

DAFTAR PUSTAKA

- Agustina, Y., Suryandari, R. T., & Kirana, E. K. (2022). The Effect Of Celebrity Endorser Toward Purchase Intention: Negative Publicity As Moderator. *Khazanah Sosial*, 4(4), 636–649. <https://doi.org/10.15575/Ks.V4i4.20238>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The Impact Of Electronic Word-Of-Mouth. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Cheung, C. M. K., & Thadani, D. R. (2012). The Impact Of Electronic Word-Of-Mouth Communication: A Literature Analysis And Integrative Model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/J.Dss.2012.06.008>
- Cooper, Donald R.C. Dan Emory, William. (1998). *Metode Penelitian Bisnis*. Erlangga, Jakarta
- Corbitt, B. J., Thanasankit, T., & Yi, H. (2003). Trust And E-Commerce: A Study Of Consumer Perceptions. *Electronic Commerce Research And Applications*, 2(3), 203–215. [https://doi.org/10.1016/S1567-4223\(03\)00024-3](https://doi.org/10.1016/S1567-4223(03)00024-3)
- Djamba, Y. K., & Neuman, W. L. (2002). Social Research Methods: Qualitative And Quantitative Approaches. *Teaching Sociology*, 30, 380. <https://api.semanticscholar.org/Corpusid:145179283>
- Ekawati, N. W., Paramananda, K. A. S., Mahardika, I., Daely, A. S., & Rifky, A. M. (2023). Peran E-Wom Dalam Memediasi Pengaruh Kualitas Website Dan Kualitas E-Service Terhadap Niat Membeli Kembali. *Prosiding Seminar Nasional Forum Manajemen Indonesia - E-ISSN 3026-4499*, 1, 100–116. <https://doi.org/10.47747/Snfmi.V1i.1466>
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2012). *Perilaku Konsumen*. Binarupa Aksara.
- Estrella-Ramón, A., & Ellis-Chadwick, F. (2017). Do Different Kinds Of User-Generated Content In Online Brand Communities Really Work? *Online Information Review*, 41(7), 954–968. <https://doi.org/10.1108/OIR-08-2016-0229>
- Flanagin, A. J., & Metzger, M. J. (2007). The Role Of Site Features, User Attributes, And Information Verification Behaviors On The Perceived Credibility Of Web-Based Information. *New Media & Society*, 9(2), 319–342. <https://doi.org/10.1177/1461444807075015>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models With Unobservable Variables And Measurement Error. *Journal Of Marketing Research*, 18(1), 39. <https://doi.org/10.2307/3151312>
- Fournier, S. (1998). Consumers And Their Brands: Developing Relationship Theory In Consumer Research. *Journal Of Consumer Research*, 24(4), 343–

353. <https://doi.org/10.1086/209515>

Ghozali, Imam, & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. BP Undip.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic Word-Of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers To Articulate Themselves On The Internet? *Journal Of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/Dir.10073>

Hoffman, D. L., Novak, T. P., & Peralta, M. (1999). Building Consumer Trust Online. *Communications Of The ACM*, 42(4), 80–85. <https://doi.org/10.1145/299157.299175>

Iqbal, M., & Tantra, T. (2023). Pengaruh Design Website Quality Dan E-Service Quality Terhadap Repurchase Intention Yang Dimediasi Oleh Customer Satisfaction. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(2), 1291–1306. <https://doi.org/10.31955/Mea.V7i2.3172>

Kim, J., & Lennon, S. J. (2013). Effects Of Reputation And Website Quality On Online Consumers' Emotion, Perceived Risk And Purchase Intention. *Journal Of Research In Interactive Marketing*, 7(1), 33–56. <https://doi.org/10.1108/17505931311316734>

Kotler, P., & Keller. (2007). *Manajemen Pemasaran Jilid I Edisi 12*. PT. Indeks.

Kotler, P., & Keller, K. L. (2012). Principles Of Marketing Kotler 14th Edition Pearson. *Pearson Education Limited, Essex, England*.

Kotler, Phillip, & Keller, K. L. (2016). *Manajemen Pemasaran Edisi 12 Jilid 1&2*. PT. Indeks.

Mccracken, G. (1989). Who Is The Celebrity Endorser? Cultural Foundations Of The Endorsement Process. *Journal Of Consumer Research*, 16(3), 310. <https://doi.org/10.1086/209217>

Park, C., & Lee, T. M. (2009). Information Direction, Website Reputation And Ewom Effect: A Moderating Role Of Product Type. *Journal Of Business Research*, 62(1), 61–67. <https://doi.org/10.1016/J.Jbusres.2007.11.017>

Park, C. W., Eisingerich, A. B., & Park, J. W. (2013). Attachment–Aversion (AA) Model Of Customer–Brand Relationships. *Journal Of Consumer Psychology*, 23(2), 229–248. <https://doi.org/10.1016/J.Jcps.2013.01.002>

Park, C. W., Macinnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand Attachment And Brand Attitude Strength: Conceptual And Empirical Differentiation Of Two Critical Brand Equity Drivers. *Journal Of Marketing*, 74(6), 1–17. <https://doi.org/10.1509/Jmkg.74.6.1>

Rodgers, S., & Wang, Y. (N.D.). Electronic Word Of Mouth And Consumer Generated Content. In *Handbook Of Research On Digital Media And Advertising* (Pp. 212–231). IGI Global. <https://doi.org/10.4018/978-1->

60566-792-8.Ch011

Spry, A., Pappu, R., & Bettina Cornwell, T. (2011). Celebrity Endorsement, Brand Credibility And Brand Equity. *European Journal Of Marketing*, 45(6), 882–909. <https://doi.org/10.1108/03090561111119958>

Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta

Tangmanee, C., & Rawsena, C. (2016). Direct And Indirect Effects Of Perceived Risk And Website Reputation On Purchase Intention. *International Journal Of Research In Business And Social Science (2147- 4478)*, 5(6), 1–11. <https://doi.org/10.20525/ijrbs.V5i6.539>