

DAFTAR PUSTAKA

- Aaker, D. (2014). *Aaker on Branding: 20 Principles that Drive Success*. Morgan James Publishing.
- Afandi, D., Wahyono, D., Widyastuti, Nugraha, A., & Novita, Y. (2024). Pengaruh Social Media Marketing, Harga dan Brand Image Terhadap Minat Beli. *Jurnal EMT KITA*, 8(2), 650–658. <https://doi.org/10.35870/emt.v8i2.2324>
- Aini, N., & Basuki, R. (2020). Pengaruh Electronic Word of Mouth Media Sosial Instagram (@gartenhaus_co dan Store Atmosphere terhadap Minat Beli di Cafe Gartenhaus Malang Jawa Timur. *JAB: Jurnal Aplikasi Bisnis*, 6(1), 25–28.
- Anisa, D., & Marlina, N. (2022). Pengaruh User Generated Content Dan E-Wom Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion The Influence Of User Generated Content And E-Wom On The Tiktok Application On The Purchase Intention Of Fashion Products. *Jurnal Sinar Manajemen*, 9(2), 207–218. <https://doi.org/https://doi.org/10.56338/jsm.v9i2.2610>
- Aqila, M., & Revinzky, M. (2024). Dampak User-Generated Content Terhadap Brand Equity Dalam Membentuk Niat Pembelian Pada Brand Makanan Dan Minuman Di Tiktok. *Indonesian Journal of Economics*, 1(5), 400–413.
- Ardani, W. (2024). The Link of Social Media and Brand Image on Consumer Purchase Intention the Mediating Role E-WOM. *Kompartemen: Kumpulan Orientasi Pasar Konsumen*, 2(1), 1–6. <https://doi.org/https://doi.org/10.56457/kompartemen.v1i2.516>
- Badan Pusat Statistik (BPS). (2024). *Berita Resmi Statistik*.
- Chaffey, D., & Chadwick, F. (2022). *8th Edition: Digital Marketing* (8th ed.). Pearson Education Limited.
- Fransiscus, B., & Husda, N. (2022). Pengaruh Brand Image, Promosi Penjualan Dan Duta Merek Terhadap Minat beli Konsumen E-Commerce Blibli Pada Masyarakat Kota Batam. *SNISTEK: Prosiding Seminar Nasional Ilmu Sosial & Teknologi*, 4, 536–541. <https://doi.org/https://ejournal.upbatam.ac.id/index.php/prosiding/article/view/5308>
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd Edition). SAGE Publications Inc.

- Hapsari, D., & Soebandhi, S. (2024). Pengaruh Electronic Word-of-Mouth (E-WOM), Brand Ambassador, dan Korean Wave terhadap Minat Beli Produk Somethinc. *Avesina: Media Informasi Ilmiah Universitas Islam Al-Azhar*, 16(1), 8–22. <https://doi.org/https://avesina.unizar.ac.id/ja/article/view/2>
- Hardani, Auliya, N., Andriani, H., Fardani, R., Ustiawaty, J., Utami, E., Sukmana, D., & Istiqomah, R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi, Ed.). CV Pustaka Ilmu.
- Hassan, M., Mahmoud, A., Eljalil, A., & Ezzat, M. (2020). The Influence of E-WOM on Egyptian Private Airlines Ticket Purchasing Intention. *International Journal of Tourism and Hospitality Management*, 3(2), 31–64. <https://doi.org/10.21608/ijthm.2020.134197>
- Jobber, D., & Chadwick, F. (2024). *Principles and Practice of Marketing* (10th Edition). McGraw-Hill Education.
- Kenny, A., Purba, A., Budiono, S., & Adirinekso, G. (2021). Social Media Effect, Brand Image and Motivation on Fast Food and Beverage Purchase Intention of Mcdonald's St Mark Square Karawaci. *Proceedings of the International Conference on Industrial Engineering and Operations Management Bangalore, India*, 347–355. <https://doi.org/https://doi.org/10.46254/IN01.20210085>
- Khalidah, N. D., Asiyah, S., & Ridwan, M. (2023). The Influence of Video Marketing, User Generated Content on Purchase Intention through Brand Awareness as Intervening Variables. *Budapest International Research and Critics Institute Journal*, 6(1), 561–572. <https://doi.org/https://doi.org/10.33258/birci.v6i1.7500>
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing*. Pearson Education Ltd.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. John Wiley & Sons, Inc.
- Kotler, Philip., & Keller, K. Lane. (2016). *Marketing Management* (15th Edition). Pearson Education Ltd.
- Lamb, C., Hair, J., & McDaniel, C. (2021). *MKTG: Principles of Marketing* (13th Edition). Cengage Learning, Inc.
- Lusyana, E., & Ramlawati. (2020). Pengaruh Celebrity Endorsement dan Citra Merek terhadap Minat Beli Produk Kecantikan Wardah pada Mahasiswa

HPMM Cabang Maiwa di Makassar. *MANOR: Jurnal Manajemen Dan Organisasi Review* , 2, 65–75. <https://doi.org/2716-148X>

Mamuaya, N., Novilia, F., Paulina, J., Nggandung, Y., & Nuraini, L. (2024). The Influence of User-Generated Content Consumer Purchase Interest with Discounts as a Moderating Variable. *Jurnal Ilmiah Edunomika*, 8(1), 1–8. <https://doi.org/http://dx.doi.org/10.29040/jie.v8i1.11883>

Minazzi, R. (2015). Social Media Marketing in Tourism and Hospitality. In *Social Media Marketing in Tourism and Hospitality*. Springer International Publishing. <https://doi.org/10.1007/978-3-319-05182-6>

Muntinga, D., Moorman, M., & Smit, E. (2011). Introducing COBRAs: Exploring Motivations for Brand-Related Social Media Use. In *International Journal of Advertising* (Issue 1). Warc.

Pandelaki, B., Mandey, S., & Raintung, M. (2023). Pengaruh Electronic Word of Mouth, Lokasi, dan Harga terhadap Minat Beli di R-Zone Café Langowan. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis, Dan Akuntansi* , 11(1), 312–323. <https://doi.org/https://doi.org/10.35794/emba.v11i1.45878>

Pramudita, A., & Suharyati. (2024). Pengaruh Country of Origin, Social Media Marketing dan E-WOM terhadap Keputusan Pembelian Produk Something di Jakarta Selatan. *Journal of Young Entrepreneurs*, 3(1), 1–18. <https://doi.org/https://ejournal.upnvj.ac.id/index.php/jye>

Putra, E., & Ericko. (2023). Analisis Faktor-Faktor yang Mempengaruhi Purchase Intention pada Café Lokal di Kota Batam. *MSEJ: Management Studies and Entrepreneurship Journal*, 4(2), 1901–1906. <https://doi.org/https://doi.org/10.37385/msej.v4i3.1424>

Quan, N., Huong, P., Ha, P., Ha, T., Loan, L., & Ngoc, H. (2023). How Do Corporate Social Responsibility Messages Moderate From E-Wom And Trust To Online Purchase Intention And E-Loyalty? *International Journal of Electronic Commerce Studies*, 14(3), 89–114. <https://doi.org/10.7903/ijecs.2240>

Ramadhan, M., & Suharyati. (2024). Analisis Instagram Marketing dan Kualitas Produk terhadap Citra Merek pada Rumah Makan Padang Payakumbuh. *Journal of Young Entrepreneurs*, 3(2), 34–48. <https://doi.org/https://ejournal.upnvj.ac.id/index.php/jye>

Ramadhani, A., & Utami, F. (2024). Pengaruh Electronic Word of Mouth terhadap Minat Beli di Tiktok Shop dengan Kesadaran Merek sebagai Variabel Intervening. *E-Proceeding of Management*, 11(1), 984–993.

- Ryana, R., & Haryanto, H. (2023). Pengaruh Identitas Merek, Citra Merek, Kualitas Produk, Kualitas Layanan terhadap Niat Beli Produk di Coffee Shop Batam dengan Kepercayaan Konsumen sebagai Mediasi. *MSEJ: Management Studies and Entrepreneurship Journal*, 4(4), 3629–3641. <https://doi.org/https://doi.org/10.37385/msej.v4i4.2122>
- Sahir, S. (2021). *Metodologi Penelitian* (T. Koryati, Papong, & A. Rochmah, Eds.; 1st ed.). Penerbit KBM Indonesia.
- Salmiah, Sahir, S., & Fahlevi, M. (2024). The effect of Social Media and Electronic Word of Mouth on Trust and Loyalty: Evidence from Generation Z in Coffee Industry. *International Journal of Data and Network Science*, 8(1), 641–654. <https://doi.org/10.52677/j.ijdns.2023.8.021>
- Sari, P., Manggabarani, A., & Husniaty, R. (2020). Pengaruh Brand Image, Harga, dan Kualitas Layanan terhadap Minat Beli Produk Fashion Secara Online di Jakarta (Studi Pada Situs Belanja Online Zalora). *Prosiding Biema: Business Management, Economic, and Accounting National Seminar*, 1, 727–738. <https://doi.org/https://conference.upnvj.ac.id/index.php/biema/article/view/920>
- Shakuntala, B., & Ramantoko, G. (2023). The Influence of Social Media Communication on Purchase Intention and Purchase Decision Through Brand Equity in Mixue Indonesia. *International Journal of Professional Business Review*, 8(11), e03935. <https://doi.org/10.26668/businessreview/2023.v8i11.3935>
- Situmeang, I. (2022). Pengaruh Pesan Viral Marketing Digital dan Brand Image terhadap Minat Beli Followers (Studi Eksplanatif Pada Akun Instagram @Lu'miere). *Medialog: Jurnal Ilmu Komunikasi*, 5(1), 277–289. <https://doi.org/10.35326/medialog.v5i1.2296>
- Slice.id. (2024). *10 Jenis Konten Paling Efektif di Media Sosial 2024*. <https://www.blog.slice.id/blog/jenis-konten-paling-efektif-di-media-sosial-2024>
- Slice.id. (2024). *[Edisi 2024] Tren Pengguna Media sosial dan Digital Marketing Indonesia*. <https://www.blog.slice.id/blog/tren-pengguna-media-sosial-dan-digital-marketing-indonesia-2024>
- Solomon, M. (2020). *Consumer Behavior: Buying, Having, and Being* (Global Edition). Pearson Education Ltd.
- Sosanuy, W., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Effect of Electronic Word of Mouth (e-WOM) and Perceived Value on

- Purchase Intention During the COVID-19 Pandemic: the Case of Ready-to-Eat Food. *International Journal of Behavioral Analytics*, 1(2), 1–16. <https://doi.org/https://ssrn.com/abstract=3944079>
- Tardin, M., Sonci, A., & Dazzi, L. (2020). Social Media Marketing Communication. *International Journal for Innovation Education and Research*, 8(6), 441–457. <https://doi.org/10.31686/ijer.vol8.iss6.2438>
- Wafiyah, F., & Wusko, A. (2023). Pengaruh User Generated Content Dan E-Wom Terhadap Purchase Intention Dan Purchase Decision Pada Pembeli Produk Nyrtea Di Instagram. *Jurnal Ekonomi, Bisnis Dan Manajemen*, 2(3), 190–200. <https://doi.org/10.58192/ebismen.v2i3.1278>
- Wijaya, G., & Sungkono, S. (2024). Pengaruh Branding dan Citra Merek terhadap Minat Beli Konsumen pada Kopi Toktok Indonesia. *Neraca: Jurnal Ekonomi, Manajemen, Dan Akuntansi*, 2(8), 576–600. <https://doi.org/http://jurnal.kolibi.org/index.php/neraca>
- Wijaya, Y., & Ridanasti, E. (2024). Pengaruh User Generated Content terhadap Niat Pembelian Oleh Konsumen Melalui Channel GadgetIn. *Religion Education Social Laa Roiba Journal*, 6, 4259. <https://doi.org/10.47476/reslaj.v6i8.4498>