

DAFTAR PUSTAKA

- Abdullah, M. (2015). *Metode penelitian kuantitatif*. Aswaja Pressindo.
- Afiqoh, I. K., Arpizal, A., & Sahara, S. (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 Bukalapak). *Jurnal Ilmu Manajemen Terapan*, 5(3), 188–196. <https://repository.unja.ac.id/>
- 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>
- Ali, I., & Naushad, M. (2023). Examining the influence of social media marketing on purchase intention: The mediating role of brand image. *Innovative Marketing*, 19(4), 145–157. [https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/10.21511/im.19(4).2023.12)
- Alodia, S., & Kristiningsih. (2024). The influence of electronic word of mouth and celebrity endorsers on purchase intention with personality as a moderating variable in the shopee marketplace. *International Conference on Economics, Management, Business, and Accounting*, 1(1), 47–59.
- Apjii.or.id. (2023). *Survei APJII pengguna internet di Indonesia tembus 215 juta orang*. Apjii.or.Id. <https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang>
- Apjii.or.id. (2024). *APJII jumlah pengguna internet Indonesia tembus 221 juta orang*. Apjii.or.Id. [https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang#:~:text=Asosiasi Penyelenggara Jasa Internet Indonesia \(APJII\) mengumumkan jumlah pengguna internet,jiwa penduduk Indonesia tahun 2023](https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang#:~:text=Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) mengumumkan jumlah pengguna internet,jiwa penduduk Indonesia tahun 2023)
- Ardiansyah, M. F., & Aquinia, A. (2022). Pengaruh celebrity endorsement, brand image, dan electronic word of mouth terhadap purchase intention (studi pada konsumen marketplace Tokopedia). *SEIKO: Journal of Management & Business*, 5(1), 469–477. <https://doi.org/10.37531/sejaman.v5i2.2117>
- Asi, K. J. M., & Hasbi, I. (2021). Pengaruh social media marketing dan brand image terhadap minat beli konsumen pada aplikasi Bukalapak. *E-Proceeding of Management*, 8(1), 437–447. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/14381/14165>
- Astuti, M., & Amanda, A. R. (2020). *Pengantar manajemen pemasaran*. Deepublish.

- Chaffey, D., & Chadwick, F. E. (2016). *Digital marketing* (sixth edit). Pearson Education Limited.
- Chaffey, D., & Smith, P. . (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing* (fifth edit). Routledge.
- Chiu, C. L., & Ho, H. C. (2023). Impact of celebrity, micro-celebrity, and virtual influencers on chinese gen z's purchase intention through social media. *SAGE Open*, 13(1), 1–18. <https://doi.org/10.1177/21582440231164034>
- Databoks.katadata.co.id. (2024). *Tren e-commerce 2023, kunjungan ke Shopee dan Blibli meningkat*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/f056a701023f0fe/tren-e-commerce-2023-kunjungan-ke-shopee-dan-blibli-meningkat>
- Djaali, H. (2020). *Metode penelitian kuantitatif*. PT Bumi Aksara. [https://www.google.co.id/books/edition/Metodologi_Penelitian_Kuantitatif/wY8fEAAAQBAJ?hl=id&gbpv=1&dq=Djaali,+H.+\(2020\).+Metode+penelitian+kuantitatif.+Jakarta:+PT+Bumi+Aksara&pg=PR4&printsec=frontcover](https://www.google.co.id/books/edition/Metodologi_Penelitian_Kuantitatif/wY8fEAAAQBAJ?hl=id&gbpv=1&dq=Djaali,+H.+(2020).+Metode+penelitian+kuantitatif.+Jakarta:+PT+Bumi+Aksara&pg=PR4&printsec=frontcover)
- Elvin, Hidayat, A. D., Tanti, P. H., & Yuniarty. (2024). The effect of social media usage and electronic word of mouth on conviction and its impact on purchase intention and customer loyalty: The role of brand reputation as a moderator. *International Journal of Electronic Commerce Studies*, 15(1), 51–78. <https://doi.org/10.7903/ijecs.2257>
- Fauzi, F., Dencik, A. B., & Asiati, D. I. (2019). *Metodologi penelitian untuk manajemen dan akuntansi*. Salemba Empat.
- Ferdinand, A. (2014). *Metode penelitian manajemen*. Badan Penerbit Universitas Diponegoro.
- Frost, R., & Strauss, J. (2016). *E-marketing* (seventh ed). Pearson Education Limited.
- Ghozali, I. (2021). *Partial least squares konsep, teknik, dan aplikasi menggunakan program SmartPLS 3.2.9 untuk penelitian empiris*. Badan Penerbit Universitas Diponegoro.
- Goodstats.id. (2023). *Mayoritas masyarakat Indonesia tahu info iklan produk dari media sosial, iklan TV di urutan ke-3*. Goodstats.Id. <https://goodstats.id/article/survei-jakpat-mayoritas-masyarakat-indonesia-tahu-info-iklan-produk-dari-media-sosial-iklan-tv-di-urutan-ke-3-0KWHf>
- 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*, 27(1), 5–23.

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer Nature.
- Handayani, R., & Fadilla, A. (2024). Pengaruh social media marketing dan celebrity endorser terhadap minat beli pengguna e-commerce Tokopedia pada followers Twitter @Tokopedia. *Jurnal Ilmiah Wahana Pendidikan*, 10(4), 788–796.
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Metode penelitian kualitatif & kuantitatif*. CV Pustaka Ilmu. https://www.google.co.id/books/edition/Metode_Penelitian_Kualitatif_Kuantitatif/qjKEAAAQBAJ?hl=id&gbpv=1
- Herdiansyah, & Yuliniar. (2024). Pengaruh gaya hidup, E-WOM, dan kualitas produk terhadap minat beli sepatu sneaker new balance. *Ikraith-Ekonomika*, 7(1), 74–82. <https://doi.org/10.37817/ikraith-ekonomika.v7i1.3282>
- Insight.jakpat.net. (2023). *Indonesia e-commerce trends – 2nd semester of 2023*. Insight.Jakpat.Net. <https://insight.jakpat.net/indonesia-e-commerce-trends-2nd-semester-of-2023/>
- Investor.id. (2023). *Konsumen di pulau jawa berkontribusi 83% terhadap transaksi e-commerce*. Investor.Id. <https://investor.id/business/334672/konsumen-di-pulau-jawa-berkontribusi-83-terhadap-transaksi-e-commerce>
- Jakarta.bps.go.id. (2023). *Jumlah penduduk menurut kabupaten/kota di provinsi DKI Jakarta (jiwa), 2022-2023*. <https://jakarta.bps.go.id/id/statistics-table/2/MTI3MCMY/jumlah-penduduk-menurut-kabupaten-kota-di-provinsi-dki-jakarta-html>
- Jobber, D., & Chadwick, F. E. (2023). *Principles and practice of marketing* (tenth edit). McGraw-Hill Education.
- Kominfo.go.id. (2019). *Kemkominfo: Pertumbuhan e-commerce Indonesia capai 78 persen*. Kominfo.Go.Id. <https://www.kominfo.go.id/berita/sorotan-media/detail/kemkominfo-pertumbuhan-e-commerce-indonesia-capai-78-persen>
- Kotler, P., & Armstrong, G. (2018). *Principle of marketing* (17e global). Pearson Education Limited.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing management 4th european edition* (4th europe). Pearson Education Ltd.

- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16e global). Pearson Education Limited.
- Mardiatmi, B. D., Supriadi, Y. N., Wikantari, M. A., Pinem, D. B., & Ariani, N. (2024). Analyzing the role of the quadruple helix in improving MSME management performance. *Scientific Papers of the University of Pardubice, Series D: Faculty of Economics and Administration*, 32(1), 1–16. <https://doi.org/10.46585/sp32011794>
- Miller, A., & Bryer, D. (2020). *Digital marketing for beginners 2021*.
- Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, 10(11), e32168. <https://doi.org/10.1016/j.heliyon.2024.e32168>
- Nurhayati, L., & Nurlinda, R. . (2022). Pengaruh celebrity endorser dan customer online review pada minat beli melalui customer trust di Tokopedia. *Jurnal Multidisiplin Madani*, 2(10), 3697–3705. <https://doi.org/10.55927/mudima.v2i10.1507>
- Nurmartiani, E. (2024). *Pengantar perilaku konsumen*. Tristar Mandiri Publisher.
- Oktriyanto, B., Budiarto, G. L., Siahaan, S. O., & Sanny, L. (2021). Effects of social media marketing activities toward purchase intention healthy food in Indonesia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10), 6815–6822. <https://doi.org/10.17762/turcomat.v12i10.5548>
- Pusporini, Yetty, F., & Aryani, L. (2023). Memasarkan produk kuliner secara online bagi UMKM. *Jurnal Pengabdian Masyarakat: Pemberdayaan, Inovasi Dan Perubahan*, 3(1), 36–45. <https://doi.org/10.59818/jpm.v3i1.398>
- Rani, A., Toni, M., & Shivaprasad, H. N. (2022). Examining the effect of electronic word of mouth (EWOM) communication on purchase intention: a quantitative approach. *Journal of Content, Community and Communication*, 15(8), 130–146. <https://doi.org/10.31620/JCCC.06.22/10>
- 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), 410–429. <https://doi.org/10.30588/jmp.v12i2.1081>
- Santi, S., Handayani, S. W. E., & Mawardiningsih, W. (2024). *Pengaruh celebrity endorser bts terhadap minat beli mahasiswa di Tokopedia (studi pada mahasiswa program studi SI Akuntansi Universitas Sanata Dharma Yogyakarta)*. 22(1), 19–28.

- Solomon, M. R. (2020). *Consumer behavior: buying, having, and being* (thirteenth). Pearson Education Limited.
- Sudarsono, H. (2020). *Manajemen pemasaran*. CV Pustaka Abadi.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Survei.apjii.or.id. (2023). *Hasil survei internet APJII*. Survei.Apjii.or.Id. <https://survei.apjii.or.id/survei/2023>
- Survei.apjii.or.id. (2024). *Hasil survei internet APJII*. Survei.Apjii.or.Id. <https://survei.apjii.or.id/survei/group/9>
- Triwardhani, D. (2020). Pengaruh promosi digital pada keputusan pembelian agensi iklan online. *JBMI (Jurnal Bisnis, Manajemen, Dan Informatika)*, 16(3), 284–296. <https://doi.org/10.26487/jbmi.v16i3.9071>
- Wardhana, H. W., Wahab, Z., Shihab, M. S., & Yuliani. (2021). Pengaruh electronic word of mouth (E-WOM) dan celebrity endorsement terhadap minat beli konsumen pada e-commerce Zalora dengan brand image sebagai variabel mediasi. *Coopetition: Jurnal Ilmiah Manajemen*, 12(3), 431–446.
- Yunikartika, L., & Harti, H. (2022). Pengaruh social media marketing dan electronic word of mouth (E-WOM) terhadap minat beli kuliner melalui kepercayaan sebagai variabel intervening pada akun Instagram @carubanmangan. *Jurnal E-Bis (Ekonomi-Bisnis)*, 6(1), 212–230. <https://doi.org/10.37339/e-bis.v6i1.897>