

## DAFTAR PUSTAKA

- Aditya Gusrah Arsyalan, D. M. (2019). Pengaruh Electronic Word of Mouth (eWOM) Terhadap Keputusan Pembelian Masyarakat Bandung di Shopee. *Proceeding of Management*, 5566-5579.
- Al-Mizeed, A. F.-A. (2021). The Effect of Digital Marketing on Purchasing Decision: A Case Study in Jordan. *Journal of Asian Finance, Economics and Business*.
- Andrian. (2019). Digital Marketing dan Ragam Produk pada Minat Beli konsumen Toko Online Shopee. *Jurnal Bisnis dan Manajemen*, 17.
- Ansari< S., A. G. (2019). Impact of brand awareness and social media content marketing on consumer purchase decision. *journal of public value and administration*, 5-10.
- Assael, H. (2001). *Consumer behavior and Marketing Action*. Boston: Thomson Learning.
- Ayuningtyas, A. S. (2019). Pengaruh Terapan Social Media Instagram terhadap Keputusan Berkunjung dengan Citra Destinasi sebagai Variabel Mediasi ( survei pada Pengunjung Kampung Tridi (Tiga dimensi) Malang). *Jurnal Administrasi Bisnis*, 45-54.
- Barefoot, D. &. (2010). *Friends with benefit: A Social media marketing handbook*. San Francisco.
- Black, K. A. (2017). *Australasians Business statistics*. John Wiley 7 Sons Australia.
- Budiman, S. (2021). the effects of social media on brand image and brand loyalty in generation y. *Journal of asian finance, economics and business*.
- Cateora, G. G. (2019). *International Marketing 18th edition*. Los angeles: Mc Graw Hill.
- Cepeda, C. N. (2016). Mediation analysis in partial least squares path modeling: Helping researchers discuss more sophisticated models. *Industrial Management & Data System*, 1-16.
- Cheng-Hsun Ho, K.-H. C. (2015). Can internet blog be used as an effective advertising tool? the role of product blog type and brand awareness. *Journal of enterprise information management*.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, Mixed Methods*. California: SAGE Publications.

- Darwin, M. (2020). The effect of communication strategy in marketing 4.0 Purchase decision through brand advocacy in Shopee E-Commerce. *Journal of Economics, management and business*, 375-396.
- Dhore, A. &. (2019). A descriptive study of the effectiveness of internet advertising on consumer buying behavior in Nagpur City. *SSRN Electronic Journal*.
- Edwin Japarianto, Stephanie Adelia. (2020). Pengaruh Tampilan web dan Harga Terhadap Minat Beli dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *Jurnal Manajemen Pemasaran*, 35-43.
- Eun Ju seo, J. W. (2020). The Effect of Social Media Usage Characteristics on e-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media. *Sustainability*, 2-9.
- Ghozali, I. &. (2015). *Partial Least Square: Konsep, Teknik, dan Aplikasi menggunakan SmartPLS 3.0*. Semarang: Universitas Diponegoro.
- Goyette, I. R. (2010). e-WOM Scale: Word of Mouth Measurement Scale for e-service Context. *Canadian Journal of Administrative Sciences*, 5-23.
- Grinnell, R. M. (2005). *Social Work: research and Evaluation Quantitative and Qualitative Approaches*. New York: Oxford University Press.
- Gruen, T. o. (2006). e-WOM: the impact of customer to customer online know how to exchange on cutsomer value and loyalty. *Journal of Business Research*, 449-456.
- Handi Handi, T. H. (2018). The Effect of E-WOM and perceived Value on the Purchase decision of Foods by Using the Go-Food Application as Mediated by Trust. *Quality Innovation Prosperity*, 112-124.
- Herdana, A. (2015). analisis pengaruh kesadaran merek (brand awareness) pada produk asuransi jiwa prudential life assurance (studi pada pru passion agency jakarta). *Jurnal riset bisnis dan manajemen*, 1-18.
- Hosain, M. A. (2020). The role of online advertising on purchase intention of smartphones: mediating effects of flow experience and advertising value. *Journal of Business*.
- Ivan Sindunata, B. A. (2018). Pengaruh e-WOM (Electronic word of mouth) terhadap Keputusan Pembelian di agoda.com. *Jurnal Hospitality dan Manajemen Jasa*, 128-136.
- Jalilvand, M. &. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*, 460-476.
- Joe Hair Jr, M. P. (2019). *Essentials of Business research methods*. New York: routledge.

- Kamal, S. S. (2019). Research Paradigm and The Philosophical Foundations of a qualitative study. *International Journal of Social Sciences*, 1386-1394.
- Keegan, W. J. & Mark, C. G. (2017). *Global Marketing (9th ed)*. New Jersey: Pearson.
- Kodrat, A. &. (2021). The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table. *International Journal of Review Management Business*.
- Levi Kusuma Putra a, Z. W. (2021). the Effect of Word of Mouth, Brand Image, and Online Advertising on purchase Decision Using Grab-Food services. *International Journal of Life Sciences*, 76-84.
- Lisnawati, I. R. (2019). Consumer decisions using online food delivery services in Palembang. *Journal of Management and Business Sriwijaya*, 147-158.
- Kumar, S. D. (2020). What drives brand love for natural products? The moderating role of household size. *Journal of Retailing and consumer services*, 58.
- Mahalik, M. &. (2017). Impact of online advertising. *International journal of advance research*, 1935-1939.
- Man Lai Cheung, G. D. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International journal economics and business research*.
- Moehar. (2002). *Analisis isi dan analisis data sekunder*.
- Nasrullah, K. R. (2015). *Media Sosial*. Bandung: Simbiosa Rekatama Media.
- Nizam. (2018). Interactive online advertising: the effectiveness of marketing strategy towards customers purchase decision. *International Journal of Human & Technology Interaction*, 9-16.
- Novita Sari, M. S. (2017). Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian Pada Toko Online Bukalapak.com. *Jurnal Manajemen Magister*, 96-105.
- Nur Afifah Rosnadia Putri dan Sri Setyo iriani. (2019). Faktor-Faktor yang Mempengaruhi Keputusan Pembelian di Shopee. *Jurnal Komunika*, 74.
- Nugroho, A. R. (2017). The impact of marketing mix, consumer's characteristics, and psychological factors to consumer's purchase intention on brand "w" in surabaya. *international journal of business and management*, 55-69.
- Nur, E. (2021). The impact of social media on firm value: a case study of oil and gas firms in Indonesia. *journal of asian finance, economics and business*.

Pramudana, M. W. (2020). Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Keputusan Pembelian. *E-Jurnal Manajemen*.

Prof. Dr. Lexy J. Moleong, M. (2005). Metodologi Penelitian Kualitatif. *Metodologi Penelitian Kualitatif*.

Putra, D. N. (2015). Pengaruh word of mouth terhadap keputusan pembelian pada cafe roti gempol dan kopi anjis. *E-proceeding of management*, 758-763.

Qazzafi, S. (2019). consumer buying decision process toward products. *International journal of scientific research and engineering development*, 130-134.

Raharja, S. &. (2010). Pengaruh social media marketing terhadap purchase intention melalui brand awareness sebagai variabel mediasi pada lazada. 1-6.

Rahayu, E. S. (2022). Pengaruh E-Marketing terhadap Volume Penjualan UMKM Kerupuk Usek di Kelurahan Kasepuhan Kabupaten Batang. *Jurnal STIE Semarang*, 34-49.

Reminta Lumban Batu, T. L. (2019). Pengaruh Digital Marketing Terhadap Online Purchase Decision Pada Platform Belanja Online Shopee. *Jurnal ekonomi dan bisnis vol. 18*, 144-152.

Rina Sari Qurniawati, Y. a. (2018). Ewom pada generasi Z di sosial media. *Jurnal Manajemen Daya saing*, vol 20.

Sarstedt, C. M. (2011). PLS-SEM: Indeed a silver bullet. *The Journal of Marketing Theory and Practice*, 139-151.

Sarstedt, C. M. (2016). Industrial Management & Data System. *Emerald insight*.

Sarwoko, F. A. (2020). How Social Media Marketing Influences Consumers' Purchase Decision? A Mediation Analysis of Brand Awareness. *Jurnal Ilmiah Bidang Akuntansi dan Manajemen*, 156-168.

Schiffman, L. &. (2007). *Consumer Behavior*, 9th ed. New Jersey: Prentice Hall.

Sekaran, U. &. (2016). *Research Method*. United Kingdom: John wiley & sons ltd.

Shanmugam, A. N. (2020). Influence of electronic word of mouth ewom on purchase intention. *International Journal of Scientific & Technology Research*, 1-5.

Shopee. (2021, September 22). *Tentang Shopee*. Retrieved from Shopee Karir: <https://careers.shopee.co.id/about/>

- Simona Sternad Zabukovsek, S. B. (2022). Enhacing PLS-SEM Enabled Research with ANN and IPMA: Research Study of Enterprise Resource Planning (ERP) Systems' Acceptance Based on The Technology Acceptance Model (TAM). *Emerald Insight*, 2-28.
- Siti Maria, T. P. (2019). The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy. *Jurnal Manajemen Indonesia*, 108-118.
- So, K. K. (2017). Brand Management in The Era of Social Media: Social Visibility of Consumption and Customer Brand Identification. *Journal of Travel research*, 1-16.
- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif dan R&D*.
- Sukmadinata, N. S. (2011). *metode penelitian pendidikan*.
- Tarigan, R. &. (2016). The Effect of Social Media to the Brand Awareness of A Product of a Company. *communication and information technology journal*, 1925.
- Thota, S. (2018). Social media: A conceptual study of the why's, when's and how's of consumer usage of social media and implications on business strategies. *Academic of Marketing Studies Journal*, 1-12.
- Venandito Tuyu, S. M. (2022). Pengaruh Iklan Online dan E-Wom Terhadap Keputusan Pembelian Produk Online (Studi Pada Konsumen Bag Store Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 526-536.
- Wenny Pebrianti, A. A. (2020). Digital Marketing, e-wom, brand awareness dan keputusan pembelian kopi milenial. *Jurnal ilmu ekonomi & sosial*, 48-55.
- Y., B. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *BMIJ*, 128-148.
- Yong, K. &. (2019). The Relationship Between Social Media Marketing and Entrepreneurial Success: A conceptual study on homestay business in Sabah, Malaysia. Review of Integrative Business and Economics Research. *Journal of economics and business*, 25-33.