

DAFTAR PUSTAKA

- Anggraini, L. P., & Sobari, N. (2023). The Mediation Role of *Review Helpfulness*, *Customers Trust*, and *Brand Attitude* Towards Positive e-WOM and *Purchase Intention* in Cosmetic Shopping Experience. *JOURNAL OF THEORETICAL AND APPLIED MANAGEMENT* Vol. 16 No. 1, 39-51.
- Ardiani, M. F. (2020). PENGARUH IKLAN DAN BRAND IMAGE TERHADAP MINAT BELI KONSUMEN PADA PRODUK KECANTIKAN D'ANGEL .
- Ardyan, E., & Sudyasjayanti, C. (2020). The Importance of *Customer Trust* Toward e-WOM on *Customer Behavior*: The Case of Generation Y in Indonesia. *Jurnal Manajemen dan Pemasaran Jasa* Vol. 13 No. 2, 213-226.
- ATMADAJA, M. S. (2020). KESEJAHTERAAN KONSUMEN: PERAN SIMBOL MEREK BUDAYA, MEREK AUTENTIK, DAN KETERLIBATAN BUDAYA JANGKA PANJANG DALAM BATIK KERIS.
- Compas.co.id, A. (2022, December 27). *10 Jualan Paling Laris di Shopee, Beauty & Care Mendominasi!* Retrieved from <https://compas.co.id/article/jualan-paling-laris-di-shopee/>
- Abir, T., Rahman, M. A., Yazdani, D. M. N.-A., & Khan, R. H. (2020). *Electronic Word of Mouth (e- WOM)* and consumers ' purchase decisions : Evidences from Bangladesh. *Journal of Xi'an University of Architecture & Technology*, XII(Iv), 367–382.
- Briliana, V. (2019). *Brand Trust: Its Antecedents and Outcomes on Commitment To the Brand*. *South East Asia Journal of Contemporary Business, Economics and Law*, 18(5), 84–90. <http://www.bluebirdgroup.com/4>
- Ernawati, N. (2021). Stimulus Iklan, Positive *Electronic Word of Mouth (eWOM)* dan Belanja Impulsif: Dampak Mediasi Motif Hedonis Pembelanja Daring. *INOBIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia* Vol. 4 No. 3, 346-360.
- Feng, X. (2016). An Analysis of the Factors Affecting the Daring Reviews Helpfulness--A Empirical Study based on Jumei.com. *Atlantic Marketing Journal: Advances in Intelligent Systems Research*, 136, 49–52. <https://doi.org/10.2991/icsma-16.2016.10>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley.

- Hair, J., Tomas, M. H., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Vol. 4). Sage Pub.
- Hsu, C. L., Lin, J. C. C., & Chiang, H. Sen. (2018). The effects of blogger recommendations on *Customers'* daring shopping intentions. *Emerald Insight*, 23(1), 69–88. <https://doi.org/10.1108/10662241311295782>
- iPrice. (2022). *The Map of E-commerce in Indonesia*. Retrieved from iprice.co.id: <https://iprice.co.id/insights/mapofecommerce/en/>
- Irvania, V. A., Udayana, I. B., & Fadhilah, M. (2022). PENGARUH PERCEIVED USEFULNESS, TRUST DAN PERCEIVED RISK TERHADAP PURCHASE INTENTION PENGGUNA SHOPEE. *JURNAL AKMENIKA Vol. 19 No. 1 APRIL*, 622-630.
- Jonathan, V. (2021). PENGARUH ELECTRONIC WORD OF MOUTH (e-WOM), DIFERENSIASI PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN AKSESORIS MOBIL BERMATERIAL FIBERGLASS PADA APLIKASI BUKALAPAK.
- Juliana, Noval, T., Hubner, I. B., & Bernarto, I. (2020). Ease Of Use Dan Trust Terhadap *Purchase Intention* Melalui Customer Satisfaction Pada Situs Web Tokopedia. *Jurnal Ecodemica Vol. 4 No. 2*, 217-229.
- Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2014). Electronic *Word of Mouth* : Challenges and opportunities. *Procedia Computer Science*, 3(December 2011), 42–46. <https://doi.org/10.1016/j.procs.2010.12.008>
- Jalilvand, M. R., & Samiei, N. (2018). The effect of *Electronic Word of Mouth* on brand image and *Purchase Intention*: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: Does it affect the *Brand Attitude* and *Purchase Intention* of brands? *Management Research Review* Vol. 40.
- Klaus, P. P., & Maklan, S. (2013). Towards a better measure of *Customer experience*. *International Journal of Market Research*, 55(2). <https://doi.org/10.2501/IJMR-2013-021>
- Lestari, D. E. (2019). Modul 1: Paradigma Penelitian. In D. E. Lestari, *EKMA5300 – Seminar dan Workshop Penelitian* (p. 268). Tangerang Selatan: Universitas Terbuka.
- Ling, T. S., & Pratomo, A. W. (2020). Pengaruh Brand Image, Persepsi Harga dan Word Of Mouth Terhadap Keputusan Pembelian Konsumen The Highland Park Resort Hotel Bogor. *Jurnal Ilmiah Pariwisata Kesatuan*, 1(1), 31–42.

<https://doi.org/10.37641/jipkes.v1i1.325>

- Liu, Y., Wan, Y., Shen, X., Ye, Z., & Wen, J. (2021). Product Customer satisfaction measurement based on multiple daring consumer review features. *MDPI Sustainability*, 12(6), 1–16. <https://doi.org/10.3390/info12060234>
- Lundin, H. (2021). *The impact of trust in eWOM through dimensions of source credibility towards Purchase Intention of a hotel stay*. Luleå University of Technology.
- Maulana, Y. (2019, November 24). *Sociolla, Ekosistem Kecantikan dalam Satu Platform*. Retrieved from SWA.co.id: <https://swa.co.id/youngster-inc/youngsterinc-startup/sociolla-ekosistem-kecantikan-dalam-satu-platform>
- Madlberger, M., & Kraemmer, L. (2019). Social media advertising: The role of the social media *platform* and the advertised brand in *attitude* formation and *Purchase Intention*. *WEBIST 2019 - Proceedings of the 15th International Conference on Web Information Systems and Technologies, Webist*, 100–109. <https://doi.org/10.5220/0008163801000109>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58, 20–38.
- Ngantung, C. V. (2021). Pengaruh Penggunaan Brand Ambassador BTS Dan Brand Awareness Terhadap Keputusan Pembelian Produk Melalui Minat Beli Pelanggan Sebagai Variabel Intervening Di Tokopedia.
- Nguyen, H. H., Nguyen-Viet, B., Nguyen, Y. T., & Le, T. H. (2022). Understanding daring *Purchase Intention*: the mediating role of *attitude* towards advertising. *Cogent Business & Management Vol. 9*, 1-23.
- Notoatmodjo, S. (2018). *Metodologi Penelitian Kesehatan*. Jakarta: Rineka Cipta.
- Nurhikmah, Romadhoni, B., & Nurinaya. (2018). THE EFFECT OF BRAND AWARENESS AND BRAND ATTITUDE ON CONSUMER PURCHASE INTEREST IN INDIHOME PRODUCTS IN THE TELECOMMUNICATIONS (WITEL) AREA OF MAKASSAR. *BALANCE : Jurnal Ekonomi Vol. 14 No. 2*, 165-172.
- Nurjamad, M. A., & Gulo, A. K. (2023). The Influence of Ratings and *Electronic Word of Mouth* (EWOM) on Daring Shop Customer Trust (Shopee). *Internasional Journal of Integrative Sciences (IJIS)*, 2(7), 1081–1098.
- Oh, H. (1999). Service quality, *Customer* satisfaction, and *Customer* value: A holistic perspective. *International Journal of Hospitality Management*, 18(1), 67–82. [https://doi.org/10.1016/s0278-4319\(98\)00047-4](https://doi.org/10.1016/s0278-4319(98)00047-4)

- Priansa, D. J. (2021). *Komunikasi Pemasaran Terpadu* (2nd ed.). CV PUSTAKA SETIA.
- Prasetyo, H. S., & Achmadi, H. (2022). Impact of TV Commercial, Social Media Advertising, and Point of Purchase on Brand Awareness Leading to Consumer Buying Intention on Brand “Cap Panda”. *Budapest International Research and Critics Institute-Journal Vol. 5 No. 2*, 10062-10071.
- Purnamaningrum, L. C., & Alversia, Y. (2021). Analisis Pengaruh Cues Terhadap *Trust, Attitude*, dan Daring Shopping Intention di Instagram. *Jurnal Manajemen dan Usahawan Indonesia Vol. 44 No. 2*, 92-104.
- Putri, S. R., & Albari. (2023). PENGARUH ELECTRONIC-WORD OF MOUTH TERHADAP *PURCHASE INTENTION* BRAND SOMETHINC MENGGUNAKAN APLIKASI SHOPEE. *CAKRAWALA – Repositori IMWI Vol. 6 No. 3*, 171-186.
- Residona, A. S. (2019). PENGARUH *ELECTRONIC WORD OF MOUTH* (eWOM) TERHADAP *PURCHASE INTENTION* PRODUK SKINCARE DENGAN BRAND IMAGE SEBAGAI VARIABEL MEDIASI (Studi Pada Pengakses Akun Instagram @wardahbeauty di Kota Malang).
- Salsabila. (2023, May 29). *Muscle First, Sociolla, BLP Melakukan Pemanfaatan Teknologi Marketing 2023 dan Siap Berkompetisi di E-commerce*. Retrieved from <https://compas.co.id/?s=Muscle+First%2C+Sociolla%2C+BLP+Melakukan+Pemanfaatan+Teknologi+Marketing+2023+dan+Siap+Berkompetisi+di+E-commerce>
- Sania, U. N., Sabran, & Sari, N. A. (2022). APAKAH BRAND IMAGE DAN *BRAND ATTITUDE* BERPENGARUH TERHADAP BRAND EQUITY? *JEMI Vol.22 No.1*, 30-43.
- Siaputra, H., & Isaac, E. (2020). PENGARUH *ATTITUDE*, SUBJECTIVE NORM, DAN PERCEIVED BEHAVIOR CONTROL TERHADAP *PURCHASE INTENTION* MAKANAN SEHAT DI CRUNCHAUS SURABAYA. *Jurnal Manajemen Perhotelan Vol. 6 No. 1*, 9-18.
- Sitompul, S. C., & Hariyanto, D. (2020). PENGARUH WORD OF MOUTH, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE XIAOMI.
- Ubaidillah, M. (2023, Mei 25). *Penjualan Produk Kosmetik & Perawatan Diri Pascapandemi Makin Tinggi*. Retrieved from SWA: <https://swa.co.id/swa/trends/penjualan-produk-kosmetik-perawatan-diri-pascapandemi-makin-tinggi>

- Walther, J. B., Liang, Y., Ganster, T., Wohn, D. Y., & Emington, J. (2018). Daring Reviews, Helpfulness Ratings, and Consumer Attitudes: An Extension of Congruity Theory to Multiple Sources in Web 2.0. *Journal of Computer-Mediated Communication*, 18(1), 97–112. <https://doi.org/10.1111/j.1083-6101.2018.01595.x>
- Wan, Y., & Nakayama, M. (2014). The reliability of daring Review Helpfulness. *Journal of Electronic Commerce Research*, 15(3), 179–189
- Wu, S. I., & Wang, W. H. (2014). Impact of CSR Perception on Brand Image, Brand Attitude and Buying Willingness: A Study of a Global Café. *International Journal of Marketing Studies* Vol. 6, No. 6, 43-56.

