

DAFTAR PUSTAKA

- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Badir, M., & Andjarwati, A. L. (2020). The Effect of E-WOM, Ease of Use and Trust on Purchase Decisions (Study on Tokopedia Application Users). *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 7(1), 39. <https://doi.org/10.24252/minds.v7i1.13715>
- Coursaris, C. K., Van Osch, W., & Albin, A. (2017). What drives perceptions of review trustworthiness in electronic word-of-mouth: An experimental study of TripAdvisor. *Atas Da Conferencia Da Associacao Portuguesa de Sistemas de Informacao*, 17, 111–126. <https://doi.org/10.18803/capsi.v17.111-126>
- Cristimonica, J., & Setiawan, M. B. (n.d.). The Effect Of Addressing Attraction, Price Perception and Electronic Word of Mouth (EWOM) on The Purchase, 10(1), 59–65.
- Ferdinand, Augusty. 2014. *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2017. *Model Persamaan Struktural Konsep dan Aplikasi Dengan Program AMOS 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gligor, D., & Bozkurt, S. (2022). The impact of perceived brand interactivity on customer purchases. The mediating role of perceived brand fairness and the moderating role of brand involvement. *Journal of Product and Brand Management*, 31(1), 96–109. <https://doi.org/10.1108/JPBM-12-2019-2692>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/prr-08-2017-0034>
- Haryono, Siswoyo & Parwoto Wardoyo. 2011. *Structural Equation Modeling*. Bekasi: Badan Penerbit PT. Intermedia Personalia Utama
- Huang, G., & Liang, H. (2021). Uncovering the effects of textual features on trustworthiness of online consumer reviews: A computational-experimental approach. *Journal of Business Research*, 126(December 2020), 1–11. <https://doi.org/10.1016/j.jbusres.2020.12.052>
- Hussein, A. S., & Hapsari, R. (2021). The Impact of Interactivity, Perceived Effectiveness, Trust, and Experiential Marketing on Online Transportation Customer Loyalty. *Jurnal Manajemen Teori Dan Terapan/ Journal of Theory and Applied Management*, 14(3), 324. <https://doi.org/10.20473/jmtt.v14i3.30111>
- Junaidi. (2021). *Aplikasi Amos dan Structural Equation Modeling (SEM)*. In UPT Unhas Press.
- Khare, A., Dixit, S., & Sarkar, S. (2020). Antecedents to Online Travel Purchase: Role of Network Benefits, Pilgrimage Packages, Interactivity, Trust and Customer Reviews. *Journal of Quality Assurance in Hospitality and Tourism*, 21(6), 690–715. <https://doi.org/10.1080/1528008X.2020.1740133>

- Liao, S. H., Chung, Y. C., & Chang, W. J. (2019). Interactivity, engagement, trust, purchase intention and word-of-mouth: A moderated mediation study. *International Journal of Services, Technology and Management*, 25(2), 116–137. <https://doi.org/10.1504/IJSTM.2019.098203>
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*, 40(7), 1090–1110. <https://doi.org/10.1108/OIR-11-2015-0373>
- Munir, J., Shafi, K., Ahmad Khan, F., & Saeed Ahmed, U. (2018). Elucidating the relationship of social media usage and e-WOM with brand related purchase decision involvement: an integrated meta-framework approach. *WALIA Journal*, 34(1), 59–64. Retrieved from www.Waliaj.com
- Oktafani, F., K.M., N. N., Saputri, M. E., & Saraswati, T. G. (2020). Social Media Marketing, Electronic Word of Mouth, and its Effect on Purchase Decision Process on The Warunk Upnormal Consumer, 86–90. <https://doi.org/10.31098/jibm.v1i1.222>
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 134–145. <https://doi.org/10.1108/APJBA-06-2016-0063>
- Wiwaha, R.P. (2022). <https://compas.co.id/article/serum-wajah-implora/>.
- Rahmadhani, R., & Prihatini, A. E. (2019). Pengaruh Electronic Word Of Mouth Dan Perceived Risk Terhadap Keputusan Pembelian Pada Konsumen Tokopedia. *Jurnal Administrasi Bisnis*, 8(1), 23–30. <https://doi.org/10.14710/jab.v8i1.23766>
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363>
- Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2021). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-03-2021-0072>
- Sekaran, Uma dan Roger Bougie. 2018. *Metode Penelitian untuk Bisnis*. Jakarta: Penerbit Salemba Empat.
- Shamhuyenzva, R. M., van Tonder, E., Roberts-Lombard, M., & Hemsworth, D. (2016). Factors influencing Generation Y consumers' perceptions of eWOM credibility: a study of the fast-food industry. *International Review of Retail, Distribution and Consumer Research*, 26(4), 435–455. <https://doi.org/10.1080/09593969.2016.1170065>
- Sugiyono. 2019. *Metode Penelitian Kuantitatif*. Bandung: Alfabeta
- Tang, F. (2020). The more interactivity the better? Investigating interactivity, task complexity, and product knowledge in online purchase decisions. *Information Technology and Management*, 21(3), 179–189. <https://doi.org/10.1007/s10799-020-00316-2>

Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41(April), 100980. <https://doi.org/10.1016/j.elerap.2020.100980>