

REFERENCE

Hayuningtyas, W. H., & Widiyanto, I. (2015). Antecedent kepercayaan dan keputusan pembelian. *Diponegoro Journal of Management*, 4(4), 1-11. ejournal-s1.undip.ac.id

Ardianti, P., Cahyani, P. D., & Hutami, L. T. H. (2024). Analisis hubungan antara social media marketing dan online customer review terhadap purchase decision melalui trust pada aplikasi Tiktok sebagai media pemasaran. *Jurnal EMT KITA*, 8(1), 273-284. doi.org

Anaya-Sánchez, R., Palos-Sánchez, P. R., & Correia, M. B. (2020). Influence of brand trust and brand identification on consumer engagement and loyalty: A theoretical model. *Sustainability*, 12(17), 6835. <https://doi.org/10.3390/su12176835>

Zainudin, W. N. R. A. W., Othman, M. S., & Azmi, M. N. L. (2020). The effect of electronic word-of-mouth (eWOM) on brand image and purchase intention: Trust as a mediator. *International Journal of Innovation, Creativity and Change*, 13(3), 993–1012.

Hajli, N., Sims, J., Featherman, M., & Love, P. E. D. (2021). Consumer behavior in social commerce: Results from a meta-analysis. *Technological Forecasting and Social Change*, 167, 120734. <https://doi.org/10.1016/j.techfore.2021.120734>

Indrajaya, A. I., Putri, R. R. A., & Nita, S. D. (2024). The impact of social media marketing features on consumer purchasing decisions in the skin care

industry: Brand trust as a mediator. *Journal of Exploratory Dynamic Problems*, 1(3), 153-165. doi.org

Fauziah, S., Rauf, A., & Utomo, E. N. (2024). The influence of green product, brand trust and halal label on purchase decision of Avoskin skincare product. *International of Management Business and Research*, 1(1), 205-217. journal.iebrs.org

Dewi, N. M. P., Imbayani, I. G. A., & Ribek, P. K. (2021). Pengaruh social media marketing terhadap keputusan pembelian yang dimediasi e-word of mouth pada Givanda Store Denpasar. *Jurnal EMAS*, 2(2), 28-42.

Angelyn, & Kodrat, D. S. (2021). The effect of social media marketing on purchase decision with brand awareness as mediation on Haroo Table. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(1), 16-24. doi.org

Andryana, I. M. J. W., & Ardani, I. G. K. S. (2021). The role of trust mediates effect of e-WOM on consumer purchase decisions. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(1), 408-415.

Sigar, D., Soepeno, D., & Tampenawas, J. (2021). Pengaruh brand ambassador, viral marketing dan brand trust terhadap keputusan pembelian sepatu Nike pada mahasiswa Fakultas Ekonomi dan Bisnis Unsrat. *Jurnal EMBA*, 9(4), 841-850.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (12th ed., Vols. 1-2). Erlangga.

Sernovitz, A. (2009). *Word of mouth marketing*. Gramedia Pustaka Utama.

Schiffman, L. G., & Kanuk, L. L. (2013). *Consumer behavior* (8th ed.).
Prentice Hall.

Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif dan R&D*. PT
Alfabet.

Syofian. (2013). *Metode penelitian kuantitatif*. PT Fajar Interpretama
Mandiri.

Wulandari, N. M. R., & Nurcahya, I. K. (2015). Pengaruh celebrity
endorser, brand image, brand trust terhadap keputusan pembelian Clear Shampoo
di Kota Denpasar. *E-Jurnal Manajemen Unud*, 4(11), 3909-3935.

Yunita, A. (2011). Pengaruh word of mouth, iklan dan atribut produk
terhadap keputusan pembelian dan loyalitas konsumen. *Jurnal Manajemen
Teknologi*, 11(1), 1-11.

Wang, R. Y., & Strong, D. M. (2015). Beyond accuracy: What data quality
means to data consumers. *Journal of Management Information System*, 12(4), 5-
34.

Wijaya, T., & Paramita, E. L. (2014). Pengaruh electronic word of mouth
terhadap keputusan pembelian kamera DSLR. *Jurnal Pemasaran*, 2(1), 22-35.

Wong, J. (2010). *Internet marketing for beginners*. PT Elex Media
Komputindo.

Kartika, R., & Pandjaitan, N. (2023). *The impact of brand characteristics on consumer trust and loyalty*. Jurnal Riset Ekonomi dan Bisnis, 8(1), 44–52.

Sari, R. P., & Prabowo, T. J. (2021). *Social media marketing effectiveness in influencing consumer purchase decisions*. Jurnal Ilmu dan Riset Manajemen, 10(5), 1–12.

Daud, A., Simanjuntak, M., & Sahar, A. (2024). The effect of e-WOM and brand trust on purchase decisions. Jurnal Manajemen Indonesia, 44(1), 15–26.

Amin, H., & Pratomo, R. (2020). The role of electronic word of mouth on consumer behavior. Jurnal Ekonomi & Bisnis, 5(3), 201–210.

Sultoni, A. (2023). Building brand trust through corporate integrity and reputation. Jurnal Ilmu Manajemen, 11(1), 70–78.

Yuliana, I., & Hidayat, W. (2022). Pengaruh media sosial terhadap keputusan pembelian konsumen milenial. Jurnal Ilmu Ekonomi dan Bisnis Islam, 5(2), 134–142.