

DAFTAR PUSTAKA

- Abubakar, A. M., Ilkan, M., & Al-tal, R. M. (2017). Journal of Hospitality and Tourism Management eWOM , revisit intention , destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220–227. <https://doi.org/10.1016/j.jhtm.2016.12.005>
- Afiqoh, I. (2024). Pengaruh Social Media Marketing Dan E-Trust Terhadap Minat Beli Pada Mahasiswa Pendidikan Ekonomi Fkip Universitas Jambi Angkatan 2020-2021 (Studi Pada E-Commerce Buka Lapak). *Jurnal Ilmu Manajemen Terapan (JIMT)*, 5(3), 188–196. <https://doi.org/10.38035/jimt.v5i3>
- Boenadi, E. M., & Edwin, J. (2017). Pengaruh Electronic Word Of Mouth (E-WOM) Terhadap Online Repurchase Intention dengan Brand Trust Sebagai Variabel Intervening pada Customer Atomy Indonesia. *Jurnal Strategi Pemasaran*, 8(1), 1–12.
- Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761–784. <https://doi.org/10.1108/14684520910985710>
- Dharmawirya, M. (2012). Analysis of Consumer Repurchase Intention towards Online Shopping in Indonesia's Online Retail Business Market. *International Journal of E-Education, e-Business, e-Management and e-Learning*, 2(3), 3–6. <https://doi.org/10.7763/ijeeee.2012.v2.109>
- Ellitan, L. (2023). The Role of Experiential Marketing, Social Media Marketing and Brand Trust in Increasing Repurchase Intention. *International Journal of Research*, 10(9), 181–191. <https://doi.org/10.5281/zenodo.8351040>
- Gefen, D., Karahanna, E., & Straub, D. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27, 51–90. <https://doi.org/10.2307/30036519>
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Square Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 4.0 Untuk Penelitian Empiris Edisi 1* (1st ed.). Yoga Pratama.
- Ghozali, I., & Latan, H. (2015). Konsep, teknik, aplikasi menggunakan Smart PLS 3.0 untuk penelitian empiris. *BP Undip. Semarang*, 290.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences / Revue Canadienne Des Sciences de l'Administration*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Gunelius, S. (2011). *30-Minute Social Media Marketing : Step-By-Step Techniques To Spread the Word About Your Business Fast and Free*.
- Hair, J., Hult, G. T. M., Ringle, C., Sarstedt, M., Danks, N., Ray, S., & St, C. (2022).

- Book Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. <https://doi.org/10.1007/978-3-030-80519-7>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11–12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- 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>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context. In *SpringerBriefs in Business*.
- Jalil, M. I. A., Lada, S., Bakri, M. A., & Hassan, Z. (2021). Halal Cosmetics Repurchase Intention: the Role of Marketing in Social Media. *Journal of Islamic Monetary Economics and Finance*, 7(4), 629–650. <https://doi.org/10.21098/jimf.v7i4.1379>
- Kamila Adinda Sofie Nurcahya, Komariah Kokom, & Saori Sopyan. (2024). Al-Kharaj : Jurnal Ekonomi , Keuangan & Bisnis Syariah Al-Kharaj : Jurnal Ekonomi , Keuangan & Bisnis Syariah. *Al-Kharaj : Jurnal Ekonomi , Keuangan & Bisnis Syariah*, 6(2), 2547–2562. <https://doi.org/10.47467/alkharaj.v6i11.4239>
- Kevin, T., Bawono, P., Subagio, H., Pemasaran, P. M., Petra, U. K., & Siwalankerto, J. (2020). ANALISA PENGARUH SOCIAL MEDIA MARKETING TERHADAP REPURCHASE INTENTION MELALUI BRAND TRUST SEBAGAI VARIABEL MEDIASI PADA INSTAGRAM ADIDAS INDONESIA DI SURABAYA. *Jurnal Strategi Pemasaran, Vol 7 No 1* (Vol. 7 No. 1 (2020): Jurnal Strategi Pemasaran). <https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/10064>
- Khoirunnisa, A., & Astini, R. (2021). *The Effects of Experiential Marketing and Social Media Marketing on Repurchase Intention with Brand Trust as Variable Mediation for Wearing Klamby Hijab Fashion Products*. 6(6). <https://doi.org/10.24018/ejbmr.2021.6.6.1145>
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>
- Lestari, A. N. A., & Nurtjahjadi, E. (2024). Peran Social Media Marketing dan Electronic Word of Mouth dalam Repurchase Intention pada Traveloka di Kota Bandung. *J-MAS (Jurnal Manajemen Dan Sains)*, 9(2), 949.

<https://doi.org/10.33087/jmas.v9i2.1875>

- Maduretno, R. B. E. H. P., & Junaedi, S. (2021). The Importance of eWOM Elements on Online Repurchase Intention: Roles of Trust and Perceived Usefulness. *Jurnal Ekonomi Indonesia*, 10(1), 55–69. <https://doi.org/10.52813/jei.v10i1.59>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model of Organizational Trust. *The Academy of Management Review*, 20(3), 709. <https://doi.org/10.2307/258792>
- Muhammad Fadhli, Naili Farida, H. S. N. (2023). Pengaruh E-WOM dan E-Satisfaction terhadap E-Repurchase Intention melalui E-Trust Sebagai Variabel Intervening (Studi pada Pengguna Marketplace Blibli Semarang). *Jurnal Ilmu Administrasi Bisnis*, 13(2), 373–383. <https://doi.org/https://doi.org/10.14710/jiab.2024.41408>
- Mustikarini, U., & Samiono, B. (2018). *ANALISIS PENGARUH WEBSITE QUALITY DAN EWOM TERHADAP PURCHASE DECISION MELALUI ONLINE TRUST PADA SITUS TIKET TRAVEL DAN RESERVASI HOTEL ONLINE DI INDONESIA (STUDI KASUS PADA TRAVELOKA.COM, TIKET.COM DAN PEGIPEGI.COM)*. 2, 36–50.
- Nathalia, A., & Indriyanti, I. S. (2022). Pengaruh Social Media Marketing Melalui Brand Awareness dan E-WOM terhadap Repurchase Intention pada Konsumen Kosmetik Halal Sariayu di DKI Jakarta. *E-Jurnal Manajemen Tsm*, 2(2), 221–236.
- 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>
- Putri, E. A., & Pradhanawati, A. (2021). Pengaruh E-Wom Terhadap Repurchase Intention Melalui E-Trust Sebagai Mediasi Pada Konsumen Tiket Kereta Di Kai Access (Studi Pelanggan Kereta Argo Sindoro Jurusan Semarang-Jakarta Pada Kai Access Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 10(1), 664–671. <https://doi.org/10.14710/jiab.2021.29029>
- Rachbini, W., Anggraeni, D., & Wulanjani, H. (2021). The influence of electronic service quality and electronic word of mouth (eWOM) toward repurchase intention (study on e-commerce in Indonesia). *Jurnal Komunikasi: Malaysian Journal of Communication*, 37(1), 42–58. <https://doi.org/10.17576/JKMJC-2021-3701-03>
- Saodin, S. (2021). Pengaruh E-Servqual Terhadap E-Satisfaction, E-Wom Dan Online Repurchase Intention. *Jurnal Ilmiah Ekonomi Manajemen: Jurnal Ilmiah Multi Science*, 12(1), 15–30. <https://doi.org/10.52657/jiem.v12i1.1450>
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer Behavior*. Prentice Hall.

<https://books.google.co.id/books?id=8TGAPwAACAAJ>

Sugiyono, P. D. (2017). Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D. *Penerbit CV. Alfabeta: Bandung*, 225(87), 48–61.

Wen, C., & Prybutok, V. R. (2011). AN INTEGRATED MODEL FOR University of North Texas. *Journal of Computer Information Systems, February 2011*, 14–23. <https://www.researchgate.net/publication/261510555%0AAn>