

DAFTAR PUSTAKA

- Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, 17(1), 84–109. <https://doi.org/10.1108/JAMR-04-2019-0058>
- Adu, P., & Miles, D. A. (2023). *Dissertation Research Methods*. Routledge. <https://doi.org/10.4324/9781003268154>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akyüz, A. (2013). Determinant Factors Influencing eWOM. *Mediterranean Journal of Social Sciences*. <https://doi.org/10.5901/mjss.2013.v4n11p159>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. In *Telematics and Informatics* (Vol. 34, Issue 7, pp. 1177–1190). Elsevier Ltd. <https://doi.org/10.1016/j.tele.2017.05.008>
- Alboqami, H., Al-Karaghoul, W., Baeshen, Y., Erkan, I., Evans, C., & Ghoneim, A. (2015). Electronic word of mouth in social media: The common characteristics of retweeted and favoured marketer-generated content posted on Twitter. *International Journal of Internet Marketing and Advertising*, 9(4), 338–358. <https://doi.org/10.1504/IJIMA.2015.072886>
- Aljaafreh, A., Mehyar, H., Saeed, M., Baroom, H., Al-Ja'afreh, A., & Al-Adaileh, R. (2005). *THE IMPACT OF ELECTRONIC WORD OF MOUTH ON CONSUMERS PURCHASING INTENTION*. <https://www.researchgate.net/publication/338984000>
- Avoskin Official | Sustainable Beauty*. (n.d.). Retrieved July 27, 2025, from <https://www.avoskinbeauty.com/>
- Ayeh, J. K. (2015). Travellers' acceptance of consumer-generated media: An integrated model of technology acceptance and source credibility theories. *Computers in Human Behavior*, 48, 173–180. <https://doi.org/10.1016/j.chb.2014.12.049>
- Bagozzi, R. (2007). The Legacy of the Technology Acceptance Model and a Proposal for a Paradigm Shift. *Journal of the Association for Information Systems*, 8(4), 244–254. <https://doi.org/10.17705/1jais.00122>

- Bagozzi, R. P., & Edwards, E. A. (1998). Goal setting and goal pursuit in the regulation of body weight. *Psychology & Health, 13*(4), 593–621. <https://doi.org/10.1080/08870449808407421>
- Bailey, J. E., & Pearson, S. W. (1983). Development of a Tool for Measuring and Analyzing Computer User Satisfaction. *Management Science, 29*(5), 530–545. <https://doi.org/10.1287/mnsc.29.5.530>
- Bansal, H. S., & Voyer, P. A. (2000). Word-of-Mouth Processes within a Services Purchase Decision Context. *Journal of Service Research, 3*(2), 166–177. <https://doi.org/10.1177/109467050032005>
- BELKIN, N. J., ODDY, R. N., & BROOKS, H. M. (1982). ASK FOR INFORMATION RETRIEVAL: PART I. BACKGROUND AND THEORY. *Journal of Documentation, 38*(2), 61–71. <https://doi.org/10.1108/eb026722>
- Ben Mansour, K. (2016). An analysis of business' acceptance of internet banking: an integration of e-trust to the TAM. *Journal of Business & Industrial Marketing, 31*(8), 982–994. <https://doi.org/10.1108/JBIM-10-2016-271>
- Bhattacharjee, & Premkumar. (2004). Understanding Changes in Belief and Attitude toward Information Technology Usage: A Theoretical Model and Longitudinal Test. *MIS Quarterly, 28*(2), 229. <https://doi.org/10.2307/25148634>
- BPS Jawa Timur. (2023). *Persentase Penduduk Berumur 5 Tahun Ke Atas di Jawa Timur Dirinci Menurut Kabupaten/Kota dan yang Mengakses Internet dalam 3 Bulan Terakhir dan Jenis Kelamin, 2023 - Tabel Statistik - Badan Pusat Statistik Provinsi Jawa Timur*. <https://jatim.bps.go.id/id/statistics-table/1/MzEzOSMx/persentase-penduduk-berumur-5-tahun-ke-atas-di-jawa-timur-dirinci-menurut-kabupaten-kota-dan-yang-mengakses-internet-dalam-3-bulan-terakhir-dan-jenis-kelamin--2023.html>
- Calva González, J. J. (2004). *La investigación sobre las necesidades de información en comunidades de usuarios*.
- Carmen, E. Del, Carranza, L., Serruto, A., Presidente, P., Saldarriaga, A., Andres, G., De Las, M., Elizabet, M., & Gálvez, V. (2022). *Influencia del eWOM en la intención de compra de servicios de alojamiento en Chiclayo en los principales mercados emisores nacionales*. <http://tesis.usat.edu.pe/handle/20.500.12423/5279>
- Cham, T. H., Cheng, B. L., Low, M. P., & Cheok, J. B. C. (2021). Brand image as the competitive edge for hospitals in medical tourism. *European Business Review, 33*(1). <https://doi.org/10.1108/EBR-10-2019-0269>

- Cham, T. H., & Easvaralingam, Y. (2012). Service quality, image and loyalty towards Malaysian hotels. *International Journal of Services, Economics and Management*, 4(4), 267. <https://doi.org/10.1504/IJSEM.2012.050951>
- 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/FULL/XML>
- Cheung, C. M. K., Lee, M. K. O., & Thadani, D. R. (2009). The Impact of Positive Electronic Word-of-Mouth on Consumer Online Purchasing Decision. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 5736 LNAI, 501–510. https://doi.org/10.1007/978-3-642-04754-1_51
- 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>
- Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*, 13(4), 9–38. <https://doi.org/10.2753/JEC1086-4415130402>
- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Dafa Bagus Efendi, M. (2023). THE INFLUENCE OF EWOM VIA TIKTOK APPLICATION TOWARDS PURCHASE INTENTION (STUDY ON ERIGO APPAREL IN INDONESIA). *DIPONEGORO JOURNAL OF MANAGEMENT*, 12(1). <http://ejournal-sl.undip.ac.id/index.php/dbr>
- Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2020). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. *Journal of Enterprise Information Management*, 34(3), 838–859. <https://doi.org/10.1108/JEIM-04-2019-0118>
- Davis, F. D. (1989a). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- Davis, F. D. (1989b). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319. <https://doi.org/10.2307/249008>

- Dawes, J. (2008). Do Data Characteristics Change According to the Number of Scale Points Used? An Experiment Using 5-Point, 7-Point and 10-Point Scales. *International Journal of Market Research*, 50(1), 61–104. <https://doi.org/10.1177/147078530805000106>
- 'Delone, W. H., & 'McLean, E. R. (2003). The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information Systems*, 19(4), 9–30. <https://doi.org/10.1080/07421222.2003.11045748>
- Doanh, N. K., Do Dinh, L., & Quynh, N. N. (2022). Tea farmers' intention to participate in Livestream sales in Vietnam: The combination of the Technology Acceptance Model (TAM) and barrier factors. *Journal of Rural Studies*, 94, 408–417. <https://doi.org/10.1016/J.JRURSTUD.2022.05.023>
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307–319. <https://doi.org/10.1177/002224379102800305>
- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt. In *The Business and Management Review* (Vol. 7).
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632. <https://doi.org/10.1080/13527266.2016.1184706>
- Esparza-Huamanchumo, R. M., Quiroz-Celis, A. V., & Camacho-Sanz, A. A. (2024). Influence of eWOM on the purchase intention of consumers of Nikkei restaurants in Lima, Peru. *International Journal of Tourism Cities*. <https://doi.org/10.1108/IJTC-01-2024-0010>
- Estrella Gualda, J. R. (2019). Conspiracy theories, credibility and trust in information. *Communication & Society*, 32(1). <https://doi.org/10.15581/003.32.1.179-195>
- Fan, Y.-W., & Miao, Y.-F. (2012). EFFECT OF ELECTRONIC WORD-OF-MOUTH ON CONSUMER PURCHASE INTENTION: THE PERSPECTIVE OF GENDER DIFFERENCES. In *International Journal of Electronic Business Management* (Vol. 10, Issue 3). <http://www.sogi.com.tw>

- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>
- Filieri, R., & McLeay, F. (2014). E-WOM and Accommodation. *Journal of Travel Research*, 53(1), 44–57. <https://doi.org/10.1177/0047287513481274>
- Fitri, R. A., & Wulandari, R. (2020). ONLINE PURCHASE INTENTION FACTORS IN INDONESIAN MILLENNIAL. *International Review of Management and Marketing*, 10(3), 122–127. <https://doi.org/10.32479/irmm.9852>
- Flanagin, A. J., & Metzger, M. J. (2000). Perceptions of Internet Information Credibility. *Journalism & Mass Communication Quarterly*, 77(3), 515–540. <https://doi.org/10.1177/107769900007700304>
- Fogg, B. J., Soohoo, C., Danielson, D. R., Marable, L., Stanford, J., & Tauber, E. R. (2003). How do users evaluate the credibility of Web sites? *Proceedings of the 2003 Conference on Designing for User Experiences*, 1–15. <https://doi.org/10.1145/997078.997097>
- Hair, J. F., J., Hult, G. T. M., M., R. C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. www.cengage.com/highered
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- 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>
- Huete-Alcocer, N. (2017). A Literature Review of Word of Mouth and Electronic Word of Mouth: Implications for Consumer Behavior. *Frontiers in Psychology*, 8. <https://doi.org/10.3389/fpsyg.2017.01256>
- Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, 66, 96–102. <https://doi.org/10.1016/j.chb.2016.09.034>

- Hussain, S., Melewar, T. C., Priporas, C.-V., Foroudi, P., & Dennis, C. (2020). Examining the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility. *Journal of Business Research*, *109*, 472–488. <https://doi.org/10.1016/j.jbusres.2019.11.079>
- Hussain, S., Song, X., & Niu, B. (2020). Consumers' Motivational Involvement in eWOM for Information Adoption: The Mediating Role of Organizational Motives. *Frontiers in Psychology*, *10*. <https://doi.org/10.3389/fpsyg.2019.03055>
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, *28*(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Investor.id. (2024). *Avoskin Ungkap Strategi Tumbuh 40% di Bisnis Skincare*. https://investor.id/lifestyle/376772/avoskin-ungkap-strategi-tumbuh-40-di-bisnis-skincare?utm_source=chatgpt.com#goog_rewarded
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context*. <https://doi.org/10.1007/978-3-319-52459-7>
- 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>
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: moderating role of perceived risk. *Data Science and Management*, *1*(1), 13–22. <https://doi.org/10.1016/j.dsm.2021.02.004>
- Kemp, S. (2020, February 18). *Digital 2020: Indonesia — DataReportal — Wawasan Digital Global*. <https://datareportal.com/reports/digital-2020-indonesia>
- Kemp, S. (2023, April). *Digital 2023 April Global Statshot Report — DataReportal — Global Digital Insights*. <https://datareportal.com/reports/digital-2023-april-global-statshot>
- Kemp, S. (2024, February 21). *Digital 2024: Indonesia — DataReportal — Global Digital Insights*. <https://datareportal.com/reports/digital-2024-indonesia>
- Knoll, J. (2016). Advertising in social media: a review of empirical evidence. *International Journal of Advertising*, *35*(2), 266–300. <https://doi.org/10.1080/02650487.2015.1021898>

- Laudon, K. C., & Traver, C. G. (2020). *E-Commerce: Business, Technology, Society* (16th ed.). Pearson Education.
- Leong, C. M., Loi, A. M. W., & Woon, S. (2021). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, *10*(2), 145. <https://doi.org/10.1057/S41270-021-00132-9>
- Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, *10*(2), 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- Li, Y., Hu, Y., & Yang, S. (2023). Understanding social media users' engagement intention toward emergency information: the role of experience and information usefulness in a reciprocity framework. *Information Technology and People*, *36*(4), 1459–1483. <https://doi.org/10.1108/ITP-10-2021-0753/FULL/XML>
- Lin, L. Y., & Ching Yuh, C. Y. (2010). The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. *Tourism Review*, *65*(3), 16–34. <https://doi.org/10.1108/16605371011083503/FULL/XML>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, *29*(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Lu, J., & Bai, H. (2021a). Information Usefulness and Attitude Formation a Double-Dependent Variable Model (DDV) to Examine the Impacts of Online Reviews on Consumers. *Journal of Organizational and End User Computing*, *33*(6), 1–22. <https://doi.org/10.4018/JOEUC.20211101.0a29>
- Lu, J., & Bai, H. (2021b). Information Usefulness and Attitude Formation a Double-Dependent Variable Model (DDV) to Examine the Impacts of Online Reviews on Consumers. *Journal of Organizational and End User Computing*, *33*(6), 1–22. <https://doi.org/10.4018/JOEUC.20211101.OA29>
- Ly, B., & Ly, R. (2022). Internet banking adoption under Technology Acceptance Model—Evidence from Cambodian users. *Computers in Human Behavior Reports*, *7*, 100224. <https://doi.org/10.1016/J.CHBR.2022.100224>
- M. A. Fishbein, & Icek Ajzen. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research*.
- Marketing Chart. (2020). Which Ad Touchpoints Give the Most Positive Brand Impression? - Marketing Charts. <https://www.marketingcharts.com/advertising-trends/creative-and-formats-112650>

- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention. *Online Information Review*, 40(7), 1090–1110. <https://doi.org/10.1108/OIR-11-2015-0373>
- Miller, Katherine. (2005). *Communication theories : perspectives, processes, and contexts*. McGraw-Hill.
- Natasia, S. R., Wiranti, Y. T., & Parastika, A. (2022). Acceptance analysis of NUADU as e-learning platform using the Technology Acceptance Model (TAM) approach. *Procedia Computer Science*, 197, 512–520. <https://doi.org/10.1016/J.PROCS.2021.12.168>
- Ngarmwongnoi, C., de Oliveira, J., AbedRabbo, M., & Mousavi, S. (2020). The impact of electronic word-of-mouth (eWOM) on travel decision-making: The mediating role of information usefulness and attitude. . *Tourism Review*.
- Nisar, T. M., Prabhakar, G., Ilavarasan, P. V., & Baabdullah, A. M. (2020). Up the ante: Electronic word of mouth and its effects on firm reputation and performance. *Journal of Retailing and Consumer Services*, 53, 101726. <https://doi.org/10.1016/j.jretconser.2018.12.010>
- Nowakowski, M. (2020a). Analysis and Evaluation of Information Usefulness and User Experience For Content Presentation in Electronic Media. *Procedia Computer Science*, 176, 3654–3664. <https://doi.org/10.1016/j.procs.2020.09.021>
- Nowakowski, M. (2020b). Analysis and Evaluation of Information Usefulness and User Experience For Content Presentation in Electronic Media. *Procedia Computer Science*, 176, 3654–3664. <https://doi.org/10.1016/J.PROCS.2020.09.021>
- Nyagadza, B., Mazuruse, G., Simango, K., Chikazhe, L., Tsokota, T., & Macheke, L. (2023). Examining the influence of social media eWOM on consumers' purchase intentions of commercialised indigenous fruits (IFs) products in FMCGs retailers. *Sustainable Technology and Entrepreneurship*, 2(3). <https://doi.org/10.1016/j.stae.2023.100040>
- Özkan, S., Bindusara, G., & Hackney, R. (2010). Facilitating the adoption of e-payment systems: theoretical constructs and empirical analysis. *Journal of Enterprise Information Management*, 23(3), 305–325. <https://doi.org/10.1108/17410391011036085>
- P. Rajasekhar Reddy, Mithilesh Pande, & Shabnam Narula Gulati. (2022). study on effect of eWOM information on purchase intention for electric vehicles. *International Journal of Health Sciences*, 3056–3068. <https://doi.org/10.53730/ijhs.v6ns8.12767>

- Park, D. H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <https://doi.org/10.2753/JEC1086-4415110405>
- Philip Kotler, & Kevin Lane Keller. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Pitta, D. A., & Fowler, D. (2005). Online consumer communities and their value to new product developers. *Journal of Product & Brand Management*, 14(5), 283–291. <https://doi.org/10.1108/10610420510616313>
- Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, 29(5), 687–708. <https://doi.org/10.2501/S0265048710201427>
- Rustavianis, E. (2021, November 28). *Produk Avoskin Wajib Kamu Gunakan, Ini Alasannya!* <https://blog.avoskinbeauty.com/produk-avoskin-wajib-kamu-gunakan/>
- Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An Empirical Examination of the Impact of eWom Information on Young Consumers' Online Purchase Intention: Mediating Role of eWom Information Adoption. *SAGE Open*, 11(4). <https://doi.org/10.1177/21582440211052547>
- Sasongko, A. T., Ekhsan, M., & Fatchan, M. (2025). Dataset on technology acceptance in E-learning: A PLS-SEM analysis using extended TAM among undergraduate students in Indonesia. *Telematics and Informatics Reports*, 18, 100192. <https://doi.org/10.1016/J.TELER.2025.100192>
- Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer Behavior* (8th ed.). Pearson/Prentice Hall.
- Schiffman, L. G., & Kanuk, L. Lazar. (2001). *Consumer behavior / oleh Leon G. Schiffman, Leslie Lazar Kanuk*. Prentice Hall. <http://kin.perpusnas.go.id/DisplayData.aspx?pId=206884&pRegionCode=UN11MAR&pClientId=112>
- See-To, E. W. K., & Ho, K. K. W. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust – A theoretical analysis. *Computers in Human Behavior*, 31, 182–189. <https://doi.org/10.1016/j.chb.2013.10.013>
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill Building Approach* (8th ed.). Wiley.

- Sharf Yaseen, & Dr Normal Mat Jusoh. (2021). THE INFLUENCE OF ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA ON CONSUMERS' PURCHASING INTENTIONS IN JORDAN. *Ilkogretim Online-Elementary Education Online, Year, 20(4)*, 850–857. <https://doi.org/10.17051/ilkonline.2021.04.92>
- Shu, M. (Lavender), & Scott, N. (2014). Influence of Social Media on Chinese Students' Choice of an Overseas Study Destination: An Information Adoption Model Perspective. *Journal of Travel & Tourism Marketing, 31(2)*, 286–302. <https://doi.org/10.1080/10548408.2014.873318>
- Simon Kemp. (2021). *Digital in Indonesia: All the Statistics You Need in 2021 — DataReportal — Global Digital Insights*. <https://datareportal.com/reports/digital-2021-indonesia>
- Soebagyo, T., & Subagio, H. (2014). ANALISA PENGARUH STORE IMAGE TERHADAP PURCHASE INTENTION DI TOSERBA “RAMAI” NGAWI. *Jurnal Strategi Pemasaran, 2(1)*, 9–9. <https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/1715>
- Solomon, M. R. . (2020). *Consumer behavior : buying, having, and being*. Pearson.
- Sotiriadis, M. D., & van Zyl, C. (2013). Electronic word-of-mouth and online reviews in tourism services: the use of twitter by tourists. *Electronic Commerce Research, 13(1)*, 103–124. <https://doi.org/10.1007/s10660-013-9108-1>
- Sun, B., & Morwitz, V. G. (2010). Stated intentions and purchase behavior: A unified model. *International Journal of Research in Marketing, 27(4)*, 356–366. <https://doi.org/10.1016/j.ijresmar.2010.06.001>
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research, 14(1)*, 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>
- Tarhini, A., Hone, K., & Liu, X. (2013). Factors Affecting Students' Acceptance of e-Learning Environments in Developing Countries:A Structural Equation Modeling Approach. *International Journal of Information and Education Technology, 54–59*. <https://doi.org/10.7763/IJiet.2013.V3.233>
- Teng, S., Khong, K. W., Chong, A. Y. L., & Lin, B. (2017). Examining the impacts of electronic word-of-mouth message on consumers' attitude. *Journal of Computer Information Systems, 57(3)*, 238–251. <https://doi.org/10.1080/08874417.2016.1184012>

- Teresa Piñeiro-Otero, & Xabier Martínez-Rolán. (2016). Understanding Digital Marketing—Basics and Actions. In *Management and Industrial Engineering* (pp. 37–74). https://doi.org/https://doi.org/10.1007/978-3-319-28281-7_2
- Tien, D. H., Amaya Rivas, A. A., & Liao, Y. K. (2019a). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238–249. <https://doi.org/10.1016/J.APMRV.2018.06.003>
- Tien, D. H., Amaya Rivas, A. A., & Liao, Y. K. (2019b). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238–249. <https://doi.org/10.1016/j.apmr.2018.06.003>
- Tinoco-Egas, R., Juanatey-Boga, Ó., & Martínez-Fernández, V. A. (2019). Generación de emociones en la intención de compra. *Revista de Ciencias Sociales*, 25(3), 218–229. <https://doi.org/10.31876/RCS.V25I3.27368>
- Toder Alon, A., Brunel, F. F., & Fournier, S. M. (2012). Opening the Online Word-of-Mouth Black Box: An Analysis of Word-of-Mouth Rhetorical Methods in Social Media Talk. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2052737>
- Uslu, A., & Karabulut, A. N. (2018). *Touristic Destinations' Perceived Risk and Perceived Value as Indicators of e-WOM and Revisit Intentions* (Issue 8). <https://www.researchgate.net/publication/330182433>
- Venkatesh, V., & Davis, F. D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Vila, D., Ronald Vilca Lingán, R., & Jesús Pág, M. (2019). Aplicación móvil de realidad aumentada en la calidad de la información del recorrido turístico de un sitio arqueológico de Trujillo. *Universidad Privada Del Norte*. <https://repositorio.upn.edu.pe/handle/11537/23431>
- Wang, R. Y., & Strong, D. M. (1996). Beyond Accuracy: What Data Quality Means to Data Consumers. *Journal of Management Information Systems*, 12(4), 5–33. <https://doi.org/10.1080/07421222.1996.11518099>
- Wang, X., Yu, C., & Wei, Y. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, 26(4), 198–208. <https://doi.org/10.1016/j.intmar.2011.11.004>

- Wilson GIRALDO Pérez, & María Cristina OTERO Gómez. (2018). *Efectos en la intención de compra a partir del valor de marca, la actitud hacia el dinero y el estilo parental*.
- Wilson, T. D. (1999). Models in information behaviour research. *Journal of Documentation*, 55(3), 249–270.
<https://doi.org/10.1108/EUM0000000007145>
- Wolny, J., & Mueller, C. (2013). Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms. *Journal of Marketing Management*, 29(5–6), 562–583.
<https://doi.org/10.1080/0267257X.2013.778324>
- Xue, J., Lee, Y. C., & Mu, H. L. (2018). Influencing factors of advertising information adoption on user's purchase intention: Evidence from China's social media. *Ternational Journal of Pure and Applied Mathematics*, 120(6), 5809–5821.
- Yang, F. X. (2017). Effects of Restaurant Satisfaction and Knowledge Sharing Motivation on eWOM Intentions: The Moderating Role of Technology Acceptance Factors. *Journal of Hospitality and Tourism Research*, 41(1), 93–127.
<https://doi.org/10.1177/1096348013515918;REQUESTEDJOURNAL:JOURNAL:JHTD>
- Yuliasuti, N. (2020). *Kemenperin “percantik” kinerja industri kosmetik - ANTARA News*. <https://www.antaraneews.com/berita/1644998/kemenperin-percantik-kinerja-industri-kosmetik>
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41, 100980.
<https://doi.org/10.1016/j.elerap.2020.100980>
- Zulian, Y. (2001). *Manajemen Kualitas Produk dan Jasa. Ekonomi Dan Bisnis*.