

## DAFTAR PUSTAKA

- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing and Management*, 5(3), 192–201. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Abubakar, A. M., Ilkan, M., & Sahin, P. (2016). eWOM, eReferral and gender in the virtual community. *Marketing Intelligence and Planning*, 34(5), 692–710. <https://doi.org/10.1108/MIP-05-2015-0090>
- Agung, B. (2020). *Riset Kredivo: Tren Positif E-commerce Masih Berlanjut Sampai Masa Pandemi*. <https://dailysocial.id/post/riset-kredivo-tren-e-commerce-2019-indonesia>
- APJII, B. (2020). Apjii. In *Asosiasi Penyelenggara Jasa Internet Indonesia* (Vol. 74, p. 1). <https://apjii.or.id/content/read/104/503/BULETIN-APJII-EDISI-74--November-2020>
- Berezina, K., Bilgihan, A., Cobanoglu, C., & Okumus, F. (2016). Understanding Satisfied and Dissatisfied Hotel Customers: Text Mining of Online Hotel Reviews. *Journal of Hospitality Marketing and Management*, 25(1), 1–24. <https://doi.org/10.1080/19368623.2015.983631>
- Bernhardt, J. M., Mays, D., & Hall, A. K. (2012). Social marketing at the right place and right time with new media. *Journal of Social Marketing*, 2(2), 130–137. <https://doi.org/10.1108/20426761211243964>
- Bristol, T., & Mangleburg, T. F. (2005). Not telling the whole story: Teen deception in purchasing. *Journal of the Academy of Marketing Science*, 33(1), 79–95. <https://doi.org/10.1177/0092070304269754>
- Chanaya, N., & Sahetapy, L. (2020). ( E-Wom ) Terhadap Keputusan Pembelian Pada Jasa Wedding Organizer Perfect Moment. *Agora - Online Graduate Humanities Journal*, 8(1).
- Chen, Z. (2020). The Impact of Social Media on Consumer Behavior in M-Pesa Group Account. *SSRN Electronic Journal*, 7(1). <https://doi.org/10.2139/ssrn.3655318>

- Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218–225. <https://doi.org/10.1016/j.dss.2012.01.015>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Chevalier, J. A., & Mayzlin, D. (2006). Chevalier2006. *Journal of Marketing Research*, XLIII(August), 345–354.
- Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square (PLS)*. Semarang: Badan Penerbit UNDIP.
- Hair, J., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.
- Icecubeonline.com. (2021). *Bagaimana Pandemi COVID-19 Mempengaruhi Tren Industri E-Commerce di 2021?* <https://icubeonline.com/news-blog/pandemi-dan-trend-ecommerce-2021>
- Indriyani, R., & Suri, A. (2020). Pengaruh Media Sosial Terhadap Keputusan Pembelian Melalui Motivasi Konsumen Pada Produk Fast Fashion. *Jurnal Manajemen Pemasaran*, 14(1), 25–34. <https://doi.org/10.9744/pemasaran.14.1.25-34>
- Jalilvand, M. R., & Samiei, N. (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 and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kemp, S. (2021). *DIGITAL 2021 : INDONESIA*. <https://datareportal.com/reports/digital-2021-indonesia>

- Keshari, P., & Kumar, N. (2011). Purchase Decision Involvement: A Study of Edible Oils. *Prestige International Journal of Management and Research*. *Prestige International Journal of Management and Research*.
- Khan, H. A., Kamal, Y., & Saleem, S. (2016). Peer Influence on Young Adults' Products Purchase Decisions. *Business & Economic Review*, 8(Special Edition), 83–92. <https://doi.org/10.22547/ber/8.se.6>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing, 16th Edition*. New Jersey: Pearson Prentice Hall.
- Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(2), 71–89. <https://doi.org/10.1509/jmkg.74.2.71>
- Lazarevic, V. (2012). Encouraging brand loyalty in fickle generation Y consumers. *Young Consumers*, 13(1), 45–61. <https://doi.org/10.1108/17473611211203939>
- Lee, K. (2011). The green purchase behavior of hong kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*, 23(1), 21–44. <https://doi.org/10.1080/08961530.2011.524575>
- Malhotra, N. K. (2010). *Marketing Research-An Applied Orientation Sixth Edition*. Pearson Education.
- Mishra, A., Maheswarappa, S. S., Maity, M., & Samu, S. (2018). Adolescent's eWOM intentions: An investigation into the roles of peers, the Internet and gender. *Journal of Business Research*, 86(April), 394–405. <https://doi.org/10.1016/j.jbusres.2017.04.005>
- Morrisan, M. A. (2012). *Metode penelitian survei*.
- Muslim. (2018). *Pengaruh Media Sosial, E-Service Quality dan Harga Terhadap Keputusan Pembelian yang di Mediasi Oleh Gaya Hidup*. 145–162.

- Nurlaela Anwar, R. (2018). Pengaruh Kepercayaan Dan Media Sosial Terhadap Keputusan Pembelian Konsumen E-Commerce Fashion Muslim Hijup Di Jakarta. *Jurnal Manajemen Bisnis Krisnadwipayana*, 6(1), 75–85. <https://doi.org/10.35137/jmbk.v6i1.169>
- Nurrohman, F. (2018). Pengaruh Electronic Word of Mouth, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus pada Smartphone Merek Blackberry di Yogyakarta). *Jurnal Manajemen Bisnis Indonesia Edisi 1 Tahun 2018, 1*, 37–45.
- Peter, Paul dan Olson, J. C. (2009). *CONSUMER BEHAVIOR Perilaku Konsumen dan Strategi Pemasaran. Edisi 4. Jilid 1*.
- Priansa, D. J. (2016). Pengaruh E-Wom Dan Persepsi Nilai Terhadap Keputusan Konsumen Untuk Berbelanja Online Di Lazada. *Ecodemica, IV (1)(2355–0295)*, 117–124.
- R.Rahmadhani; P.Apriatni Endang. (2018). DIPONEGORO JOURNAL OF SOCIAL AND POLITIC Tahun 2018, Hal. 1-6 <http://ejournal-s1.undip.ac.id/index.php/PENGARUH ELECTRONIC WORD OF MOUTH DAN PERCEIVED RISK TERHADAP KEPUTUSAN PEMBELIAN PADA KONSUMEN TOKOPEDIA>. *Journal of Social and Politic*, 1–6. <http://ejournal-s1.undip.ac.id/cgi-sys/suspendedpage.cgi>
- Salsabila, A., & Sampurna, D. S. (2020). *ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA , WORD OF MOUTH , AND INFLUENCER ON PURCHASE DECISIONS ( Case Study On Lovesick Coffee Bekasi )*. 1–18.
- Sari, V. E. (2019). Pengaruh E-Wom, Lifestyle, Kepercayaan Terhadap Keputusan Pembelian Ticket Online Booking Pada Situs Traveloka.Com Di Ponorogo (Studi Kasus Pembelian Tiket Pesawat Dan Kereta Api). *EJournal Administrasi Bisnis*, 7(4), 474–487.
- Soh, C. Q. Y., Rezaei, S., & Gu, M. L. (2017). A structural model of the antecedents and consequences of Generation Y luxury fashion goods purchase decisions. *Young Consumers*, 18(2), 180–204. <https://doi.org/10.1108/YC-12-2016-00654>

- Sugiyono. (2008). *Metode Penelitian Bisnis*.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.
- Taungke, G. S., & Sunarti. (2020). PENGARUH CELEBRITY ENDORSER DAN ELECTRONIC WORD OF MOUTH TERHADAP MINAT BELI DAN DAMPAKNYA TERHADAP KEPUTUSAN PEMBELIAN (Survei pada Konsumen Erigo di Akun Resmi Instagram Erigo). *Jurnal Administrasi Bisnis*, 78(1), 209–218.
- Thoumrungroje, A. (2014). The Influence of Social Media Intensity and EWOM on Conspicuous Consumption. *Procedia - Social and Behavioral Sciences*, 148(November 2012), 7–15. <https://doi.org/10.1016/j.sbspro.2014.07.009>
- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- Viswanathan, V., & Jain, V. (2013). A dual-system approach to understanding “generation Y” decision making. *Journal of Consumer Marketing*, 30(6), 484–492. <https://doi.org/10.1108/JCM-07-2013-0649>
- Wacono, T. D., Lukitaningsih, A., & Maharani, B. D. (2021). Pengaruh Electronic Word of Mouth (E-WoM), Kelompok Teman Sebaya (Peer Group) dan Gaya Hidup Hedonis pada Keputusan Pembelian Konsumen Filosofi Kopi Jogja. *JBE (Jurnal Bingkai Ekonomi)*, 6(1), 45–57. <https://doi.org/10.54066/jbe.v6i1.95>
- Wiridjati, W., & Roesman, R. R. (2018). Fenomena Penggunaan Media Sosial Dan Pengaruh Teman Sebaya Pada Generasi Milenial Terhadap Keputusan Pembelian. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 275. <https://doi.org/10.25105/jmpj.v11i2.2950>

- Wong, K. K. K.-K. (2013). 28/05 - Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, 24(1), 1–32. [http://marketing-bulletin.massey.ac.nz/v24/mb\\_v24\\_t1\\_wong.pdf%5Cnhttp://www.researchgate.net/profile/Ken\\_Wong10/publication/268449353\\_Partial\\_Least\\_Squares\\_Structural\\_Equation\\_Modeling\\_\(PLS-SEM\)\\_Techniques\\_Using\\_SmartPLS/links/54773b1b0cf293e2da25e3f3.pdf](http://marketing-bulletin.massey.ac.nz/v24/mb_v24_t1_wong.pdf%5Cnhttp://www.researchgate.net/profile/Ken_Wong10/publication/268449353_Partial_Least_Squares_Structural_Equation_Modeling_(PLS-SEM)_Techniques_Using_SmartPLS/links/54773b1b0cf293e2da25e3f3.pdf)
- Zhang, T., Omran, B. A., & Cobanoglu, C. (2017). (2017). Generation Y's positive and negative eWOM: use of social media and mobile technology. *International Journal of Contemporary Hospitality Management*. *Applied Statistical Modeling and Data Analytics*, v. <https://doi.org/10.1016/b978-0-12-803279-4.09987-9>
- Zhang, Z., Ye, Q., Law, R., & Li, Y. (2010). The impact of e-word-of-mouth on the online popularity of restaurants: A comparison of consumer reviews and editor reviews. *International Journal of Hospitality Management*, 29(4), 694–700. <https://doi.org/10.1016/j.ijhm.2010.02.002>