

DAFTAR PUSTAKA

- Aji Prasetyo Matak, Nadhila vanessa dan Sanny Lim. 2020. Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science* 4 (2020) 91–104. doi: 10.5267/j.ijdns.2020.3.002
- Alawan Ali Abdallah. 2018. Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management* 42 (2018) 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>.
- Al-Gasawneh, J., & Al-Adamat, A. 2020. The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10 (8): 1701-1708.
- Balakrishnan KPD Bamini, Dahmil Mohd Irwan dan Yi Jiumn Wong. 2014. The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. *Procedia - Social and Behavioral Sciences* 148 (2014) 177 – 185, (Online), dalam Elsevier Selection and/or peer-review under responsibility of Th (<http://creativecommons.org/licenses/by-nc-nd/3.0/>), diakses 16 Oktober 2021.
- Dhaniel G. Muntinga, Marjolein Moorman and Edith G. Smit. 2011. *Exploring Motivations For Brand Related Social Media Use. International Journal of Advertising*, 30(1), pp. 13–46. DOI: 10.2501/IJA-30-1-013-046.
- Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19-39.

- Ghozali, I & Latan, H. 2014. *Partial Least Squares Konsep, Metode Dan Aplikasi Menggunakan Program Warp PLS 4.0*. Semarang: Badan Penerbit UNDIP.
- Jalilvand, M.R. & Samiei, N. 2011. The Effect Of Electronic Word Of Mouth On Brand Image And Purchase Intention An Empirical Study In The Automobile Industry In Iran. *Marketing Intelligence & Planning*, 30 (4): hlmn. 460, (Online), dalam Emerald (https://www.emerald.com/insight/content/doi/10.1108/026345_012_11231_946/full/html), diakses 16 Oktober 2021.
- Jalilvand, M.R., and N. Samiei, 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 & Planning*, 30 (4): 460-476.
- Kaewpackdee, R., & Lekchareon, S. 2020. The Influence of Advertising Design Affecting on Purchase Intention Via Instagram of Consumers in Bangkok and Metropolitan Region. *Journal of Communication Arts*, 38 (2): 69-83.
- Khoiro Failatul, Rachma. N, Huftrin. M. 2017. Pengaruh Promosi Media Sosial Terhadap Keputusan Pembelian Dengan Viral Marketing Sebagai Variabel Intervening (Studi Pada Konsumen Warung Siji House And Resto Malang). e – *Jurnal Riset Manajemen Prodi Manajemen Fakultas Ekonomi Unisma*. Hal. 140-152.
- 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
- Konstantopoulou, A., Rizomyliotis, I., Konstantoulaki, K. & Badahdah, R. Improving SMEs' Competitiveness With The Use Of Instagram Influencer Advertising And EWOM. *International Journal of Organizational Analysis*, 27 (2): hlmn. 308, (Online), dalam Emerald

(<https://www.emerald.com/insight/content/doi/10.1108/IJOA-04-2018-1406/full/html>), diakses 12 Oktober 2021.

Kotler, Philip. and K. L. Keller 2009. *Manajemen Pemasaran*. Edisi 13 Jilid 1. Erlangga.

Kotler, Philip, Kevin Lane Keller. 2012. *Marketing Management*, 14th Edition. United States of America : Pearson.

Kotler, Philip dan Armstrong, Gary. 2012. *Prinsip-Prinsip Pemasaran*, Edisi 13, Jilid 2. Jakarta. Erlangga.

Kudeshia, C., & Kumar, A. 2017. Social eWOM: does it affect the brand attitude and purchase intention of brands?. *Management Research Review*, 40 (3): 310-330.

Laksmi Aditya Ayu, Oktafani Farah. 2017. Pengaruh E-Word of Mouth terhadap Binat Beli Followers Instagram pada Warunk Upnormal. *Administrasi Bisnis, Universitas Telkom. Jurnal Computech & Bisnis*, Vol. 11, No. 1, Hal. 1-12.

Nurgiyantoro, Singgih. 2014. *Pengaruh Strategi Promosi Melalui Social Media Terhadap Keputusan Pembelian Garskin Yang Dimediasi Word Of Mouth Marketing (Studi Pada Konsumen Produk Garskin Merek Sayhello Di Kota Yogyakarta)*. Yogyakarta. Universitas Negeri Yogyakarta

Nuseir, T. 2019. The Impact Of Electronic Word Of Mouth (E-WOM) On The Online Purchase Intention Of Consumers In The Islamic Countries – A Case Of (UAE). *Journal of Islamic Marketing*, 10 (3): hlmn. 759, (Online), dalam Emerald (<https://www.emerald.com/insight/content/doi/10.1108/JIMA-03-2018-0059/full/html>), diakses 12 Oktober 2021.

- Malik, I. A., & Hadi, N. U. (2019). Inspirational factors of electronic word of mouth: A case of social networking sites. *Journal of Managerial Sciences*, 13(2).
- Megan, M. (2017, Jun 25). Why is Word of Mouth Marketing so Important? Retrieved from <https://www.social-media-today.com/marketing/why-word-mouth-marketing-so-important>.
- Moukaddem Baalbaki, A., *et al.* 2017. The influence of social media behavior of university students in Lebanon on their purchasing habits: The mediating effect of e-Word-of-Mouth. *Marketing and Branding Research*, 4 : 303- 309.
- Priyatno, D. 2017. *Panduan Praktis Olah Data Menggunakan SPSS*. Yogyakarta: Penerbit ANDI (Anggita IKAPI).
- Song, S., & Yoo, M. (2016). The role of social media during the pre-purchasing stage". *Journal of Hospitality and Tourism Technology*, 7(1), 84-99. <http://doi.org/10.1108/JHTT-11-2014-0067>.
- Sugiyono. 2015. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta, CV
- Sulistiyani, S., & Sudirjo, F. 2020. The Influence of Social Media on Purchasing Decision Through Electronic Word of Mouth As a Variable of Mediation: The Influence of Social Media on Purchasing Decision Through Electronic Word of Mouth As a Variable of Mediation. *Jurnal Mantik*, (online) 4 (1): 539-546
- Sumarwan, Ujang. 2014. *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Bogor: Ghalia Indonesi.
- Fandy, Tjiptono. 2008. *Strategi Bisnis Pemasaran*. Yogyakarta. Andi.

- Wahyuni Ni W. S. dan Darma Sri Gede. 2019. Mobile Advertising, Product Social Value dan Purchase Intention pada Instagram. *Jurnal Manajemen Bisnis*. Volume 16, No. 4, Oktober 2019, Hal. 87-101.
- Williams, D.L., *et al.* 2012. The use of social media: an exploratory study of uses among digital natives. *Journal of Public Affairs*, 12 (2): 127-136.
- Zhang, J. Q., Craciun, G., & Shin, D. 2010. When does electronic word-of-mouth matter? A study of consumer product reviews. *Journal of Business Research*, 63 (12): 1336–1341.
- Zhang, K.Z.K., Lee, M.K.O., Cheung, C.M.K., Shen, A.X.L., Jin, X.L. & Chen, H. 2010. Exploring the Moderating Effect of Information Inconsistency in a Trustbased Online Shopping Model. Conference: 43rd Hawaii International International Conference on Systems Science, hlmn. 1, (Online), dalam ResearchGate (https://www.researchgate.net/publication/221182983_Exploring_the_Moderating_Effect_of_Information_Inconsistency_in_a_TrustBased_Online_Shopping_Model), diakses 16 Oktober 2021.