

DAFTAR PUSTAKA

- Aghekyan-Simonian, M., et al. (2012). The Role Of Product Brand Image And Online Store Image On Perceived Risks And Online Purchase Intentions For Apparel. *Journal of Retailing and Consumer Services* 19, 325-331.
- Agustina, R., Hingga, H. T., & Zaki, H. (2023). *PENGARUH BRAND AMBASSADOR, E-WOM, DAN BRAND TRUST*. 2(1), 433–445.
- Al-Jabri, I.M. and Sohail, M.S. (2012). Mobile Banking Adoption: Application of Diffusion of Innovation Theory. *Journal of Electronic Commerce Research*, 13, 379-391
- Amirudin M Amin & Rafiqah Fitri Yanti (2021), Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Perawatan Kulit Lokal Korea Nature Republic
- Amstrong dan Kotler. (2005). Manajemen Pemasaran. Prehalindo. Jakarta.
- Ambassador, P. B., Marketing, V., & Brand, D. A. N. (2021). *D . Sigar ., D . Soepeno ., J . Tampenawas TERHADAP KEPUTUSAN PEMBELIAN SEPATU NIKE PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNSRAT THE INFLUENCE OF BRAND AMBASSADOR , VIRAL MARKETING AND BRAND TRUST ON THE PURCHASE DECISION OF NIKE SHOES AT FACULTY OF ECONOMICS AND BUSINESS UNSRAT STUDENTS Jurnal EMBA Vol . 9 No . 4 Oktober 2021 , Hal . 841-850. 9(4), 841–850.*
- Bhutto, M. Y. (2024). *Investigating EWOM and halal product knowledge on gen Z 's halal cosmetics purchase intentions in Pakistan.* <https://doi.org/10.1108/JIMA-09-2023-0292>
- Byrne, B., & Shavelson, R. J. (1988). A multifaceted academic self-concept. Its' hierarchical structure and its' relation to academic achievement. *Journal of Educational Psychology*, 80, 366380. <http://dx.doi.org/10.1037/0022-0663.80.3.366>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43, 345-354. <https://doi.org/10.1509/jmkr.43.3.345>

- Chu, S. and Kim, Y. (2011) Determinants of Consumer Engagement in Electronic Word of Mouth (eWOM) in Social Networking Sites. International Journal of Advertising, 30, 47-75. <https://search.proquest.com/docview/305004132>
- Damavandi, A. A., & Ha, L. (2024). *e – WOM and app stores in Iran : how online reviews in fl uence purchase intention of paid mobile apps.* <https://doi.org/10.1108/JIMA-02-2024-0069>
- Delgado, Elena. (2004), “Applicability of a brand trust scale across product categories: a multigroup invariance analysis”, European journal of Marketing, Vol.38 Nos 5/6, pp. 573-96.
- Diva Aurellia & Helena Sidharta (2023), Pengaruh Brand Image Terhadap Keputusan Pembelian melalui Brand Trust sebagai Variabel, Mediasi pada Produk Perawatan Kulit Lokal.
- Dwi Hadya Jayani. (2021). Persentase Penduduk Indonesia Menurut Generasi, 2020. <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>
- Eckleberry-Hunt, J. and Tucciarone, J. (2011), “The challenges and opportunities of teaching ‘Generation Y’”, Journal of Graduate Medical Education, Vol. 3 No. 4, pp. 458–461
- Engel (1994), pengertian perilaku konsumen, dalam buku Perilaku Konsumen, Edisi 6 : jilid 1. Penerbit Binarupa Aksara.
- Ernst,& Young. (2015). What if the next big disruptor isn’t a what but a who? Ernst & Young LLP. Ernst & Young
- Ferdinand, Augusty. (2014). Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.
- Ferdinand, Augusty. (2012). Metode Penelitian Manajemen. Semarang: Badan Penerbit Universitas Diponegoro
- Ferrinadewi, E. (2008), Merek Dan Psikologi Konsumen, Yogyakarta: Graha Ilmu
- Ghozali, Imam. (2008). Structural Equation Modelling, Edisi II, Universitas Diponegoro, Semarang.
- Goyette, I., Ricard,L.,Bergeron,J. & Marticotte, F (2010). e-WOM Scale: Wordof-Mouth Measurement Scale for e-Services Context, Canadian Journal of Administrative Sciences,27(1),5-23.

- Hair Jr., J.F., et al. (2014) Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. European Business Review, 26, 106-121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hasbullah, H., Sari, S. S., & Pembelian, K. (2020). *PENGARUH LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN*. 9(01), 15–22.
- Haryono, S. (2017). Metode SEM Untuk Penelitian Manajemen Amos Lisrel PLS. PT. Luxima Metro Media.
- Heung, V.C.S. and Lam, T. (2003). “Customer complaint behaviour towards hotel restaurant services”, International of Contemporary Hospitality Management, Vol. 15 No. 5, pp. 283-289
- Aghekyan-Simonian, M., et al. (2012). The Role Of Product Brand Image And Online Store Image On Perceived Risks And Online Purchase Intentions For Apparel. Journal of Retailing and Consumer Services 19, 325-331.
- Agustina, R., Hingga, H. T., & Zaki, H. (2023). *PENGARUH BRAND AMBASSADOR , E-WOM , DAN BRAND TRUST*. 2(1), 433–445.
- Al-Jabri, I.M. and Sohail, M.S. (2012). Mobile Banking Adoption: Application of Diffusion of Innovation Theory. Journal of Electronic Commerce Research, 13, 379-391
- Amirudin M Amin & Rafiqah Fitri Yanti (2021), Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Perawatan Kulit Korea Nature Republic
- Amstrong dan Kotler. (2005). Manajemen Pemasaran. Prehalindo. Jakarta.
- Ambassador, P. B., Marketing, V., & Brand, D. A. N. (2021). *D . Sigar .. D . Soepeno .. J . Tampenawas TERHADAP KEPUTUSAN PEMBELIAN SEPATU NIKE PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNSRAT THE INFLUENCE OF BRAND AMBASSADOR , VIRAL MARKETING AND BRAND TRUST ON THE PURCHASE DECISION OF NIKE SHOES AT FACULTY OF ECONOMICS AND BUSINESS UNSRAT STUDENTS Jurnal EMBA Vol . 9 No . 4 Oktober 2021 , Hal . 841-850. 9(4), 841–850.*
- Bhutto, M. Y. (2024). *Investigating EWOM and halal product knowledge on gen Z ' s halal cosmetics purchase intentions in Pakistan*. <https://doi.org/10.1108/JIMA-09-2023-0292>
- Byrne, B., & Shavelson, R. J. (1988). A multifaceted academic self-concept. Its' hierarchical structure and its' relation to academic achievement. Journal of Educational Psychology, 80, 366380. <http://dx.doi.org/10.1037/0022-0663.80.3.366>

- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43, 345-354. <https://doi.org/10.1509/jmkr.43.3.345>
- Chu, S. and Kim, Y. (2011) Determinants of Consumer Engagement in Electronic Word of Mouth (eWOM) in Social Networking Sites. *International Journal of Advertising*, 30, 47-75. <https://search.proquest.com/docview/305004132>
- Damavandi, A. A., & Ha, L. (2024). *e – WOM and app stores in Iran : how online reviews influence purchase intention of paid mobile apps*. <https://doi.org/10.1108/JIMA-02-2024-0069>
- Delgado, Elena. (2004), “Applicability of a brand trust scale across product categories: a multigroup invariance analysis”, *European journal of Marketing*, Vol.38 Nos 5/6, pp. 573-96.
- Byrne, B., & Shavelson, R. J. (1988). A multifaceted academic self-concept. Its' hierarchical structure and its' relation to academic achievement. *Journal of Educational Psychology*, 80, 366380. <http://dx.doi.org/10.1037/0022-0663.80.3.366>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43, 345-354. <https://doi.org/10.1509/jmkr.43.3.345>
- Chu, S. and Kim, Y. (2011) Determinants of Consumer Engagement in Electronic Word of Mouth (eWOM) in Social Networking Sites. *International Journal of Advertising*, 30, 47-75. <https://search.proquest.com/docview/305004132>
- Damavandi, A. A., & Ha, L. (2024). *e – WOM and app stores in Iran : how online reviews influence purchase intention of paid mobile apps*. <https://doi.org/10.1108/JIMA-02-2024-0069>
- Delgado, Elena. (2004), “Applicability of a brand trust scale across product categories: a multigroup invariance analysis”, *European journal of Marketing*, Vol.38 Nos 5/6, pp. 573-96.
- Diva Aurellia & Helena Sidharta (2023), Pengaruh Brand Image Terhadap Keputusan Pembelian melalui Brand Trust sebagai Variabel, Mediasi pada Produk Perawatan Kulit Lokal.

- Dwi Hadya Jayani. (2021). Persentase Penduduk Indonesia Menurut Generasi, 2020. <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>
- Eckleberry-Hunt, J. and Tucciarone, J. (2011), “The challenges and opportunities of teaching ‘Generation Y’”, Journal of Graduate Medical Education, Vol. 3 No. 4, pp. 458–461
- Engel (1994), pengertian perilaku konsumen, dalam buku Perilaku Konsumen, Edisi 6 : jilid 1. Penerbit Binarupa Aksara.
- Ernst,& Young. (2015). What if the next big disruptor isn’t a what but a who? Ernst & Young LLP. Ernst & Young
- Ferdinand, Augusty. (2014). Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.
- Ferdinand, Augusty. (2012). Metode Penelitian Manajemen. Semarang: Badan Penerbit Universitas Diponegoro
- Ferrinadewi, E. (2008), Merek Dan Psikologi Konsumen, Yogyakarta: Graha Ilmu
- Ghozali, Imam. (2008). Structural Equation Modelling, Edisi II, Universitas Diponegoro, Semarang.
- Hoang, L. N. (2023). *A moderated mediation model of situational context and brand image for online purchases using eWOM*. 4(November 2022), 661–672. <https://doi.org/10.1108/JPBM-02-2022-3857>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context. SpringerBriefs in Business. Cham: Springer Nature. Diambil dari <http://link.springer.com/10.1007/978-3-319-52459-7>
- Jalilvand, M. R., & Samiei, N. (2012). *The effect of electronic word of mouth on brand image and purchase intention An empirical study in the automobile*. 460–476. <https://doi.org/10.1108/02634501211231946>
- Junio, A., Jiwa, Z., Tarigan, H., Studi, P., Bisnis, M., Ekonomi, F., Petra, U. K., & Siwalankerto, J. (2017). *KEPUTUSAN PEMBELIAN SEPATU CONVERSE*. 5.
- Keller, K. L. (2013). and Measuring , Brand Managing Customer-Based Equity, 57(1), 1–22
- Khan, Z., Khan, A., & Nabi, M. K. (2023). *Demystifying the effect of social media usage and eWOM on purchase intention : the mediating role of brand equity*.

<https://doi.org/10.1108/JEAS-05-2023-0102>

Kittur, P. (2023). *Role of B2B reliance and brand image in reducing risk perceptions : a serial mediation model.* 1068–1098. <https://doi.org/10.1108/EJM-05-2022-0362>

Maulani, M. R. (2023). *Purchase intention behavior of halal cosmetics . Comparing study between Indonesia and Malaysia millennial generation.* 547. <https://doi.org/10.1108/JIABR-06-2021-0177>

Mitchell, V., Petrovici, D., Schlegelmilch, B.B. and Sz\Hocs, I. (2015). “The influence of parents versus peers on Generation Y Dunia maya ethical attitudes”, Electronic Commerce Research and Applications, Vol. 14 No. 2, pp. 95–103.

Neupane, Ramesh (2015). The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK. International Journal of Social Sciences and Management, 2(1), –. doi:10.3126/ijssm.v2i1.11814

Nuseir, M. T. (2019). *The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE).* 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>

Padgett, D., & Allen, D. (1997). Communicating experiences: A narrative approach to creating service brand image. Journal of Advertising, 26(4), 49–62. <https://doi.org/10.1080/00913367.1997.10673535>

Raji, R. A. (2019). *The mediating effect of brand image on the relationships between social media advertising content , sales promotion content and behaviuoral intention.* 2018, 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>

Rehman, A. U. (2024). *How semiotic product packaging , brand image , perceived brand quality influence brand loyalty and purchase intention : a stimulus-organism-response perspective.* <https://doi.org/10.1108/APJML-12-2023-1237>

Social, F., Studies, E., & Purkyn, J. E. (2023). *The influence of Slovak consumer lifestyle on purchasing behaviour in the consumption of organic food.* 1, 3028–3049. <https://doi.org/10.1108/BFJ-07-2022-0618>

Studies, M. (2023). *Mediating role of attitude in halal cosmetics purchase intention : an ELM perspective.* 14(3), 645–679. <https://doi.org/10.1108/JIMA-04-2021-0112>

Tran, T., & Kumar, J. (2024). *The impact of electronic word-of- mouth (e-WOM) on tourist purchase intention : a comparative study of the Indian and Vietnamese tourism industries.* <https://doi.org/10.1108/GKMC-12-2023-0497>

- Thurau, T., Gwinner, K. P., Walsh, G. and Gremler, D.D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the Dunia maya? *Journal of Interactive Marketing*. Vol. 18 No. 1 2004: 38-52.
- Wang, J. (2023). *Determining multi-dimensional motivations driving e-WOM intention and purchase intention on WeChat : the significant role of active participation*. 19. <https://doi.org/10.1108/AJIM-02-2023-0052>
- Ye, Q., Law, R., Gu, B. and Chen, W. (2011), “The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings”, *Computers in Human Behavior*, Vol. 27 No. 2, pp. 634–639.
- Yi Shuang, dan Chen, J. C. (2013). Electronic Word of Mouth: The Moderating Roles of Production Involvement and Brand Image. *Technology Innovation and Industrial Management*.
- Aghekyan-Simonian, M., et al. (2012). The Role Of Product Brand Image And Online Store Image On Perceived Risks And Online Purchase Intentions For Apparel. *Journal of Retailing and Consumer Services* 19, 325-331.
- Agustina, R., Hingga, H. T., & Zaki, H. (2023). *PENGARUH BRAND AMBASSADOR , E-WOM , DAN BRAND TRUST*. 2(1), 433–445.
- Al-Jabri, I.M. and Sohail, M.S. (2012). Mobile Banking Adoption: Application of Diffusion of Innovation Theory. *Journal of Electronic Commerce Research*, 13, 379-391
- Amirudin M Amin & Rafiqah Fitri Yanti (2021), Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Perawatan Kulit Korea Nature Republic
- Amstrong dan Kotler. (2005). *Manajemen Pemasaran*. Prehalindo. Jakarta.
- Ambassador, P. B., Marketing, V., & Brand, D. A. N. (2021). *D . Sigar .. D . Soepeno .. J . Tampenawas TERHADAP KEPUTUSAN PEMBELIAN SEPATU NIKE PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNSRAT THE INFLUENCE OF BRAND AMBASSADOR , VIRAL MARKETING AND BRAND TRUST ON THE PURCHASE DECISION OF NIKE SHOES AT FACULTY OF ECONOMICS AND BUSINESS UNSRAT STUDENTS Jurnal EMBA Vol . 9 No . 4 Oktober 2021 , Hal . 841-850*. 9(4), 841–850.
- Bhutto, M. Y. (2024). *Investigating EWOM and halal product knowledge on gen Z ' s halal cosmetics purchase intentions in Pakistan*.

<https://doi.org/10.1108/JIMA-09-2023-0292>

Byrne, B., & Shavelson, R. J. (1988). A multifaceted academic self-concept. Its' hierarchical structure and its' relation to academic achievement. *Journal of Educational Psychology*, 80, 366380. <http://dx.doi.org/10.1037/0022-0663.80.3.366>

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.

Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43, 345-354. <https://doi.org/10.1509/jmkr.43.3.345>

Chu, S. and Kim, Y. (2011) Determinants of Consumer Engagement in Electronic Word of Mouth (eWOM) in Social Networking Sites. *International Journal of Advertising*, 30, 47-75. <https://search.proquest.com/docview/305004132>

Damavandi, A. A., & Ha, L. (2024). *e – WOM and app stores in Iran : how online reviews in fl uence purchase intention of paid mobile apps.* <https://doi.org/10.1108/JIMA-02-2024-0069>

Delgado, Elena. (2004), “Applicability of a brand trust scale across product categories: a multigroup invariance analysis”, *European journal of Marketing*, Vol.38 Nos 5/6, pp. 573-96.

Diva Aurellia & Helena Sidharta (2023), Pengaruh Brand Image Terhadap Keputusan Pembelian melalui Brand Trust sebagai Variabel, Mediasi pada Produk Perawatan Kulit Lokal.

Dwi Hadya Jayani. (2021). Persentase Penduduk Indonesia Menurut Generasi, 2020. <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>

Eckleberry-Hunt, J. and Tucciarone, J. (2011), “The challenges and opportunities of teaching ‘Generation Y’”, *Journal of Graduate Medical Education*, Vol. 3 No. 4, pp. 458–461

Engel (1994), pengertian perilaku konsumen, dalam buku Perilaku Konsumen, Edisi 6 : jilid 1. Penerbit Binarupa Aksara.

Ernst,& Young. (2015). What if the next big disruptor isn't a what but a who? Ernst & Young LLP. Ernst & Young

Ferdinand, Augusty. (2014). Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.

- Ferdinand, Augusty. (2012). Metode Penelitian Manajemen. Semarang: Badan Penerbit Universitas Diponegoro
- Ferrinadewi, E. (2008), Merek Dan Psikologi Konsumen, Yogyakarta: Graha Ilmu
- Ghozali, Imam. (2008). Structural Equation Modelling, Edisi II, Universitas Diponegoro, Semarang.
- Goyette, I., Ricard,L.,Bergeron,J. & Marticotte, F (2010). e-WOM Scale: Wordof-Mouth Measurement Scale for e-Services Context, Canadian Journal of Administrative Sciences,27(1),5-23.
- Hair Jr., J.F., et al. (2014) Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. European Business Review, 26, 106-121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hasbullah, H., Sari, S. S., & Pembelian, K. (2020). *PENGARUH LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN*. 9(01), 15–22.
- Haryono, S. (2017). Metode SEM Untuk Penelitian Manajemen Amos Lisrel PLS. PT. Luxima Metro Media.
- Heung, V.C.S. and Lam, T. (2003). “Customer complaint behaviour towards hotel restaurant services”, International of Contemporary Hospitality Management, Vol. 15 No. 5, pp. 283-289
- Aghekyan-Simonian, M., et al. (2012). The Role Of Product Brand Image And Online Store Image On Perceived Risks And Online Purchase Intentions For Apparel. Journal of Retailing and Consumer Services 19, 325-331.
- Agustina, R., Hingga, H. T., & Zaki, H. (2023). *PENGARUH BRAND AMBASSADOR , E-WOM , DAN BRAND TRUST*. 2(1), 433–445.
- Al-Jabri, I.M. and Sohail, M.S. (2012). Mobile Banking Adoption: Application of Diffusion of Innovation Theory. Journal of Electronic Commerce Research, 13, 379-391
- Amirudin M Amin & Rafiqah Fitri Yanti (2021), Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Perawatan Kulit Korea Nature Republic
- Amstrong dan Kotler. (2005). Manajemen Pemasaran. Prehalindo. Jakarta.
- Ambassador, P. B., Marketing, V., & Brand, D. A. N. (2021). *D . Sigar .. D . Soepeno .., J . Tampenawas TERHADAP KEPUTUSAN PEMBELIAN SEPATU NIKE PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNSRAT THE INFLUENCE OF BRAND AMBASSADOR , VIRAL MARKETING AND BRAND TRUST ON THE PURCHASE DECISION OF*

NIKE SHOES AT FACULTY OF ECONOMICS AND BUSINESS UNSRAT STUDENTS Jurnal EMBA Vol . 9 No . 4 Oktober 2021 , Hal . 841-850. 9(4), 841–850.

Bhutto, M. Y. (2024). *Investigating EWOM and halal product knowledge on gen Z ' s halal cosmetics purchase intentions in Pakistan.* <https://doi.org/10.1108/JIMA-09-2023-0292>

Byrne, B., & Shavelson, R. J. (1988). A multifaceted academic self-concept. Its' hierarchical structure and its' relation to academic achievement. *Journal of Educational Psychology*, 80, 366380. <http://dx.doi.org/10.1037/0022-0663.80.3.366>

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.

Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43, 345-354. <https://doi.org/10.1509/jmkr.43.3.345>

Chu, S. and Kim, Y. (2011) Determinants of Consumer Engagement in Electronic Word of Mouth (eWOM) in Social Networking Sites. *International Journal of Advertising*, 30, 47-75. <https://search.proquest.com/docview/305004132>

Damavandi, A. A., & Ha, L. (2024). *e – WOM and app stores in Iran : how online reviews in fl uence purchase intention of paid mobile apps.* <https://doi.org/10.1108/JIMA-02-2024-0069>

Delgado, Elena. (2004), “Applicability of a brand trust scale across product categories: a multigroup invariance analysis”, *European journal of Marketing*, Vol.38 Nos 5/6, pp. 573-96.

Byrne, B., & Shavelson, R. J. (1988). A multifaceted academic self-concept. Its' hierarchical structure and its' relation to academic achievement. *Journal of Educational Psychology*, 80, 366380. <http://dx.doi.org/10.1037/0022-0663.80.3.366>

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.

Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43, 345-354. <https://doi.org/10.1509/jmkr.43.3.345>

- Chu, S. and Kim, Y. (2011) Determinants of Consumer Engagement in Electronic Word of Mouth (eWOM) in Social Networking Sites. International Journal of Advertising, 30, 47-75. <https://search.proquest.com/docview/305004132>
- Damavandi, A. A., & Ha, L. (2024). *e – WOM and app stores in Iran : how online reviews in fl uence purchase intention of paid mobile apps.* <https://doi.org/10.1108/JIMA-02-2024-0069>
- Delgado, Elena. (2004), “Applicability of a brand trust scale across product categories: a multigroup invariance analysis”, European journal of Marketing, Vol.38 Nos 5/6, pp. 573-96.
- Diva Aurellia & Helena Sidharta (2023), Pengaruh Brand Image Terhadap Keputusan Pembelian melalui Brand Trust sebagai Variabel, Mediasi pada Produk Perawatan Kulit Lokal.
- Dwi Hadya Jayani. (2021). Persentase Penduduk Indonesia Menurut Generasi, 2020. <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>
- Eckleberry-Hunt, J. and Tucciarone, J. (2011), “The challenges and opportunities of teaching ‘Generation Y’”, Journal of Graduate Medical Education, Vol. 3 No. 4, pp. 458–461
- Engel (1994), pengertian perilaku konsumen, dalam buku Perilaku Konsumen, Edisi 6 : jilid 1. Penerbit Binarupa Aksara.
- Ernst,& Young. (2015). What if the next big disruptor isn’t a what but a who? Ernst & Young LLP. Ernst & Young
- Ferdinand, Augusty. (2014). Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.
- Ferdinand, Augusty. (2012). Metode Penelitian Manajemen. Semarang: Badan Penerbit Universitas Diponegoro
- Ferrinadewi, E. (2008), Merek Dan Psikologi Konsumen, Yogyakarta: Graha Ilmu
- Ghozali, Imam. (2008). Structural Equation Modelling, Edisi II, Universitas Diponegoro, Semarang.
- Hoang, L. N. (2023). *A moderated mediation model of situational context and brand image for online purchases using eWOM.* 4(November 2022), 661–672. <https://doi.org/10.1108/JPBM-02-2022-3857>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context. SpringerBriefs in

- Business. Cham: Springer Nature. Diambil dari <http://link.springer.com/10.1007/978-3-319-52459-7>
- Jalilvand, M. R., & Samiei, N. (2012). *The effect of electronic word of mouth on brand image and purchase intention An empirical study in the automobile.* 460–476. <https://doi.org/10.1108/02634501211231946>
- Junio, A., Jiwa, Z., Tarigan, H., Studi, P., Bisnis, M., Ekonomi, F., Petra, U. K., & Siwalankerto, J. (2017). *KEPUTUSAN PEMBELIAN SEPATU CONVERSE.* 5.
- Keller, K. L. (2013). and Measuring , Brand Managing Customer-Based Equity, 57(1), 1–22
- Khan, Z., Khan, A., & Nabi, M. K. (2023). *Demystifying the effect of social media usage and eWOM on purchase intention : the mediating role of brand equity.* <https://doi.org/10.1108/JEAS-05-2023-0102>
- Kittur, P. (2023). *Role of B2B reliance and brand image in reducing risk perceptions : a serial mediation model.* 1068–1098. <https://doi.org/10.1108/EJM-05-2022-0362>
- Maulani, M. R. (2023). *Purchase intention behavior of halal cosmetics . Comparing study between Indonesia and Malaysia millennial generation.* 547. <https://doi.org/10.1108/JIABR-06-2021-0177>
- Mitchell, V., Petrovici, D., Schlegelmilch, B.B. and SzJHocs, I. (2015). “The influence of parents versus peers on Generation Y Dunia maya ethical attitudes”, Electronic Commerce Research and Applications, Vol. 14 No. 2, pp. 95–103.
- Neupane, Ramesh (2015). The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK. International Journal of Social Sciences and Management, 2(1), –. doi:10.3126/ijssm.v2i1.11814
- Nuseir, M. T. (2019). *The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE).* 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- Padgett, D., & Allen, D. (1997). Communicating experiences: A narrative approach to creating service brand image. Journal of Advertising, 26(4), 49–62. <https://doi.org/10.1080/00913367.1997.10673535>
- Raji, R. A. (2019). *The mediating effect of brand image on the relationships between social media advertising content , sales promotion content and behavioral intention.* 2018, 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>

- Rehman, A. U. (2024). *How semiotic product packaging , brand image , perceived brand quality influence brand loyalty and purchase intention : a stimulus-organism-response perspective.* <https://doi.org/10.1108/APJML-12-2023-1237>
- Social, F., Studies, E., & Purkyn, J. E. (2023). *The influence of Slovak consumer lifestyle on purchasing behaviour in the consumption of organic food.* 1, 3028–3049. <https://doi.org/10.1108/BFJ-07-2022-0618>
- Studies, M. (2023). *Mediating role of attitude in halal cosmetics purchase intention : an ELM perspective.* 14(3), 645–679. <https://doi.org/10.1108/JIMA-04-2021-0112>
- Tran, T., & Kumar, J. (2024). *The impact of electronic word-of-mouth (e-WOM) on tourist purchase intention : a comparative study of the Indian and Vietnamese tourism industries.* <https://doi.org/10.1108/GKMC-12-2023-0497>
- Thurau, T., Gwinner, K. P., Walsh, G. and Grempler, D.D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the Dunia maya? *Journal of Interactive Marketing.* Vol. 18 No. 1 2004: 38-52.
- Wang, J. (2023). *Determining multi-dimensional motivations driving e-WOM intention and purchase intention on WeChat : the significant role of active participation.* 19. <https://doi.org/10.1108/AJIM-02-2023-0052>
- Ye, Q., Law, R., Gu, B. and Chen, W. (2011), “The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings”, *Computers in Human Behavior*, Vol. 27 No. 2, pp. 634–639.
- Yi Shuang, dan Chen, J. C. (2013). Electronic Word of Mouth: The Moderating Roles of Production Involvement and Brand Image. *Technology Innovation and Industrial Management.*