

DAFTAR PUSTAKA

- Adam, M. A., & Akber, S. N. (2016). THE IMPACT OF BRAND EQUITY ON CONSUMER PURCHASE DECISION OF CELL PHONES. *European Journal of Business and Innovation Research*.
<https://www.eajournals.org/wp-content/uploads/The-Impact-of-Brand-Equity-on-Consumer-Purchase-Decision-of-Cell-Phones.pdf>
- Adisty, C. N. (2025). The Influence of Electronic Word-of-Mouth on Online Hotel Booking Purchasing Intention in Online Travel Agent. *Journal of Universal Studies*.
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indo-nesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4, 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Al-Adwan, A. S., Kokash, H., Al Adwan, A., Alhorani, A., & Yaseen, H. (2020). Building customer loyalty in online shopping: The role of online trust, online satisfaction and electronic word of mouth. *International Journal of Electronic Marketing and Retailing*, 11(3), 278–306.
<https://doi.org/10.1504/IJEMR.2020.108132>
- AlFraihat, S. F., Aboalghanam, K. M., Alghizzawi, M., Habes, M., & Almuhausen, O. (2025). Influencer Captions and Credibility on Instagram: Investigating Their Impact on Brand Trust, Brand Awareness and Purchase Intention. *Forum for Linguistic Studies*, 7(6), 314–330.
<https://doi.org/10.30564/fls.v7i6.9469>
- Amirullah. (2022). PERILAKU KONSUMEN DAN PENGAMBILAN KEPUTUSAN PEMBELIAN. *Jurnal AKADEMIKA*.
- Andreani, F., Gunawan, L., & Haryono, S. (2021). SOCIAL MEDIA INFLUENCER, BRAND AWARENESS, AND PURCHASE DECISION AMONG GENERATION Z IN SURABAYA. *Jurnal Manajemen Dan Kewirausahaan*, 23(1), 18–26.
<https://doi.org/10.9744/jmk.23.1.18-26>
- Anggraini, D., Wardi, Y., Abror, & Dwita, V. (2023). ELECTRONIC WORD OF MOUTH (EWOM) DAN SOSIAL MEDIA MARKETING UNTUK LAYANAN TRANSPORTASI ONLINE: TINJAUAN LITERATUR SISTEMATIS (Vol. 22, Number 2).

- Antoniou, A. (2024). When likes go rogue: advertising standards and the malpractice of unruly social media influencers. *Journal of Media Law*, 16(1), 74–117. <https://doi.org/10.1080/17577632.2024.2361517>
- Apriliani, N., & Ekowati, S. (2023). PENGARUH INFLUENCER MARKETING, BRAND AWARENESS DAN KOMUNIKASI PEMASARAN (VIRAL MARKETING) DI SOSIAL MEDIA TERHADAP KEPUTUSAN PEMBELIAN. *Jurnal Entrepreneur Dan Manajemen Sains (JEMS)*.
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers' purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156–168. <https://doi.org/10.31106/jema.v17i2.6916>
- Azizan, N., Ismail@Chik, H. Z., Fadzli, A. M., & Ishar, N. I. M. (2023). Strategies to Improve Brand Awareness Through Social Media Marketing. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 16(2), 223–239. <https://doi.org/10.20473/jmtt.v16i2.45646>
- Azzari, V., & Pelissari, A. (2020). Does brand awareness influences purchase intention? The mediation role of brand equity dimensions. *Brazilian Business Review*, 17(6), 669–685. <https://doi.org/10.15728/BBR.2020.17.6.4>
- Babić Rosario, A., de Valck, K., & Sotgiu, F. (2019). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science* 2019 48:3, 48(3), 422–448. <https://doi.org/10.1007/S11747-019-00706-1>
- Babu, M. A., Urmi, H. A., Tofayel, A. H., Sabuj, M. M. I., & Alam, M. T. U. (2025). The impact of influencer marketing in the tourism industry: A digital marketing perspective. *PLOS ONE*, 20(12 December). <https://doi.org/10.1371/journal.pone.0338423>
- Bach, T. M., Silva, W. V. da, Souza, A. M., Kudlawicz-Franco, C., & Veiga, C. P. Da. (2020). Online customer behavior: perceptions regarding the types of risks incurred through online purchases. *Palgrave Communications*. <https://doi.org/10.1057/s41599-020-0389-4>
- Bawden, D., & Robinson, L. (2008). The dark side of information: Overload, anxiety and other paradoxes and pathologies. *Journal of Information*

Science, 35(2), 180–191.

<https://doi.org/10.1177/0165551508095781>; WEBSITE: WEBSITE: SAGE; ISSUE: ISSUE: DOI

- Buchori. (2020). *Buletin Ekonomi WORDS OF MOUTH (WOM) SEBAGAI PENENTU KEPUTUSAN PEMBELIAN (SEBUAH STUDI LITERATUR)* (Number 2).
- 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>
- Cahyanti, I., Fauzi, A., & Rini, E. S. (2021). Effect of E-Trust and Marketing Public Relation on Customer’s Purchasing Decision on the E-Commerce Market (Study on Lotte Mart Grosir Medan Customers). *International Journal of Research and Review*, 8(8), 704.
<https://doi.org/10.52403/ijrr.20210893>
- Candra, K. Y. A., & Yasa, N. N. K. (2023). *EVENT MARKETING, E-WOM, CITRA MEREK TERHADAP NIAT BELI: Konsep dan Aplikasi*. INFES MEDIA.
<https://play.google.com/books/reader?id=FyOqEAAAQBAJ&pg=GBS.PA17&hl=en>
- Chaffey, D., & Chadwik, F. E. (2022). *DIGITAL MARKETING* (8th Edition). Pearson. www.pearson.com/uk
- Cheah, C. W., Koay, K. Y., & Lim, W. M. (2024). Social media influencer over-endorsement: Implications from a moderated-mediation analysis. *Journal of Retailing and Customer Services*.
<https://doi.org/10.1016/j.jretconser.2024.103831>
- Chen, S. (2024). The Impact of Brand Awareness on Purchase Intention. In *Business, Economics and Management IEMSS* (Vol. 2024).
- Chen, T., Samaranayake, P., Cen, X. Y., Qi, M., & Lan, Y. C. (2022). The Impact of Online Reviews on Consumers’ Purchasing Decisions: Evidence From an Eye-Tracking Study. *Frontiers in Psychology*, 13.
<https://doi.org/10.3389/fpsyg.2022.865702>
- Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2021). Factors influencing consumer attitudes toward online shopping: the mediating effect of trust

. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-05-2020-0046>

- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/J.DSS.2012.06.008>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*. <https://doi-org.proxy.undip.ac.id/10.1108/APJML-04-2019-0262>
- 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. <https://doi.org/10.1509/JMKR.43.3.345>
- Chopra, A., Avhad, V., & Jaju, and S. (2021). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 9(1), 77–91. <https://doi.org/10.1177/2278533720923486>
- Civelek, M. E., & Ertemel A.V. (2018). Trust Building Model of Customers on B2c Websites: A Research on Generation Y Customers / B2c Web Sitelerinde Müşterilerin Güven Oluşturma Modeli: Y Jenerasyonu Müşterileri Üzerine Bir Araştırma. . *Journal of History Culture and Art Research*.
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/J.JRETCONSER.2019.101966>
- Dermawan, E., Sanjaya, A., & Wediawati, T. (2022). The Effect of Social Media Marketing and Brand Awareness on Purchase Decisions through Purchase Intention in Kopiria. In *Pinisi Discretion Review* (Vol. 6, Number 1).
- Dhiman, R., & Bhati, N. S. (2025). When AI meets influencers: Role of AI-powered instagram influencers driving consumers' purchase intentions: An integration of SMIV & SOR framework. *Journal of Open Innovation: Technology, Market, and Complexity*.

- Dutta, J., & Bhattacharya, M. (2023). Impact of social media influencers on brand awareness: A study on college students of Kolkata. *Communications in Humanities and Social Sciences*, 3(1), 27–33. <https://doi.org/10.21924/chss.3.1.2023.44>
- 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>
- Esparza-Huamanchumo, R. M., Quiroz-Celis, A. V., & Camacho-Sanz, A. A. (2024). Influence of eWOM on the purchase intention of consumers of Nikkei restaurants in Lima, Peru. *International Journal of Tourism Cities*. <https://doi.org/10.1108/IJTC-01-2024-0010>
- Faridi, M. R., Malik, A., Khan, N. A., Iqbal, A., & Khan, S. (2024). E-WOM ACROSS DIGITAL CHANNELS: A COMPARISON OF E-COMMERCE AND SOCIAL MEDIA IMPACT ON CONSUMER PURCHASE INTENTIONS. *Innovative Marketing*, 20(4), 192–205. [https://doi.org/10.21511/IM.20\(4\).2024.17](https://doi.org/10.21511/IM.20(4).2024.17)
- Faridy N, Syaputra H, Eldon M, Hanik Atus Sangadah, Gautama Sastra Waskita, Mulyati, Denny Rakhmad Widi Ashari, Rizky Ridwan, Nur Azizah, Pathmi Noerhatini, Miftahul Jannah, Ikraman, Ardhiansyah, Mochamad Heru Riza Chakim, Amanna Dzikirillah Lazuardini Luqman Al Hakim, Isna Asdiani Nasution, Mohammad Annas, Sugeng Susanto, Kartika Rose Rachmadi, & Anur Rahmah Tiawulandari. (2025). *Strategi Pemasaran Digital*. Sada Kurnia Pustaka. <https://play.google.com/books/reader?id=4w1LEQAAQBAJ&pg=GBS.PP1&hl=en>
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, 7(1), 1787733. <https://doi.org/10.1080/23311975.2020.1787733>
- Ferine, K. F., & Yuda. (2022). *DETERMINASI KEPUTUSAN PEMBELIAN PRODUK FASHION DI SITUS ONLINE SHOP - Google Play Books*. Selat Media Partners. <https://play.google.com/books/reader?id=gRSfEAAAQBAJ&pg=GBS.PP1&hl=en>

- Friedrich, T., Schlauderer, S., & Overhage, S. (2019). The impact of social commerce feature richness on website stickiness through cognitive and affective factors: An experimental study. *Electronic Commerce Research and Applications*, 36, 100861.
<https://doi.org/10.1016/J.ELERAP.2019.100861>
- Galdón-Salvador, J. L., Gil-Pechuán, I., Alfraihat, S. F. A., & Tarabieh, S. M. Z. A. (2024). Effect of Social Media Influencers on Consumer Brand Engagement and its Implications on Business Decision Making. *Profesional de La Informacion*, 33(2).
<https://doi.org/10.3145/epi.2024.0210>
- Guled, A., & Rajkumar, C. (2025). Influencer Marketing on Brand Awareness and Purchase Decision Among Gen z and Millennials. *Journal of Marketing & Social Research*.
- Guo, H. (2025). The Relationship Between Consumer Behavior and Purchase Decision Based on Big Data Analyse. *Journal of Economics and Management Sciences*, 8(2), p231.
<https://doi.org/10.30560/jems.v8n2p231>
- Gvili, Y., & Levy, S. (2022). I Share, Therefore I Trust: A moderated mediation model of the influence of eWOM engagement on social commerce. *Journal of Business Research*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*.
www.cengage.com/highered
- Haj Khalifa, A., Najaf, K., Atayah, O. F., & Dhiaf, M. (2024). The impact of electronic word-of-mouth on corporate performance during COVID-19. *Electronic Commerce Research*, 24(1), 655–674.
<https://doi.org/10.1007/s10660-023-09750-0>
- Handoyo, S. (2024a). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10, e29714. <https://doi.org/10.1016/j.heliyon.2024.e29714>
- Handoyo, S. (2024b). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*. [https://www.cell.com/heliyon/pdf/S2405-8440\(24\)05745-1.pdf?utm_source=consensus](https://www.cell.com/heliyon/pdf/S2405-8440(24)05745-1.pdf?utm_source=consensus)

- Harrigan, M., Feddema, K., Wang, S., Harrigan, P., & Diot, E. (2021). HOW TRUST LEADS TO ONLINE PURCHASE INTENTION FOUNDED IN PERCEIVED USEFULNESS AND PEER COMMUNICATION. *Queensland University of Technology*. <https://doi.org/10.1002/cb.1936>
- Haryanto, A. T. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Detik.Com.
- Hasani, V. V., Zeqiri, J., Todorovik, T., Jaziri, D., & Toska, A. (2023). Digital Content Marketing and EWOM: A Mediation Serial Approach. *Business Systems Research*, 14(2), 24–43. <https://doi.org/10.2478/bsrj-2023-0010>
- Hennig-Thurau, T., & Walsh, G. (2003). Electronic Word-of-Mouth: Motives for and Consequences of Reading Customer Articulations on the Internet. *International Journal of Electronic Commerce*, 8(2), 51–74. <https://doi.org/10.1080/10864415.2003.11044293>
- Herlambang, F., & Hadi Gunawan, W. (2023). Customer Ratings in the Shopee Marketplace Using Consumer Trust as an Intermediate Variable and Their Influence on Purchase Decisions (West Java community survey). In *INDONESIAN JOURNAL OF BUSINESS AND ECONOMICS* (Vol. 6). <https://journal.uniku.ac.id/index.php/ijbe>
- Hermenda, A., Sumarwan, U., & Tinaprilla, N. (2019). The Effect of Social Media Influencer on Brand Image, Self-Concept, and Purchase Intention. *Journal of Consumer Sciences*, 4(2), 76–89. <https://doi.org/10.29244/JCS.4.2.76-89>
- Hidayat, A., Wijaya, T., Ishak, A., & Endi Catyanadika, P. (2021). Consumer trust as the antecedent of online consumer purchase decision. *Information (Switzerland)*, 12(4). <https://doi.org/10.3390/info12040145>
- Hidayatullah, A. A., Fadhilah, M., & Hutami, L. T. H. (2025). The Influence of Influencer Marketing and Social Media Marketing on Purchase Decisions with Brand Awareness as an Intervening Variable for TikTok Shop in Generation Z. *DIJEFA: DINASTI INTERNATIONAL JOURNAL OF ECONOMICS, FINANCE, & ACCOUNTING*. <https://doi.org/10.38035/dijefa.v5i6>
- Hovland, C. I., Janis, I. K., & Kelley, H. H. (1953). *Communication and Persuasion*.

- Huang, H., Liu, S. Q., & Lu, Z. (2023). When and why Language Assertiveness Affects Online Review Persuasion. *Journal of Hospitality and Tourism Research*, 47(6), 988–1016.
https://doi.org/10.1177/10963480221074280/SUPPL_FILE/SJ-DOCX-1-JHT-10.1177_10963480221074280.DOCX
- Huda, N., Manek, A., Taolin, M. L., & Aziz, S. (2025). *Metodologi Penelitian Manajemen dan Bisnis, Pendekatan Kuantitatif, Kualitatif & Campuran*. Diwan Pustaka.
<https://play.google.com/books/reader?id=roxceQAAQBAJ&pg=GBS.PA84&hl=id>
- Hutabarat, F. (2024). The Effect of Brand Awareness on Decisive Customer Intention and Purchase Behavior of Shopee Gen Z Customers. *COGITO Smart Journal*, 10(1).
- Indiani, N. L. P., Amerta, I. M. S., & Sentosa, I. (2024). Exploring the moderation effect of consumers' demography in the online purchase behavior. *Cogent Business and Management*, 11(1).
https://doi.org/10.1080/23311975.2024.2393742/ASSET/4BFF8811-79DE-46FA-9E7E-5EDD6FBF6ED0/ASSETS/GRAPHIC/OABM_A_2393742_F0005_C.JPG
- Iqbal, A., Aslam, S., Jalali, W. U. B., Saboor, A., & Haider, W. (2023). Unveiling the Power of Influencer Marketing: A Systematic review of Influencer Marketing Antecedents, Outcomes, Theoretical Framework and the Future Research Directions. *Research Journal for Societal Issues*, 5(2), 362–395. <https://doi.org/10.56976/rjsi.v5i2.119>
- Isbahi, M. B. (2023). FACTORS INFLUENCING PURCHASE BEHAVIOR: CONSUMER INTEREST, PRICE, AND PRODUCT QUALITY (LITERATURE REVIEW HRM). *DANADYAKSA: Post Modern Economy Journal*, 1(1), 18–36.
- Ismail, M., Khan, S., & Ahmad, A. (2025). The Interplay of Influencer Marketing and Electronic Word of Mouth to Effect Consumer Purchase Decision. *The Critical Review of Social Sciences Studies*.
<https://thecrsss.com/index.php/Journal/article/view/137/149>
- Kala, D., & Chaubey, D. S. (2018). Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India. *Pacific Business Review International*.

- Kameswara, I. G. A. R., & Respati, N. N. R. (2022). BRAND IMAGE DALAM MEMEDIASI PENGARUH EWOM TERHADAP NIAT BELI KONSUMEN PADA SEPEDA MOTOR HONDA ADV. *E-Jurnal Manajemen Universitas Udayana*, 11(5), 1009. <https://doi.org/10.24843/ejmunud.2022.v11.i05.p08>
- Kavleen Bharej, M., & Singh, N. (2024). Electronic Word of Mouth (eWOM) And Its Impact on Consumer Buying Behaviour. In *Journal of Information Systems Engineering and Management* (Vol. 2025, Number 38s). <https://www.jisem-journal.com/>
- Keller, K. Lane. (2013). *Strategic brand management : building, measuring, and managing brand equity*. Pearson. https://books.google.com/books/about/Strategic_Brand_Management.html?hl=id&id=g8haMAEACAAJ
- Kerse, Y. (2023). The relationship between brand awareness and purchase intention: A meta-analysis study. *Business & Management Studies: An International Journal*, 11(3), 1121–1129. <https://doi.org/10.15295/bmij.v11i3.2288>
- Kunja, S. R., & Gvrk, A. (2020). Examining the effect of eWOM on the customer purchase intention through value co-creation (VCC) in social networking sites (SNSs) A study of select Facebook fan pages of smartphone brands in India. *Management Research Review*. <https://doi.org/10.1108/MRR-04-2017-0128>
- Le, T. T., Phan, D. N., Ngo, T. T. T., & Le, N. T. (2025). Website quality's impact on Gen Z's eWOM behavior and online purchase intentions: the mediating role of trust in online shopping. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-03-2025-0567>
- 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*. <http://dx.doi.org/10.1016/j.apmr.2015.03.005>
- Lis, B. (2013). In eWOM We Trust. *WIRTSCHAFTSINFORMATIK 2013* 55:3, 55(3), 121–134. <https://doi.org/10.1007/S11576-013-0360-8>
- Liu, D., & Guo, X. (2017). Can trust and social benefit really help? Empirical examination of purchase intentions for wearable devices. *Information Development*, 33(1), 43–56. <https://doi.org/10.1177/0266666916635724>

- Loeper, A., Steiner, J., & Stewart, C. (2014). Influential Opinion Leaders. *Economic Journal*, 124(581), 1147–1167.
<https://doi.org/10.1111/ECOJ.12100>;SUBPAGE:STRING:ABSTRACT;
WEBSITE:WEBSITE:PERICLES;REQUESTEDJOURNAL:JOURNA
L:14680297;WGROU:STRING:PUBLICATION
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73.
<https://doi.org/10.1080/15252019.2018.1533501>
- Mahat, N. Z. D., & Hanafiah, M. H. (2020). Help me tripadvisor! examining the relationship between tripadvisor e-WOM attributes, trusts towards online reviews and travellers behavioural intentions. *Journal of Information and Organizational Sciences*, 44(1), 83–112.
<https://doi.org/10.31341/jios.44.1.4>
- Mal, C. I., & Davies, G. (2023). The primacy of corporate brand trust for new market entrants. *Journal of Product & Brand Management*.
<https://doi.org/10.1108/JPBM-05-2021-3457>
- Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(8).
<https://doi.org/10.1016/j.heliyon.2022.e10145>
- Mathur, L. K., Mathur, I., & Rangan, N. (1997). The Wealth Effects Associated with a Celebrity Endorser: The Michael Jordan Phenomenon. *Journal of Advertising Research*.
- Matiukaite, K., Sciukauske, I., & Usas, A. (2024). THE IMPACT OF E-WOM ASPECTS ON CONSUMER PURCHASE INTENTIONS. *Polish Journal of Management Studies*.
- Maulana, R., Abdul Aziz, M., & Antony, A. (2025). The Effect of User Ease and User Security on Purchase Decisions Mediated by Consumer Trust (Study of Tokopedia Users in Sukabumi City). *International Journal of Economics, Management and Accounting (IJEMA)*, 2(9), 763–780.
<https://doi.org/10.47353/ijema.v2i9.238>
- Migkos, S. P., Giannakopoulos, N. T., & Sakas, D. P. (2025). Impact of Influencer Marketing on Consumer Behavior and Online Shopping

Preferences. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2). <https://doi.org/10.3390/jtaer20020111>

- Munir, T., & Watts, S. (2026). Power of social media influencers on brand awareness, value, and consumer purchases. *Spanish Journal of Marketing-ESIC*, 30(2), 258–277. <https://doi.org/10.1108/SJME-02-2024-0030>
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182–192. <https://doi.org/10.1108/JCM-11-2014-1221>
- Ngo, A. T. T., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, 10, e32168. <https://doi.org/10.1016/j.heliyon.2024.e32168>
- Ngo, T. T. A., Vuong, B. L., Le, M. D., Nguyen, T. T., Tran, M. M., & Nguyen, Q. K. (2024). The impact of eWOM information in social media on the online purchase intention of Generation Z. *Cogent Business and Management*, 11(1), 2316933. https://doi.org/10.1080/23311975.2024.2316933/ASSET/8E445726-7F7E-44BA-AEE4-7E17891C33F7/ASSETS/GRAPHIC/OABM_A_2316933_F0004_C.JPG
- Nguyen, D. T. B., & Nguyen, V. T. K. (2024). The Impact of Electronic Word-of-Mouth on the Purchase Intention of Tourists on Online Hotel Booking Applications. *International Journal of Asian Business and Information Management*, 15(1), 1–19. <https://doi.org/10.4018/IJABIM.342086>
- Nilashi, M., Ali Abumalloh, R., Alrizq, M., Alghamdi, A., Samad, S., Almulihi, A., Althobaiti, M. M., Yousoof Ismail, M., & Mohd, S. (2022). What is the impact of eWOM in social network sites on travel decision-making during the COVID-19 outbreak? A two-stage methodology. *Telematics and Informatics*, 69, 101795. <https://doi.org/10.1016/j.tele.2022.101795>
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39–52.

- Paget, S. (2025). *Local Consumer Review Survey - BrightLocal*. Brightlocal. <https://www.brightlocal.com/research/local-consumer-review-survey/>
- Pan, M., Blut, M., Ghiassaleh, A., & Lee, Z. W. Y. (2024). Influencer marketing effectiveness: A meta-analytic review. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-024-01052-7>
- Pan, Y., & Zinkhan, G. M. (2006). Determinants of retail patronage: A meta-analytical perspective. *Journal of Retailing*, 82(3), 229–243. <https://doi.org/10.1016/J.JRETAI.2005.11.008>
- Park, D. H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <https://doi.org/10.2753/JEC1086-4415110405>
- Peter, J. P., & Olson, J. C. (2014). *Perilaku konsumen dan strategi pemasaran*. Salemba Empat.
- Petty, R. E., Wegener, D. T., & Fabrigar, L. R. (1997). ATTITUDES AND ATTITUDE CHANGE. In *ATTITUDES Annu. Rev. Psychol* (Vol. 48).
- Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022). The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843. <https://doi.org/10.1080/13683500.2021.1895729;ISSUE:ISSUE:DOI>
- Putri, J. N. P., Listyorini, S., & Budiatmo, A. (2023). PENGARUH INFLUENCER MARKETING DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA KONSUMEN PRODUK POND'S DI KOTA SEMARANG). *Jurnal Ilmu Administrasi Bisnis*.
- Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Thuy, T. T. H., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping . *Cogent Business & Management*, 8, 1869363. <https://doi.org/10.1080/23311975.2020.1869363>
- Ramdani, A., & Fietroh, M. N. (2025). The Effect of Digital Marketing Strategies, Social Media, and Influencer Marketing on Brand Awareness. *Journal of Educational Management Research*, 4(5), 1655–1669. <https://doi.org/10.61987/jemr.v4i5.1161>

- Rindha Purba, F., & Paramita, L. (2021). The Influence of eWOM and Customer Satisfaction on Purchasing Decisions. *International Journal of Social Science and Business*, 5(4), 575–585.
<https://ejournal.undiksha.ac.id/index.php/IJSSB/index>
- Rizan, M., Handaru, A. W., & Ramadian, A. (2022). *METODE PENELITIAN BISNIS* -. AHLIMEDIA.
<https://play.google.com/books/reader?id=jJRfEAAAQBAJ&pg=GBS.PP1&hl=id>
- Roy, K., Paul, U. K., Tiwari, S., & Mookherjee, A. (2025). Impact of electronic word of mouth (e-WOM) on purchasing decisions: an empirical study. *Benchmarking: An International Journal*.
<https://doi.org/10.1108/BIJ-08-2024-0642>
- Saleh, F. A. (2025). The Influence of Artificial Intelligence and Electronic Word of Mouth (eWOM) on Consumer Purchasing Decisions. *Syntax Literate: Jurnal Ilmiah Indonesia*.
<https://jurnal.syntaxliterate.co.id/index.php/syntax-literate/article/view/55606/11265>
- Sanny, L., Arina, A. N., Maulidya, T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*.
<https://doi.org/10.5267/j.msl.2020.3.023>
- Semuel, H., & Chandra, S. S. (2015). The Analysis of Corporate Social Responsibility Implementation Effects towards Price Fairness, Trust and Purchase Intention at Oriflame Cosmetics Product in Surabaya. *Procedia - Social and Behavioral Sciences*. doi: 10.1016/j.sbspro.2014.10.253
- Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., & Ejaz, W. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105–110.
- Siregar, A. I. (2024). Studi Literature: Hubungan E-WOM dan Keputusan Pembelian. *Jurnal Ilmu Multidisiplin*, 3(1).
<https://doi.org/10.38035/jim.v3i1>
- SiteMinder. (2023). *The memory maker: SiteMinder's Changing Traveller Report*. SiteMinder. <https://www.siteminder.com/changing-traveller-report/2023/memory-maker/>

- Sohaib, M., Hui, P., & Akram, U. (2018). Impact of eWOM and risk-taking in gender on purchase intentions: Evidence from Chinese social media. *International Journal of Information Systems and Change Management*, 10(2), 101–122. <https://doi.org/10.1504/IJISCM.2018.094602>
- Solomon, M. T., & Hossain, S. (2025). Analysis of Factors Influencing Online Consumer Buying Decisions in the Telephone Market: The Case Study of China. *Global Journal of Economic and Finance Research*. <https://doi.org/10.55677/GJEFR/04-2025-Vol02E3>
- Soni, S., Kampooale, S., Krishnan, I., Ab Yajid, G., Khatibi, M. S., Minhas, A., & Khurana, D. (2025). Customer perceived ethicality and electronic word of mouth approach to customer loyalty: the mediating role of customer trust. *International Journal of Ethics and Systems*, 41(1), 258–278. <https://doi.org/10.1108/IJOES>
- Stamolampros, & Nikolaos. (2018). This is a repository copy of Exploring the behavioral drivers of review valence: The direct and indirect effects of multiple psychological distances. <https://doi.org/10.1108/IJCHM-04-2017-0239>
- Nikolaos, K (2018) Exploring the behavioral drivers of review valence: The direct and indirect effects of multiple psychological distances. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-04-2017-0239>
- Supriyadi, A., & Syah, T. Y. R. (2024). Increase in Purchase Intention through Source Credibility, Recommendation Credibility, and Psychological State: Brand Awareness Mediates. *Journal of Business And Management Review*. <https://profesionalmudacendekia.com/index.php/jbmr/article/view/1000/452>
- Tien, D. H., Rivas, A. A. A., & Liao, Y.-K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*.
- Tobon, S., & García-Madariaga, J. (2021). The Influence of Opinion Leaders' eWOM on Online Consumer Decisions: A Study on Social Influence. *Journal of Theoretical and Applied Electronic Commerce Research*. <https://doi.org/10.3390/jtaer>
- Tóth, Z., Mrad, M., Itani, O. S., Luo, J., & Liu, M. J. (2022). B2B eWOM on Alibaba: Signaling through online reviews in platform-based social

- exchange. *Industrial Marketing Management*, 104, 226–240.
<https://doi.org/10.1016/j.indmarman.2022.04.019>
- Tran, V. D., Nguyen, M. D., & Luong, L. A. (2022). The effects of online credible review on brand trust dimensions and willingness to buy: Evidence from Vietnam consumers The effects of online credible review on brand trust dimensions and willingness to buy: Evidence from Vietnam consumers. *Cogent Business & Management*, 9.
<https://doi.org/10.1080/23311975.2022.2038840>
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site. *Journal of Marketing*, 73(5), 90–102.
<https://doi.org/10.1509/JMKG.73.5.90>
- Uzunoglu, E., & Misci Kip, S. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*, 34(5), 592–602.
<https://doi.org/10.1016/J.IJINFOMGT.2014.04.007>
- Van Thuy, N., Anh, N. T. N., & Binh, N. T. X. (2022). IMPACT OF BRAND EQUITY ON CONSUMER PURCHASE DECISION: A CASE STUDY OF MOBILE RETAILER IN HOCHIMINH CITY, VIETNAM. *Journal of Eastern European and Central Asian Research*, 9(2), 229–239.
<https://doi.org/10.15549/jeecar.9i2.762>
- Wang, J. J., Wang, L. Y., & Wang, M. M. (2018). Understanding the effects of eWOM social ties on purchase intentions: A moderated mediation investigation. *Electronic Commerce Research and Applications*, 28, 54–62. <https://doi.org/10.1016/j.elerap.2018.01.011>
- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and Consumers' Purchase Intention in a Social Commerce Platform: A MetaAnalytic Approach. *Sage Open*.
https://journals.sagepub.com/doi/pdf/10.1177/21582440221091262?utm_source=consensus
- Wang, X., Yu, C., & Wei, Y. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, 26(4), 198–208.
<https://doi.org/10.1016/J.INTMAR.2011.11.004>;WEBSITE:WEBSITE:SAGE;WGROU:STRING:PUBLICATION

- Wardhana, A. (2024). Brand Awareness. In *Brand Management in The Digital Era* (pp. 1–35). EUREKA MEDIA AKSARA.
https://www.researchgate.net/publication/383869703_BRAND_AWARENESS
- Wu, S. I., & Ho, L. P. (2014). The Influence of Perceived Innovation and Brand Awareness on Purchase Intention of Innovation Product — An Example of iPhone. *Https://Doi.Org/10.1142/S0219877014500266*, 11(4). <https://doi.org/10.1142/S0219877014500266>
- You, Y., Hu, Y., Yang, W., & Cao, S. (2022). Research on the Influence Path of Online Consumers' Purchase Decision Based on Commitment and Trust Theory. *Frontiers in Psychology*, 13.
<https://doi.org/10.3389/fpsyg.2022.916465>
- Zhang, J. Q., Craciun, G., & Shin, D. (2010). When does electronic word-of-mouth matter? A study of consumer product reviews. *Journal of Business Research*, 63(12), 1336–1341.
<https://doi.org/10.1016/J.JBUSRES.2009.12.011>
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social ecommerce. *Electronic Commerce Research and Applications*.
<https://doi.org/10.1016/j.elerap.2020.100980>
- Zuniarti, I., Yuniasih, I., Martana, K., Setyaningsih, D., Susilowati, I. H., Pramularso, Y., & Astuti, D. (2021). The effect of the presence of e-commerce on consumer purchasing decisions. *International Journal of Data and Network Science*, 5, 479–484.
<https://doi.org/10.5267/j.ijdns.2021.3.005>