

DAFTAR PUSTAKA

- Afiah, N., Hasan, M., S, R., & Arisah, N. (2022). Analisis Pemanfaatan Aplikasi TikTok dalam Meningkatkan Penjualan UMKM Sektor Kuliner di Kota Makassar. *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya*, 8(4), 1257. <https://doi.org/10.32884/ideas.v8i4.1040>
- Banerjee, S., & Chua, A. Y. K. (2023). Understanding online fake review production strategies. *Journal of Business Research*, 156, 113534.
- Berthon, P. R., & Pitt, L. F. (2018). Brands, truthiness and post-fact: managing brands in a post-rational world. *Journal of Macromarketing*, 38(2), 218–227.
- Bulele, Y. N. (2020). Analisis fenomena sosial media dan kaum milenial: studi kasus tiktok. *Conference on Business, Social Sciences and Innovation Technology*, 1(1), 565–572.
- Challenor, L., Connolly, I., & Barton, H. (2013). *Persuasion and attitudes: Advertising and captology influence on attitudes and behavioural intent towards lesbians, gay men and same-sex marriage*.
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345–354.
- Collier, J. (2020). *Applied structural equation modeling using AMOS: Basic to advanced techniques*. Routledge.
- Dhar, R., & Wertenbroch, K. (2000). Consumer choice between hedonic and utilitarian goods. *Journal of Marketing Research*, 37(1), 60–71.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270.
- Godes, D., & Mayzlin, D. (2009). Firm-created word-of-mouth communication: Evidence from a field test. *Marketing Science*, 28(4), 721–739.
- Gofur, A. (2019). Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan. *Journal Homepage: Http://Jrmb. Ejournal-Feuniat. Net/Index. Php/JRMB*, 37, 44.
- Hewei, T. (2022). Influence of online comments on clothing impulse buying behavior in mobile short video app live broadcast. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.913073>
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. *Journal of Marketing*, 46(3), 92–101.
- Hossain, M. S., Islam, T., Babu, M. A., Moon, M., Mim, M., Alam, M. T. U., Bhattacharjee, A., Sultana, M. S., & Akter, M. M. (2025). The influence of celebrity credibility, attractiveness, and social media influence on trustworthiness, perceived quality, and purchase intention for natural beauty

- care products. *Cleaner and Responsible Consumption*, 17(April), 100277. <https://doi.org/10.1016/j.clrc.2025.100277>
- Hsin Chang, H., & Wang, H. (2011). The moderating effect of customer *perceived value* on online shopping behaviour. *Online Information Review*, 35(3), 333–359. <https://doi.org/10.1108/14684521111151414>
- Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55.
- Hui, S. K., Huang, Y., Suher, J., & Inman, J. J. (2013). Deconstructing the “first moment of truth”: Understanding unplanned consideration and purchase conversion using in-store video tracking. *Journal of Marketing Research*, 50(4), 445–462.
- Im, S., Bhat, S., & Lee, Y. (2015). Consumer perceptions of product creativity, coolness, value and attitude. *Journal of Business Research*, 68(1), 166–172. <https://doi.org/https://doi.org/10.1016/j.jbusres.2014.03.014>
- Khan, U., & Dhar, R. (2010). Price-framing effects on the purchase of hedonic and utilitarian bundles. *Journal of Marketing Research*, 47(6), 1090–1099.
- Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. *Computers in Human Behavior*, 80, 243–254.
- Kotler, P., & Keller, K. L. (2007). *Il marketing del nuovo millennio*. Pearson Italia Spa.
- Kotler, P., & Lane Keller, K. (2016). *A framework for marketing management*. Pearson.
- Lee, J., & Hong, I. B. (2019). Consumer’s electronic word-of-mouth adoption: The trust transfer perspective. *International Journal of Electronic Commerce*, 23(4), 595–627.
- Lee, K. C., & Kwon, S. (2008). Online shopping recommendation mechanism and its influence on consumer decisions and behaviors: A causal map approach. *Expert Systems with Applications*, 35(4), 1567–1574. <https://doi.org/10.1016/j.eswa.2007.08.109>
- Lee, M. T., & Theokary, C. (2021). The superstar social media influencer: Exploiting linguistic style and emotional contagion over content? *Journal of Business Research*, 132(June 2020), 860–871. <https://doi.org/10.1016/j.jbusres.2020.11.014>
- Luo, X., Cheah, J.-H., Hollebeek, L. D., & Lim, X.-J. (2024). Boosting customers’ impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness. *Journal of Retailing and Consumer Services*, 77. <https://doi.org/10.1016/j.jretconser.2023.103644>

- Madleňák, R., Madleňáková, L., Švadlenka, L., & Salava, D. (2015). Analysis of Website Traffic Dependence on Use of Selected Internet Marketing Tools. *Procedia Economics and Finance*, 23, 123–128. [https://doi.org/https://doi.org/10.1016/S2212-5671\(15\)00355-X](https://doi.org/https://doi.org/10.1016/S2212-5671(15)00355-X)
- Mayzlin, D., Dover, Y., & Chevalier, J. (2014). Promotional reviews: An empirical investigation of online review manipulation. *American Economic Review*, 104(8), 2421–2455.
- Pan, X., Xie, L., & Hou, L. (2024). Aesthetic quality matters: The visual effect of review helpfulness evaluation. *Information Processing and Management*, 61(2). <https://doi.org/10.1016/j.ipm.2023.103615>
- Permadi, R. N. (2022). Pemanfaatan Media Sosial Sebagai Platform Utama Pemasaran Produk UMKM. *Avant Garde*, 10(1), 15. <https://doi.org/10.36080/ag.v10i1.1695>
- Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. In *Communication and Persuasion: Central and Peripheral Routes to Attitude Change* (pp. 1–24). Springer New York. https://doi.org/10.1007/978-1-4612-4964-1_1
- Plasnajaya, R., Dachi, A., Setyawan, N. A., Pratama, I. Y., Aulia, E., & Khonifah, S. (2024). (*UMKM*) *Melalui TikTok Di Kecamatan Cimanggis Kota Depok*. 1(2).
- Roy, R., & Ng, S. (2012). Regulatory focus and preference reversal between hedonic and utilitarian consumption. *Journal of Consumer Behaviour*, 11(1), 81–88.
- Sahut, J. M., Laroche, M., & Braune, E. (2024). Antecedents and consequences of fake reviews in a marketing approach: An overview and synthesis. *Journal of Business Research*, 175, 114572. <https://doi.org/https://doi.org/10.1016/j.jbusres.2024.114572>
- Sendywati, C., Maghfiroh, D., Wasilah, T. U., Wardani, A. K., & Karami, F. Z. (2024). Analisis Dampak Ekonomi Digital Terhadap Sumber Pendapatan Pedagang Di Pasar Sudirman. *Inovasi Makro Ekonomi (IME)*, 6(3).
- So, H., & Oh, W. (2018). Picture perfect: An image mining of advertising content and its effects on social targeting. *International Conference on Information Systems 2018, ICIS 2018*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85062572826&partnerID=40&md5=f498b1d36c113b9af1323cdada9568b1>
- Song, Y., Wang, L., Zhang, Z., & Hikkerova, L. (2023). Do fake reviews promote consumers' purchase intention? *Journal of Business Research*, 164(March 2022), 113971. <https://doi.org/10.1016/j.jbusres.2023.113971>
- Stone, B. M. (2021). The ethical use of fit indices in structural equation modeling: Recommendations for psychologists. *Frontiers in Psychology*, 12, 783226.

- Sweeney, J. C., & Soutar, G. N. (2001). Consumer *perceived value*: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Wagner, B. C., & Petty, R. E. (2022). The Elaboration Likelihood Model of Persuasion: Thoughtful and Non-Thoughtful Social Influence. In *Theories in Social Psychology, Second Edition* (pp. 120–142). <https://doi.org/10.1002/97811394266616.ch5>
- Wang, C.-C., Day, M.-Y., & Lin, Y.-R. (2016). A real case analytics on social network of opinion spammers. *2016 IEEE 17th International Conference on Information Reuse and Integration (IRI)*, 623–630.
- Wang, Q., Yao, X., Li, X., Yan, X., & Li, R. (2025). When peripheral route meets central route: An elaboration likelihood model of sales performance in live commerce. *Journal of Retailing and Consumer Services*, 84, 104218.
- Wingate, N. (2019). The Influence of Fake Reviews on Consumer Perceptions of Risks and Purchase Intentions. *Journal of Marketing Development and Competitiveness*, 13(3), 133–143. <https://doi.org/10.33423/jmdc.v13i3.2244>
- Wu, Y., Ngai, E. W. T., Wu, P., & Wu, C. (2020). Fake online reviews: Literature review, synthesis, and directions for future research. *Decision Support Systems*, 132(March), 113280. <https://doi.org/10.1016/j.dss.2020.113280>
- Yani, A. S., & Ngora, K. (2022). Influence of Product Quality & Promotion on Purchase Decision with Buying Interest as a Moderating Variable. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 14034–14046.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.