, A., Sook Huey, L., and Yazdanifard, R. (2014). How Instagram can be used as a tool in social networking marketing 1 Publication 71 Citations See Profile How Instagram Can Be Used as a Tool in Social Network Marketing. January.
- Husein, Umar. 2011. Metode Penelitian Untuk Skripsi dan Tesis Bisnis Edisi 11. Jakarta: PT Raja Grafindo Persada.
- Irhamna, C. A., dan Dermawan, R. (2023). The Effect of E-Service Quality and E-Wom on Purchase Decisions Through the Tiktok Shop Application among College Students in Surabaya. *Jurnal Ekonomi dan Bisnis Digital*, 2 (3), 677–686. <https://doi.org/10.55927/ministal.v2i3.4742>.
- Jasin, M. (2022). The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product. *Journal of Information Systems and Management*, 01 (04), 54–62.
- Kotler, Philip and Keller, Kevin Lane. (2016). *A framework for marketing management, sixth edition, global edition*. New York City: Pearson.
- Marliya, S., and Tafiprios. (2023). International Journal of Education and Social Science Research. Impact of Social Media Marketing, E-WOM, and Brand Ambassador on Consumer's Purchase Decision on The Skincare Product in Indonesia: Brand Image as A Mediator, 6 (1), 49–81.
- Miati, I. (2021). Pengaruh Citra Merek (Brand Image) terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar). *JURNAL ABIWARA* Vol. 1, No. 2, Maret 2020, Pp. 71-83, 1 (2), 71–83.
- Meltareza, R., dan Redyanti, C. (n.d.). The Influence of Social Media Marketing, Electronic Word of Mouth and E-Service Quality on Purchase Decisions in Bukalapak Marketplace. *Journal of Business and Management Inaba*.
- Monia, N. N. dan Natasha E. P. (2022). Pengaruh Social Media Marketing terhadap Keputusan Pembelian Konsumen Pendahuluan. 8, 741–773.
- Muhammad Thariq Nahra Putra, A. N. (2020). Analysis of Effect Price and Quality on Brand Image and Its. *Dinasti International Journal of Digital Business Management*, 1 (5), 747–761. <https://doi.org/10.31933/DIJDBM>.

- Mulyansyah, G. T., dan Sulistyowati, R. (2020). Pengaruh Digital Marketing Berbasis Sosial Media terhadap Keputusan Pembelian Kuliner di Kawasan G-Walk Surabaya. *Pendidikan Tata Niaga*, 9 (1), 1097–1103. <https://jurnalmahasiswa.unesa.ac.id/index.php/jptn/article/view/36056>.
- Musnaini, M., dan Wijoyo, H. (2021). Impact of Variety Seeking and Electronic Word of Mouth of Cosmetic Brand Switching Brand Switching di Industri Kosmetik Indonesia. *Ekonomi: Jurnal Ekonomi, Akuntansi dan Manajemen*, 3 (1), 23–32. <https://doi.org/10.37577/ekonom.v3i1.319>.
- Narayana, K. G. S., dan Rahanatha, G. B. (2020). Peran Brand Image Memediasi Social Media Marketing terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9 (5), 1962. <https://doi.org/10.24843/ejmunud.2020.v09.i05.p16>.
- Nurliyanti, N., Anestesia Arnis Susanti, dan Baruna Hadibrata. (2022). Pengaruh Harga, Promosi dan Brand Image terhadap Keputusan Pembelian (Literature Review Strategi Marketing Manajemen). *Jurnal Ilmu Hukum, Humaniora dan Politik*, 2 (2), 224–232. <https://doi.org/10.38035/jihhp.v2i2.982>.
- Prasad, S., Gupta, I. C., and Totala, N. K. (2017). Social Media Usage, Electronic Word of Mouth and Purchase-Decision Involvement. in *Asia-Pacific Journal of Business Administration* (Vol. 9, Issue 2). <https://doi.org/10.1108/APJBA-06-2016-0063>.
- Puspita, M., and Pardede, R. (2023). The Influence of Brand Awareness and Electronic Word of Mouth on Purchase Decisions with Tiktok Social Media Marketing Live Putri, Silvia, 2023 “Tren Bisnis Coffee Shop Masih Merajai F&B”. Kumparan.com: <https://kumparan.com/silvia-nurhayati/tren-bisnis-coffee-shop-masih-merajai-fandb-1zu52q1jp67/2>.
- Romadhoni, B., Akhmad, A., Naldah, N., Putu, N., dan Rossanty, E. (n.d.). *Purchasing Decisions Effect of Social Media Marketing, Electronic Word of Mouth (eWOM), Purchase Intention*. <https://doi.org/10.38035/jafm.v4i1>.
- Sadr, M. B., dan Madiawati, P. N. (2023). Pengaruh Electronic Word of Mouth dan Content Marketing terhadap Purchase Intention yang Dipengaruhi oleh Brand Image pada Instagram Mcdonald’s Indonesia The Effect of Electronic Word of Mouth and Content Marketing on Purchase Intention Influenced by Bran. *E-Proceeding of Management*, 10 (1), 139–148.
- Sahanaya, V., dan Madiawati, P. N. (2023). Pengaruh Social Media Marketing dan Electronic Word of Mouth Terhadap Keputusan Pembelian melalui Brand Image pada Point Coffee Bandung. *Jurnal EMT KITA*, 7 (3), 581–590. <https://doi.org/10.35870/emt.v7i3.945>.
- Samad, K. W., Yendra, Y., dan Nur, I. S. M. (2023). Pengaruh Social Media Marketing terhadap Keputusan Pembelian yang Dimediasi oleh Citra Merek Smartphone Samsung: Studi pada Mahasiswa Prodi Manajemen Universitas Yapis Papua. *Prosiding Seminar Nasional Forum Manajemen Indonesia - e-*

ISSN 3026-4499, 1, 131–142. <https://doi.org/10.47747/snfmi.v1i.1468>.

- Sari, H. I. (2021). Pengaruh Social Media Marketing Terhadap Brand Image Tour and Travel Hastuti Tour and Travel. *Cakrawala Ekonomi Dan Keuangan*, 28 (2), 852–862. <https://doi.org/10.56070/cakrawala.v28i2.36>.
- Sekaran dan Bougie. 2016. *Research Methods for Business : A Skill Building Approach*. United States of America: Wiley.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tj, H. W., Wahyoedi, S., dan Susana, S. (2022). Peranan E-Wom Dalam Memediasi Pengaruh Perceived Value Dan Persepsi Harga Terhadap Niat Beli Konsumen Tiktok Di Dki Jakarta. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6 (2), 407–422. <https://doi.org/10.24912/jmieb.v6i2.21956>.
- Vongurai, R., Elango, D., Phothikitti, K., dan Dhanasomboon, U. (2018). Social Media Usage, Electronic Word of Mouth and Trust Influence Purchase-Decision Involvement in Using Traveling Services. *Asia Pacific Journal of Multidisciplinary Research*, 6 (4), 32–37. www.apjmr.com.
- Yulindasari, E. R., dan Fikriyah, K. (2022). Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee. *Journal of Islamic Economics and Finance Studies*, 3 (1), 55. <https://doi.org/10.47700/jiefes.v3i1.4293>.