

## DAFTAR PUSTAKA

- Abdullah, Prof. Dr. T., & Tantri, Dr. F. (2021). *Manajemen Pemasaran* (1st ed., Vol. 9). PT. Rajagrafindo Persada / Rajawali Pers .
- Achmad Abyan Zharfan, & Nuruni Ika Kusuma W. (2023). Brand Image: As a Mediating Variable in the Relationship between E-WOM and Repurchase Intention of Teh Botol Sosro Products. *Indonesian Journal of Business Analytics*, 3(3), 589–606.  
<https://doi.org/10.55927/ijba.v3i3.4817>
- Adi Jaya, U., & Cantika Putri, T. (2021). Pengaruh Electronic Word of Mouth dan Trust Terhadap Repurchase Intention. *CAKRAWALA*, Vol 4(No. 2), 188–196.
- Alwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 505–518.  
<https://doi.org/10.5267/j.msl.2019.1.011>
- Amirin, T. M. (1995). *Menyusun Rencana Penelitian*. PT. Raja Grafindo Persada.
- Ananta Fauzi, R. U., & Ari kadi, D. C. (2021). *PERILAKU KONSUMEN DAN STRATEGI*.
- 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. *Jurnal Manajemen Teori Dan Terapan/ Journal of Theory and Applied Management*, 16(1), 38–51. <https://doi.org/10.20473/jmtt.v16i1.42345>
- Arsid, B. V. H., & Kuswanto, A. (2023). Studi Electronic Word of Mouth Terhadap Purchase Intention Melalui Brand Image dan Trust di Sektor Pariwisata (Traveloka) Pasca Masa Pandemi Covid-19. *Jurnal Ekonomi Efektif*, 5(4), 697–711.
- Ayesha, I., Pratama, I. W. A., Hasan, S., Amaliyah, Effendi, N. I., Yusnanto, T., Diwyarthi, N. D. M. S., Utami, R. D., Firdaus, A., Mulyana, M., Fitriana, Norhidayati, & Egim, A. S. (2022). *Digital Marketing (Tinjauan Konseptual): Vol. I* (R. Wujarson, Ed.; 1st ed.). PT. Global Eksekutif Teknologi. [www.globaleksekutifteknologi.co.id](http://www.globaleksekutifteknologi.co.id)
- Bimaruci, H., Havidz, H., Hudaya, A., & Ali, H. (2020). Model of Consumer Trust on Travel Agent Online: Analysis of Perceived Usefulness and Security on Re-Purchase Interests (Case Study Tiket.Com). *Dinasti*

*International Journal of Economic, Finance & Accounting*, 1(1).  
<https://doi.org/10.38035/DIJEFA>

- Bungin, M. B. (2009). *Penelitian Kualitatif Komunikasi, Ekonomi, Kebijakan Publik dan Ilmu Sosial Lainnya*. Kencana Preenada Media Grup.
- Chairunisa, M., & Herawati, S. (2022). Pengaruh E-WOM terhadap Repurchase Intention Dimediasi oleh Brand Image Pelembab Pond's di Kota Bandung. *Jurnal Ekonomi, Bisnis, Manajemen Dan Akuntansi*, Vol 19(1829–7188), 50–64.
- Chen, C.-C., Hsiao, Y., Lai, R., Lai, Y.-H., & Lin, Y.-H. (2017). *How does taking a vacation help relieve your work stress?*  
<https://www.researchgate.net/publication/319130227>
- Dewi, C. R. A., Yasa, N. N. K., Giantari, I. G. A. K., Sukawati, T. G. R., Setiawan, P. Y., & Setini, M. (2020). The Effect of Security, Trust and Ease of Use towards Repurchase Intentions Mediated by E-satisfaction on Online Travel Agent. *Journal of Advanced Research in Dynamical and Control Systems*, 12(8), 340–354.  
<https://doi.org/10.5373/jardcs/v12i8/20202482>
- Doherty, N. F., Shakur, M., & Ellis-Chadwick, F. (2015). The role of e-service quality management in the delivery business value. *Journal of Retailing and Consumer Services*, 27, 52–62.  
<https://doi.org/10.1016/j.jretconser.2015.07.002>
- Duary, G., Djoko Waloejo, H., & Purbawati, D. (2023). Pengaruh Electronic-Word of Mouth dan Electronic-Service Quality terhadap Electronic-Repurchase Intention pada PT Rosalia Indah Transport. In *Jurnal Ilmu Administrasi Bisnis* (Vol. 12, Issue 1).  
<https://ejournal3.undip.ac.id/index.php/jiab>
- 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. *VOL. 1 (2023): PROSIDING SEMINAR NASIONAL FORUM MANAJEMEN INDONESIA*, 85–100.
- Gusti Ayu Putu Candra Santi, I., Suasana, I., & Gst Kt Gd Suasana, I. A. (2021). The Role of Brand Image Mediates The Effect of Electronic Word of Mouth on Repurchase Intention in Starbucks Coffee. In *International Journal of Management and Commerce Innovations* (Vol. 9). [www.researchpublish.com](http://www.researchpublish.com)

- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian : Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis* (Abiratno, S. Nurdiyanti, & A. D. Raksanagara, Eds.; Cetakan 1). PT Inkubator Penulis Indonesia .  
www.institutpenulis.id
- Handoko, N. T., & Melinda, T. (2021). Effect of Electronic Word of Mouth on Purchase Intention Through Brand Image as Media in Tokopedia. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 5(4), 83–93. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi, Ed.). CV. Pustaka Ilmu Group.
- Heryana, D. K. (2020). Effect of electronic word of mouth on repurchase intention mediated by brand attitude. *International Research Journal of Management, IT and Social Sciences*.  
<https://doi.org/10.21744/irjmis.v7n2.854>
- Hsu, P.-F., Huang, L.-C., & Gao, M. (2019). A Study on the Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry. In *Ekoloji* (Vol. 28, Issue 107).  
<https://www.researchgate.net/publication/349133180>
- Idrus, M. (2009). *Metode Penelitian Ilmu Sosial Pendekatan Kualitatif dan Kuantitatif*. Erlangga.
- Indriyati, Sitorus, M. R., & Tarina, F. (2022). Pengaruh Brand Image dan E-Service Quality Terhadap Keputusan Pembelian Melalui Kepuasan Konsumen Online Travel Agent Tiket.Com. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, 8(2).  
<https://journal.itltrisakti.ac.id/index.php/jmtbtl>
- Juhria, A., Meinitasari, N., Iqbal Fauzi, F., & Yusuf, A. (2021). Pengaruh E-Service Quality Terhadap Kepuasan Pelanggan di Aplikasi E-Commerce Shopee. *Jurnal Manajemen*, 13(1), 55–62.  
<https://kominfo.go.id>,
- Karisma Devantha, K., & Wayan Ekawati, N. (2020). The Effect of EWOM and Brand Image on Perceived Value, and Its Impact on Repurchase Intention. In *International Journal of Management and Commerce Innovations* (Vol. 8). www.researchpublish.com
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (12th ed.). Indeks.

- Lestari, N. S., & Farida, N. (2021). *Pengaruh E-Website Quality dan E-Service Quality Terhadap E-Repurchase Intention Melalui E-Word of Mouth (E-WOM) Sebagai Variabel Intervening*.
- Listiyana, Alvin, R., & Qomariah, N. (2022). Pengaruh E-Service Quality Terhadap Online Repurchase Intention dengan E-Trust Sebagai Mediator pada Pengguna Tokopedia (Studi pada Follower Instagram Tokopedia). *Jurnal Multidisiplin Madani (MUDIMA)*, 2(4), 2007–2028.
- Liyono, A. (2022). Pengaruh Brand Image, Electronic Word of Mouth (E-WOM) Dan Harga Terhadap Keputusan Pembelian Produk Air Minum Galon Crystalline Padapt. Pancaran Kasih Abadi. *JUBIS, Vol. 3*(No. 1), 73–91.
- Made Genta Wedangga, I., & Keni. (2020). Brand Image dan Country of Origin Untuk Memprediksi Purchase Decision Konsumen : Variabel Perceived Quality Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(6), 276–281.
- Mao, Z., & Lyu, J. (2017). Why travelers use Airbnb again?: An integrative approach to understanding travelers' repurchase intention. *International Journal of Contemporary Hospitality Management*, 29(9), 2464–2482. <https://doi.org/10.1108/IJCHM-08-2016-0439>
- Melzica, N. P. D. F., & Wardana, I. M. (2022). Peran Brand Image Memediasi Pengaruh Celebrity Endorser Terhadap Repurchase Intention. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana* , 11(09), 1084–1092. <https://ojs.unud.ac.id/index.php/EEB/>
- Mirzaqon, A., & Purwoko, B. (2016). *Studi Kepustakaan Mengenai Landasan Teori dan Praktik Konseling Expressive Writing Library Research of The Basic Theory And Practice of Expressive Writing Counseling*.
- Mufashih, M., Maulana, A., & Shihab, M. S. (2023). The Influence of Product Quality, Electronic Word of Mouth and Brand Image on Repurchase Intention in Coffee-To-Go Stores with Consumer Satisfaction as Intervening Variables. *International Journal of Social Service and Research*, 3(8), 1958–1970. <https://doi.org/10.46799/ijssr.v3i8.498>
- Nurhayati, K. (2016). *Analisis Faktor-Faktor yang Mempengaruhi Minat Pembelian Ulang : Studi Empiris pada Konsumen Tsabita Bakery di Surakarta*.
- Prabowo, H., Astuti, W., & Respati, H. (2020). Effect of Service Quality and Brand Image on Repurchase Intention through Word of Mouth at

- Budget Hotels Airy Rooms. *Open Journal of Business and Management*, 08(01), 194–207.  
<https://doi.org/10.4236/ojbm.2020.81012>
- Pratama, R., & Ahmad Hafidh Nurmansyah, A. (2024). Pengaruh Electronic Word of Mouth terhadap Repurchase Intention yang Dimediasi oleh Brand Image Produk Sabun Mandi Merek Lifebuoy di Kota Bandung. *Syntax Idea*, 6(1), 123–136. <https://doi.org/10.46799/syntax-idea.v6i1.2875>
- Pratisthita, D. A. A. P., Yudhistira, P. G. A., & Agustina, N. K. W. (2022). Effect of Brand Positioning, Brand Image, and Perceived Price on Consumer Repurchase Intention Low-Cost Carrier. *Jurnal Manajemen Teori Dan Terapan / Journal of Theory and Applied Management*, 15(2), 181–195. <https://doi.org/10.20473/jmtt.v15i2.35715>
- Priadana, H. M. S., & Sunarsi, D. (2021). *Metode Penelitian Kuantitatif* (Della, Ed.). Pascal Books.
- Putri, A. C. S. (2021). *ANALISIS REPURCHASE INTENTION (NIAT MEMBELI KEMBALI) TIKET KERETA API PRAMBANAN EKSPRES BERBASIS ONLINE (KAI ACCESS)*.
- Putri, E. A., & Pradhanawati, A. (2021). Pengaruh E-WOM Terhadap Repurchase Intention Melalui E-Trust Sebagai Mediasi pada Konsumen Tiket Kereta di KAI Acces (Studi Pelanggan Kereta Argo Sindoro Jurusan Semarang-Jakarta pada KAI Access Kota Semarang). In *Jurnal Administrasi Bisnis: Vol. X*.
- Putri, M. R., & Sienatra, K. B. (2023). Pemediasian antara Pengaruh E-WOM Terhadap Repurchase Intention dengan Mediasi Brand Image pada Produk Skincare Merek Lokal Indonesia yang Ada di E-Commerce. *PARSIMONIA Jurnal Akuntansi, Manajemen Dan Bisnis*, 10(2355–5483), 100–109.
- 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>
- Rauf, A., Manullang, S. O., Ardiansyah, T. E., Diba, F., Akbar, I., Awaluddin, R., Muniarty, P., Firmansyah, H., Mundzir, A., Manalu, V. G., Depari, G. S., Rahajeng, E., Apriyanti, M. D., Riorini, S. V., & Yahawi, S. H. (2021). *Digital Marketing : Konsep dan Strategi* (Romindo & E.

- Sudarmanto, Eds.; 1st ed., Vol. 1). Penerbit Insania.  
<http://insaniapublishing.com>
- Robiah, S., & Adinugraha, H. H. (2022). Pengaruh Digital Marketing, Harga Dan Kreativitas Dekorasi Terhadap Minat Sewa Jasa MUA (Make Up Artist). *Journal Economic and Strategy (JES)*, Volume 3, 54–69.  
<https://journal.utnd.ac.id/index.php/jes>
- Sangadji, E. M., & Sopiha. (2013). *Perilaku Konsumen Pendekatan Praktis Disertau Himpunan Jurnal Penelitian* (Nikoemus, Ed.). C.V Andi Offset .
- Saodin, Suharyono, Arifin, Z., & Sunarti. (2019). The Influence of E-Service Quality Toward E-Satisfaction, E-Trust, E-Word of Mouth and Online Repurchase Intention: A Study on The Consumers of The Three-Star Hotels in Lampung. *Russian Journal of Agricultural and Socio-Economic Sciences*, 93(9), 27–38. <https://doi.org/10.18551/rjoas.2019-09.03>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91.  
<https://doi.org/10.52403/ijrr.20210912>
- Sharma, M., Antony, R., Sehrawat, R., Cruz, A. C., & Daim, T. U. (2022). Exploring post-adoption behaviors of e-service users: Evidence from the hospitality sector /online travel services. *Technology in Society*, 68.  
<https://doi.org/10.1016/j.techsoc.2021.101781>
- Sinulingga, N. A. Br., & Sihotang, Dr. H. T. (2023). *Perilaku Konsumen: Strategi dan Teori* . IOCS Publisher.
- Sunyoto, D. (2012). *Konsep Dasar Riset Pemasaran & Perilaku Konsumen* . CAPS (Center for Academic Publishing Service).
- Tobagus, A. (2018). *Pengaruh E-Service Quality Terhadap E-Satisfaction pada Pengguna di Situs Tokopedia* (Vol. 6, Issue 1).
- Tunjungsari, H. K., Syahrivar, J., & Chairy, C. (2020). Brand loyalty as mediator of brand image-repurchase intention relationship of premium-priced, high-tech product in Indonesia. *Jurnal Manajemen Maranatha*, 20(1), 21–30. <https://doi.org/10.28932/jmm.v20i1.2815>
- Vieira, R. A., Aguiar, E. C., Costa, M. F. da, & Policarpo, M. C. (2022). Electronic technical assistance services quality: mediation role of brand image and satisfaction on repurchase intention. *Revista de*

*Administração Da UFSM*, 15(1), 105–122.  
<https://doi.org/10.5902/1983465966419>

Wadjdi, F., & Djamin, Z. (2021a). The Relationship between E-Service Quality and Ease of Use on Electronic Customer Relationship Management (E-CRM) Performance Mediating by Brand Image. *Asian Journal of Economics, Business and Accounting*, 9–19.  
<https://doi.org/10.9734/ajeba/2021/v21i430367>

Wadjdi, F., & Djamin, Z. (2021b). The Relationship between E-Service Quality and Ease of Use on Electronic Customer Relationship Management (E-CRM) Performance Mediating by Brand Image. *Asian Journal of Economics, Business and Accounting*, 21(4), 9–19.

Yulianingsih, A., & Oktafani, F. (2020). Pengaruh Brand Image dan E-Service Quality terhadap Proses Keputusan Pembelian pada Tiket.Com. *JIMEA Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 4(2), 60–72.

Zaki Akbar, N., Hendry Putri, V., Marina, S., & Liana, E. (2021). The Effect of Electronic Word of Mouth and Electronic Service Quality on Purchase Intention of Ticket Citilink Indonesia Airlines. *GROSTLOG Global Research on Sustainable Transport & Logistics*, 597–609.  
<http://proceedings.itltrisakti.ac.id/index.php/altr>

Zharfan, A. A., & Kusuma W, N. I. (2023). Brand Image: As a Mediating Variable in the Relationship between E-WOM and Repurchase Intention of Teh Botol Sosro Products. *Indonesian Journal of Business Analytics*, 3(3), 589–606. <https://doi.org/10.55927/ijba.v3i3.4817>

Zusrony, E., & Kom, M. (n.d.). *PERILAKU KONSUMEN DI ERA MODERN*.