

## DAFTAR PUSTAKA

- Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2019). 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>
- Akoglu, H. E. (2023). Online purchase behavior of sports Online consumers : the effect of eWOM and consumers celebrity endorsements. *International Journal of Sports Marketing and Sponsorship*. <https://doi.org/10.1108/IJSMS-09-2023-0193>
- AlFarraj, O., Alalwan, A., Obeidat, Z., Baabdullah, A., Aldmour, R., & AL-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy, ahead-of-p*. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Algiffary, M. A., Wahab, Z., Shihab, M. S., & Widiyanti, M. (2020). Pengaruh Celebrity Endorser, Online Advertising dan Word of Mouth terhadap Minat Beli Konsumen pada E-Commerce Tokopedia. *AMAR (Andalas Management Review)*, 4(2), 16–31. <https://doi.org/10.25077/amar.4.2.16-31.2020>
- Amakyewaa, E., Di, H., Siba, B. P., & Abrafi, V. (2021). Ascertainig the Impact of Celebrity Attractiveness and Familiarity on Consumer Buying Behavior Among Female University Students in Ghana. *Journal of Research in Business and Management*, 9(5), 59–69.
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209–234. <https://doi.org/10.1080/02650487.2008.11073052>
- Annur, C. M. (2024). *Indonesia Masuk Jajaran 10 Negara Paling Sering Belanja Online*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2024/02/20/indonesia-masuk-jajaran-10-negara-paling-sering-belanja-online>. 23 Februari 2024 (01.25 WIB)
- Arora, N., Prashar, S., Parsad, C., & Tata, S. V. (2019). Influence of celebrity factors, consumer attitude and involvement on shoppers' purchase intention using hierarchical regression. *Decision*, 46(3), 179–195. <https://doi.org/10.1007/s40622-019-00208-7>
- Cahyaningrum, F. (2020). Analisis Pengaruh Electronic Word of Mouth , Celebrity Endorser dan Country of Origin terhadap Purchase Intention melalui Brand Image Studi Kasus Wardah House Semarang. *Konferensi Ilmiah Mahasiswa Unissula*, 851–871.

- Cantika, A., & Manalu, V. G. (2023). Antecedent Minat Beli Pada E-Commerce Lazada. *Digital Business and Entrepreneurship Journal*, 1(1), 1–9.
- Chekima, B., Chekima, F. Z., & Adis, A.-A. A. (2020). Social Media Influencer in Advertising: The Role of Attractiveness, Expertise and Trustworthiness. *Journal of Economics and Business*, 3(4). <https://doi.org/10.31014/aior.1992.03.04.298>
- Chen, Y., Liu, M., Liu, Y., Chang, A., & Yen, J. (2022). The influence of trust and relationship commitment to vloggers on viewers' purchase intention. *Asia Pacific Journal of Marketing and Logistics*, ahead-of-p. <https://doi.org/10.1108/APJML-08-2020-0626>
- 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>
- Danial, R. D. M., Indriana, A., & Ramdan, A. M. (2022). Analysis The Mediating Of Brand Image On Electronic Word Of Mouth And Online Purchase Intention Analisis Brand Image Dalam Memediasi Electronic Word Of Mouth Terhadap Online Purchase Intention. *Management Studies and Entrepreneurship Journal*, 3(3), 1405–1412. <http://journal.yrpiiku.com/index.php/msej>
- 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*, ahead-of-p. <https://doi.org/10.1108/JEIM-04-2019-0118>
- Desi Lestari, E., & Gunawan, C. (2021). Pengaruh E-Wom Pada Media Sosial Tiktok Terhadap Brand Image Serta Dampaknya Pada Minat Beli. *Februari 2021 EMBISS*, 1(2), 75. <https://embiss.com/index.php/embiss>
- Dholakia, R. R., & Sternthal, B. (1977). Highly Credible Sources: Persuasive Facilitators or Persuasive Liabilities? *Journal of Consumer Research*, 3(4), 223. <https://doi.org/10.1086/208671>
- Di Pietro, L., & Pantano, E. (2013). Social network influences on young tourists: An exploratory analysis of determinants of the purchasing intention. *Journal of Direct, Data and Digital Marketing Practice*, 15(1), 4–19. <https://doi.org/10.1057/dddmp.2013.33>
- Dihni, V. A. (2022). *Literasi Digital Yogyakarta Terbaik Nasional, Ini Kekuatan Utamanya*. Databoks.Katadata.Co.Id. 14 Maret 2024 (10.40 WIB)
- Erdorgan, B. . (1999). Celebrity Endorsement : A Literature Review Celebrity Endorsement : A Literature Review. *Journal of Marketing Management*, 772858957, 37–41.

- 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>
- Fataron, Z. A., & Rohmah, H. (2020). Effect Analysis of Trust, Ease, Information Quality, Halal Product on Online Purchase Decision of 2016-2018 Batch Students of Islamic Economics Study Program in UIN Walisongo at Shopee Marketplace. *Journal of Digital Marketing and Halal Industry*, *1*(1), 1. <https://doi.org/10.21580/jdmhi.2019.1.1.4772>
- 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>
- Fishbein, & Ajzen. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, *Vol. 82*(No. 2), 261–277.
- Gruen, T. W., Osmonbekov, T., & Czapslewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, *59*(4), 449–456. <https://doi.org/10.1016/j.jbusres.2005.10.004>
- Gunawan, D. D., & Huarng, K. H. (2015). Viral effects of social network and media on consumers' purchase intention. *Journal of Business Research*, *68*(11), 2237–2241. <https://doi.org/10.1016/j.jbusres.2015.06.004>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2017). *Multivariate Data Analysis* (7th ed.).
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hakimi, B. Y., Abedniy, A., & Zaeim, M. N. (2011). Investigate the impact of celebrity endorsement on brand image. *European Journal of Scientific Research*, *58*, 116–132.
- Hani, S., Marwan, A., & Andre, A. (2018). The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry. *Arab Economic and Business Journal*, *13*(2), 190–196. <https://doi.org/10.1016/j.aebj.2018.11.002>
- Hendijani Fard, M., & Marvi, R. (2020). Viral marketing and purchase intentions of mobile applications users. *International Journal of Emerging Markets*,

15(2), 287–301. <https://doi.org/10.1108/IJOEM-06-2018-0291>

- Hovland, C. I., Janis 1918-1990., I. L., & Kelley, H. H. (1953). Communication and persuasion : psychological studies of opinion change. In *Yale paperbound; Y 76 TA - TT -*. Yale University Press. <https://doi.org/LK> - <https://worldcat.org/title/187639>
- Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15(4), 635–650. <https://doi.org/10.1086/266350>
- 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(January). <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/https://doi.org/10.1016/j.apmr.2022.07.007>
- 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>
- Jordan, G., Leskovar, R., & Marič, M. (2018). Impact of Fear of Identity Theft and Perceived Risk on Online Purchase Intention. *Organizacija*, 51(2), 146–155. <https://doi.org/10.2478/orga-2018-0007>
- Khan, M. M., Memom, Z., & Kumar, S. (2019). Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand Loyalty Institute of Business Management, Karachi, Pakistan Zareena Memon Institute of Business Management Market Forces. *Market Forces (College of Management Sciences)*, 14(2), 99–120.
- Khwaja, M. G., & Zaman, U. (2020). Configuring the evolving role of ewom on the consumers information adoption. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–13. <https://doi.org/10.3390/joitmc6040125>
- Ku, E. C. S. (2011). Recommendations from a virtual community as a catalytic agent of travel decisions. *Internet Research*, 21(3), 282–303. <https://doi.org/10.1108/10662241111139318>
- Kumar, A., & C, K. (2017). Social eWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands? *Management Research Review*, 36(7), 700–719.
- Kusuma, A. F., & Wijaya, T. (2022). Pengaruh Electronic Word Of Mouth Terhadap Minat Beli Konsumen: Peran Mediasi Citra Merek. *Jurnal Fokus*

*Manajemen Bisnis*, 12(1), 30–42.

- Lee, J., & Hong, I. B. (2019). Consumer's Electronic Word-of-Mouth Adoption: The Trust Transfer Perspective. *International Journal of Electronic Commerce*, 23(4), 595–627. <https://doi.org/10.1080/10864415.2019.1655207>
- 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>
- Limanseto, H. (2024). *Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy*. Kementerian Koordinator Bidang Perekonomian. <https://www.ekon.go.id/>. 23 Februari 2024 (02.13 WIB)
- Liu, M. T., & Brock, J. L. (2011). Selecting a female athlete endorser in China: The effect of attractiveness, match-up, and consumer gender difference. *European Journal of Marketing*, 45(7), 1214–1235. <https://doi.org/10.1108/03090561111137688>
- Made, N., Rani, D., Oktaviani, P. N., & Yoga, I. M. S. (2021). Perilaku Pembelian Kosmetik Secara Online Selama Pandemi. *Jurnal Ilmu Sosial Dan Humaniora*, 4(2).
- Malik, D. (2023). *Alasan Belanja Online Marak di Indonesia: Murah dan Promo*. Techinasia. <https://id.techinasia.com/indonesia-hobi-belanja-online>. 14 Maret 2024 (03.12 WIB)
- Marlinah, L., Oktor, F. E., Kurnia, A., & Elliyana, E. (2023). Impact of electronic Word Of Mouth ( eWOM ) on Consumer Behaviour. *Jurnal Administrasi Kantor*, 1, 12–22.
- Martiyanti, D., Astuti, M. E., Barus, A., & ... (2023). Strategi Keterikatan Pelanggan Di Media Sosial Untuk Optimalisasi Kegiatan Umkm Di Era Digital. *Jurnal Pengabdian ...*, 2, 1–9. <https://ejournal.insightpower.org/index.php/JUPED/article/view/245%0Ahttps://ejournal.insightpower.org/index.php/JUPED/article/download/245/190>
- McKnight, D. H., & Kacmar, C. J. (2007). Factors and Effects of Information Credibility. Proceeding of The Ninth International Conference on Electronic Commerce - ICEC '07. *Michigan State University*, 423–432.
- Minh, P., Yen, D. T., Quynh, N. T. H., Yen, H. T. H., Nga, T. T. T., & Quoc, N. Van. (2021). Assessment of influencer's effects on customers' online purchasing behavior in Vietnam. *Ho Chi Minh City Open University Journal of Science - Economics and Business Administration*, 11(2), 81–96. <https://doi.org/10.46223/hcmcoujs.econ.en.11.2.1419.2021>
- Mohammed Abubakar, A. (2016). Does eWOM influence destination trust and travel intention: A medical tourism perspective. *Economic Research-Ekonomiska Istrazivanja*, 29(1), 598–611.

<https://doi.org/10.1080/1331677X.2016.1189841>

- Muda, M., & Hamzah, M. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing*, 15, 441–459. <https://doi.org/10.1108/JRIM-04-2020-0072>
- Nadhiroh, A., & Hukama, L. D. (2020). Pengaruh Electronic Word of Mouth, Credibility Celebrity Endorser, dan Visibility Celebrity Endorser Dewi Sandra terhadap Brand Image Wardah Cosmetics (Studi Kasus Mahasiswi Fakultas Ekonomi dan Bisnis Universitas YARSI). *Jurnal Pundi*, 3(3), 259. <https://doi.org/10.31575/jp.v3i3.186>
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Nurdin, S., & Wildiansyah, V. (2021). Peran Mediasi Citra Merek Pada Hubungan Antara Electronic Word of Mouth (E-Wom) Oleh Beauty Vlogger Dan Minat Beli Produk Kosmetik. *Jurnal Sain Manajemen*, 3(1), 11. <http://ejurnal.ars.ac.id/index.php/jsm/index>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1), 46–54.
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 27(1), 103–121. <https://doi.org/10.1080/10696679.2018.1534070>
- Park, T. (2020). How information acceptance model predicts customer loyalty?: A study from perspective of eWOM information. *Bottom Line*, 33(1), 60–73. <https://doi.org/10.1108/BL-10-2019-0116>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Phung, M. T., Ly, P. T. M., Nguyen, T. T., & Nguyen-Thanh, N. (2020). An FsQCA Investigation of eWOM and Social Influence on Product Adoption Intention. *Journal of Promotion Management*, 26(5), 726–747. <https://doi.org/10.1080/10496491.2020.1729318>
- Rabjohn, N., Cheung, C. M. K., & Lee, M. K. O. (2008). “Examining the Perceived Credibility of Online Opinions Information Adoption in the Online

- Environment.pdf. *Hawaii International Conference on System Sciences*, 1–10.
- Rusiana, D., Iriani, S. S., & Witjaksono, A. D. (2023). Pengaruh Celebrity Endorser dan Electronic Word of Mouth terhadap Minat Beli dengan Brand Image sebagai Variabel Mediasi pada E-Commerce Tokopedia. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 12(2), 410. <https://doi.org/10.30588/jmp.v12i2.1081>
- Saputra, S., & Barus, F. M. (2020). Pengaruh Electronic Word of Mouth (e-WOM) dan Citra Merek Terhadap Minat Belanja Konsumen Di Batam. *Jurnal Ilmiah Manajemen DanBisnis*, 5(1), 1–11. <http://journal.undiknas.ac.id/index.php/manajemen>
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-of-Fit Measures. *Methods of Psychological Research Online*, 8, 23–74.
- Sholihin, P. M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis*. Penerbit Andi. <https://books.google.co.id/books?id=NbMWEAAAQBAJ>
- Smith, R. E., & Vogt, C. A. (1995). The Effects of Integrating Advertising and Negative Word-of-Mouth Communications on Message Processing and Response. *Journal of Consumer Psychology*, 4(2), 133–151. [https://doi.org/10.1207/s15327663jcp0402\\_03](https://doi.org/10.1207/s15327663jcp0402_03)
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. *Young Consumers*, 22(4), 521–538. <https://doi.org/10.1108/YC-03-2021-1288>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif*.
- Suhendra, A. R., Masnita, Y., & Kurniawati. (2023). Antecedent Sikap Konsumen terhadap Perilaku Pembelian Online. *Jurnal Samudra Ekonomi Dan Bisnis*, 14(1), 63–75. <https://doi.org/10.33059/jseb.v14i1.5954>
- 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>
- Thanh Khoa, B. (2020). The Impact of Electronic Word-Of-Mouth on Admission Intention to Private University. *Test Engineering and Management*, 83, 14956–14970.
- Utamanyu, R. A., & Darmastuti, R. (2022). Budaya Belanja Online Generasi Z dan Generasi Milenial di Jawa Tengah (Studi Kasus Produk Kecantikan di Online Shop Beauty by ASAME). *Scriptura*, 12(1), 58–71. <https://doi.org/10.9744/scriptura.12.1.58-71>

- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Wetzels, M., Odekerken-schröder, G., & Oppen, C. Van. (2015). *Using PLS Path Modeling for Assessing Hierarchical Construct Models: Guidelines and Empirical Illustration*. 33(1), 177–195.
- Widodo, T., & Salamah, A. H. M. P. (2023). The Effect of E-wom on Purchase Intention Mediated by Information Usefulness and Information Adoption (A Study on Skintific Products). *Quantitative Economics and Management ...*, 4(4), 683–696. <https://sainsmat.org/index.php/qems/article/view/1770>
- Wisnu Wardhana, H., Wahab, Z., Saggaff Shihab, M., & Yuliani, Y. (2021). Pengaruh Electronic Word Of Mouth (E-Wom) Dan Celebrity Endorsement Terhadap Minat Beli Konsumen. *Coopetition: Jurnal Ilmiah Manajemen*, 12(3), 431–446. <https://doi.org/10.32670/coopetition.v12i3.627>
- 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. *International Journal of Pure and Applied Mathematics*, 120(6), 5809–5821.
- Yan, X., Shah, A., Zhai, L., Khan, S., & Shah, A. (2018). Impact of Mobile Electronic Word of Mouth (EWOM) on Consumers Purchase Intentions in the Fast-Causal Restaurant Industry in Indonesia. *Conference: Hawaii International Conference on System Sciences*. <https://doi.org/10.24251/HICSS.2018.479>
- Yeap, J. A. L., Ignatius, J., & Ramayah, T. (2014). Determining consumers' most preferred eWOM platform for movie reviews: A fuzzy analytic hierarchy process approach. *Computers in Human Behavior*, 31(1), 250–258. <https://doi.org/10.1016/j.chb.2013.10.034>
- Zhang, W., & Watts, S. A. (2008). Capitalizing on content: Information adoption in two online communities. *Journal of the Association for Information Systems*, 9(2), 73–94. <https://doi.org/10.17705/1jais.00149>
- Zollo, L., Carranza, R., Faraoni, M., Díaz, E., & Martín-Consuegra, D. (2021). What influences consumers' intention to purchase organic personal care products? The role of social reassurance. *Journal of Retailing and Consumer Services*, 60(October 2020). <https://doi.org/10.1016/j.jretconser.2020.102432>