

## DAFTAR PUSTAKA

- Abd Aziz, Z. D., Omar, M. K., & Ariffin, S. (2019). The Effects of Celebrity Endorsements towards Purchase Intention among Malaysian Millennials. *Religación: Revista de Ciencias Sociales y Humanidades*, 4(14), 116–124.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Process*, 50, 179–211.
- Al-Ja'afreh, A. L. I., & Al-Adaileh, R. (2020). The impact of electronic word of mouth on consumers purchasing intention. *Journal of Theoretical and Applied Information Technology*, 98(02).
- Anwar, R., & Adidarma, W. (2016). Pengaruh kepercayaan dan risiko pada minat beli belanja online. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 14(2), 155–168.
- Ardianti, A. N., & Widiartanto, W. (2019). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian melalui marketplace Shopee.(Studi pada mahasiswa aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, 8(2), 55–66.
- Bala, M., & Verma, D. (2018). A critical review of digital marketing. *M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering*, 8(10), 321–339.
- Beneke, J., de Sousa, S., Mbuyu, M., & Wickham, B. (2016). The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa. *The International Review of Retail, Distribution and Consumer Research*, 26(2), 171–201. <https://doi.org/10.1080/09593969.2015.1068828>
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital marketing: strategy, implementation and practice* (6th ed.). Pearson.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Taylor & Francis.
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161.
- CNN Indonesia. (2021). 88,1 persen pengguna internet belanja dengan e-commerce. Retrieved November 12, 2022, from CNN Indonesia website: <https://www.cnnindonesia.com/ekonomi/20211111123945-78-%0A719672/881-persen-pengguna-internet-belanja-dengan-e-commerce>
- Diventy, A. H., Rahadhini, M. D., & Triastity, R. (2020). The role of digital marketing on purchase intention and purchase decisions at kopi si budi surakarta. *PROCEEDING ICTESS (Internasional Conference on Technology, Education and Social Sciences)*.
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632.

- Farki, A., Baihaqi, I., & Wibawa, B. M. (2016). Pengaruh online customer review dan rating terhadap kepercayaan dan minat pembelian pada online marketplace di Indonesia. *Jurnal Teknik ITS*, 5(2), A614–A619.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Firman, A., Ilyas, G. B., Reza, H. K., Lestari, S. D., & Putra, A. H. P. K. (2021). The mediating role of customer trust on the relationships of celebrity endorsement and e-WOM to Instagram Purchase intention. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(1), 107–126.
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.
- Fuady, Z., & Karneli, O. (2019). Pengaruh Kualitas Jasa dan Digital Marketing terhadap Minat Beli Konsumen Capture Studio Pekanbaru. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik*, 6(2), 1–13.
- Ghadani, A., Muhar, A. M., & Sari, A. I. (2022). Pengaruh brand ambassador dan brand image terhadap keputusan pembelian di shopee dengan mediasi brand awareness. *Insight Management Journal*, 2(3), 110–118.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariante Dengan Program SPSS 21*. Semarang: Badan Penerbit Universitas Diponegoro.
- Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. *Journal of Mathematics*, 2022, 1–12. <https://doi.org/10.1155/2022/5327626>
- Halim, C., & Keni, K. (2022). Apakah Country Of Origin, Celebrity Endorsement, dan eWOM yang Dimediasi oleh Citra Merek dapat Memprediksi Niat Membeli Produk Skincare? *Business Management Journal*, 18(1), 107–117.
- Harmayani, H., Marpaung, D., Hamzah, A., Mulyani, N., & Hutahaean, J. (2020). *E-Commerce: Suatu Pengantar Bisnis Digital*. Yayasan Kita Menulis.
- Hendra. (2020). *PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP BRAND IMAGE DAN PURCHASE INTENTION (Studi kasus pada minat beli produk smartphone Iphone di Yogyakarta)*. Universitas Atma Jaya Yogyakarta.
- Hien, N. N., & Nhu, T. N. H. (2022). The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness. *Cogent Business & Management*, 9(1), 2105285.
- IQBAL, M. (2021). Efektifitas Digital Marketing Terhadap Kualitas Layanan pada Usaha di Masa Pandemi Covid 19 (Studi Kasus di Aceh). *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 7(2), 83–93. <https://doi.org/10.35870/jemsi.v7i2.609>
- Istikhomah, E. (2013). *Pengaruh Kelompok Acuan dan Pengetahuan terhadap Minat Beli Produk Pangan IPB pada Mahasiswa Program Sarjana*.
- Kamalasena, B. D. T. M., & Sirisena, A. B. (2021). The Impact of Online Communities and E Word of mouth on Purchase Intention of Generation Y: The Mediating Role of Brand Trust. *Sri Lanka Journal of Marketing*, 7(1),

- 92–116. <https://doi.org/10.4038/sljmuok.v7i1.58>
- Kamalul Ariffin, S., Mohan, T., & Goh, Y.-N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309–327. <https://doi.org/10.1108/JRIM-11-2017-0100>
- Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th global ed.). England: Pearson.
- Kurniasari, M., & Budiarmo, A. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J. Co Donuts & Coffee Semarang. *Jurnal Ilmu Administrasi Bisnis*, 7(3), 152–159.
- Laksmi, A. A., & Oktafani, F. (2016). Pengaruh electronic word of mouth (ewom) terhadap minat beli followers Instagram pada warung upnormal. *Jurnal Computech & Bisnis (e-Journal)*, 10(2), 78–88.
- Latief, A. (2018). Analisis pengaruh produk, harga, lokasi dan promosi terhadap minat beli konsumen pada warung wedang jahe (Studi Kasus Warung Sido Mampir di Kota Langsa). *Jurnal Manajemen Dan Keuangan*, 7(1), 90–99.
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397.
- Lomi, A. G., Bessie, J. L. D., & Kasim, A. (2016). Pengaruh ewom (electronic word of mouth) pada media sosial facebook terhadap minat beli konsumen (studi pada tebing bar & café). *Journal of Management: Small and Medium Enterprises (SMEs)*, 2(1), 29–58.
- Masyithoh, I. N., & Novitaningtyas, I. (2021). Pengaruh digital marketing terhadap minat beli konsumen pada marketplace tokopedia. *Jurnal Manajemen & Bisnis Kreatif*, 7(1), 109–126.
- Mayningsih, T., Nugroho, A., & Sihite, J. (2021). Analysis Regarding the Influence of Celebrity Endorsement, Advertising, Electronic Word of Mouth towards the Purchase Intention of Smartfren Internet Services. *IOSR Journal of Business and Management (IOSRJB)*, 23(1), 7–16. <https://doi.org/10.9790/487X-2301040716>
- Megayani, M., & Marlina, E. (2019). Pengaruh celebrity endorsement terhadap purchase intention melalui brand image sebagai variabel intervening. *Jurnal Akuntansi Dan Manajemen*, 16(01), 175–193.
- Meybiani, O., Faustine, G., & Siaputra, H. (2019). Pengaruh Ewom Dan Online Trust Terhadap Purchase Intention Di Agoda. *Jurnal Hospitality Dan Manajemen Jasa*, 7(2).
- Miremadi, A., & Haghayegh, M. (2022). The Competitive Advantage of EWOM in Digital Marketing. *European Journal of Business and Management Research*, 7(2), 258–269.
- Mulyansyah, G. T., & Sulistyowati, R. (2021). Pengaruh digital marketing berbasis sosial media terhadap keputusan pembelian kuliner di kawasan G-

- Walk Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(1), 1097–1103.
- Nawaz, S. S., & Kaldeen, M. (2020). Impact of digital marketing on purchase intention. *International Journal of Advanced Science and Technology*, 29(4), 1113–1120.
- Nguyen, H., Groth, M., Walsh, G., & Hennig-Thurau, T. (2014). The impact of service scripts on customer citizenship behavior and the moderating role of employee customer orientation. *Psychology & Marketing*, 31(12), 1096–1109.
- Ningrat, A., & Yasa, N. N. K. (2019). The effect of advertising and celebrity endorsement on purchase intention with brand awareness as intervening variable. *American Journal of Humanities and Social Sciences Research*, 3(10), 221–231.
- Nuraida, C. F., Andharini, S. N., & Satiti, N. R. (2022). The Influence of Celebrity Endorsers on Purchasing Intention through the Shopee Application with Brand Trust as Mediation Variable. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 2(03), 235–244. <https://doi.org/10.22219/jamanika.v2i03.22742>
- 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). *Journal of Islamic Marketing*.
- Peterson, D. K. (2012). The Colbert Bump® and The Facebook® Follow-Through for Generation Snark: A Test and Extension of The Ajzen's Theory of Planned Behavior for 2012. *Journal of Management Research*, 4(3). <https://doi.org/10.5296/jmr.v4i3.1597>
- Priyankara, R., Weerasiri, S., Dissanayaka, R., & Jinadasa, M. (2017). Celebrity Endorsement and Consumer Buying Intention With Relation to the Television Advertisement for Perfumes. *Management Studies*, 5(2). <https://doi.org/10.17265/2328-2185/2017.02.005>
- Purwianti, L., & Ricarto, T. (2018). Analisa faktor-faktor yang mempengaruhi Purchase Intention pada pengguna smartphone di Batam. *Jurnal Manajemen Maranatha*, 18(1), 41–56.
- Putra, A. H. P. K., Ridha, A., & As' ad, A. (2018). Celebrity Endorser Pada Jejaring Sosialinstagram Untuk Menarik Minat Pembelian Calon Konsumen. *Jurnal Economic Resource*, 1(1), 86–89.
- Rachbini, W. (2018). The influence of celebrity endorsements on purchase intention (a study on Vivo V7). *IOSR Journal of Business and Management (IOSR-JBM)*, 20(8), 59–66.
- Rahman, M. A., Abir, T., Yazdani, D. M. N., Hamid, A. B. A., & Al Mamun, A. (2020). Brand image, eWOM, trust and online purchase intention of digital products among Malaysian consumers. *Journal of Xi'an University of Architecture & Technology*, 12(3), 4935–4946.
- Rianto, N. A. (2017). *Pengaruh Kompetensi Komunikasi Dan Kredibilitas Komunikator Terhadap Efektivitas Pemeriksaan (Analisis Jalur Pengaruh Kompetensi Komunikasi dan Kredibilitas Komunikator Auditor BPK RI terhadap Efektivitas Pemeriksaan pada Pemerintah Kota Denpasar)*. UNS (Sebelas Maret University).

- Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. *International Journal of Information Management*, 34(2), 65–73.
- Sadiyah, K., Kurniati, R. R., & Zunaida, D. (2019). PENGARUH DIGITAL MARKETING TERHADAP MINAT BELI ASURANSI PT. PRUDENTIAL LIFE ASSURANCE Cabang Sukun, Jln. Simp Sukun, Malang. *JIAGABI (Jurnal Ilmu Administrasi Niaga/Bisnis)*, 8(3), 163–169.
- Sari, A. A., & Azizah, N. (2021). Pengaruh Indikator Electronic Word Of Mouth (E-Wom) Terhadap Buying Decision Melalui Trust Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Pengguna Shopee Di Kota Surabaya). *Jurnal Analitika Bisnis, Ekonomi, Sosial Dan Politik*, 1(1), 107–117.
- Setyawati, L. J. (2015). Kualitas informasi pelaporan keuangan: faktor-faktor penentu dan pengaruhnya terhadap efisiensi investasi. *Jurnal Ekonomi Dan Bisnis Airlangga*, 25(2), 186–196.
- Shimp, T. A. (2014). Komunikasi pemasaran terpadu dalam periklanan dan promosi. *Jakarta: Salemba Empat*, 97.
- Shimp, T. A., & Andrews, J. C. (2013). Integrated marketing communications. *Ohio: South-Western, Cengage Learning*.
- Soinbala, R., & Bessie, J. L. D. (2020). Pengaruh Electronic Word of Mouth (e-WOM) Melalui Media Sosial Instagram Terhadap Keputusan Pembelian. *GLORY: Jurnal Ekonomi & Ilmu Sosial*, 1(1-Sept), 65–83.
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5.
- Viglia, G., Minazzi, R., & Buhalis, D. (2016). The influence of e-word-of-mouth on hotel occupancy rate. *International Journal of Contemporary Hospitality Management*, 28(9), 2035–2051.
- Widarjono, A. (2013). *Ekonometrika Pengantar dan Aplikasinya Disertai Panduan Eviews*. Yogyakarta: UPP STIM YKPN.
- Wu, P. C. S., & Wang, Y. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*, 23(4), 448–472.
- Yoebrilanti, A. (2014). *Pengaruh promosi penjualan terhadap minat beli produk fashion dengan gaya hidup sebagai variabel moderator (Studi Kasus Pada Jejaring Sosial)*.
- Yohana, N. K. Y., Dewi, K. A. P., & Giantari, I. (2020). The Role of Brand Image Mediates the Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 4(1), 215–220.