

DAFTAR PUSTAKA

Badan Pusat Statistik Indonesia. (2017 – 2019). Proporsi Individu Yang Menggunakan Internet Menurut Provinsi (Persen), 2017 – 2019.

Chiu, Y. L., Chen, K. H., Wang, J. N., & Hsu, Y. T. (2019). The Impact Of Online Movie Word-Of-Mouth On Consumer Choice. *International Marketing Review*.

Farzin, M., & Fattahi, M. (2018). Ewom Through Social Networking Sites And Impact On Purchase Intention And Brand Image In Iran. *Journal Of Advances In Management Research*.

Giam, H. S., & Megawati, Y. Dampak Electronic Word Of Mouth Sosial Media Terhadap Keputusan Memilih Nusa Penida Sebagai Tujuan Wisata Dengan Dimediasi E- Trust.

Hair, F. J. (2014). *Marketing Research Within A Changing Information Environment*.

Hair, Jr (2010). *Multivariate Data Analysis*. (7th Ed). United State : Pearson.

Hair, Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2017). "Partial Least Squares Structural Equation Modeling (PLS-Sem) An Emerging Tool In Business Research". *European Business Review* Vol. 26 No. 2 Pp. 106-121.

Handi, H., Hendratono, T., Purwanto, E., & Ihalauw, J. J. (2018). The Effect Of E- Wom And Perceived Value On The Purchase Decision Of Foods By Using The Go-Food Application As Mediated By Trust. *Quality Innovation Prosperity*, 22(2), 112- 127.

Ilhamalimy, R. R., & Ali, H. (2021). Model Perceived Risk And Trust: E- Wom And Purchase Intention (The Role Of Trust Mediating In Online Shopping In Shopee Indonesia). *Dinasti International Journal Of Digital Business Management*, 2(2), 204-221.

Kristina, T., & Sugiarto, C. (2020). The Role Of Trust Mediates In The Influence Of Social Media Marketing And Electronic Word-Of-Mouth On Purchase Intention. *Management And Entrepreneurship: Trends Of Development*, 4(14), 102-113.

Mahrinasari, M., & Pandjaitan, Drh (2020). Dampak E-Wom Terhadap Kepercayaan Dan Minat Mengunjungi Destinasi Wisata Pulau Pahawang Kabupaten Pesawaran. *Jurnal Internasional Ilmu Ekonomi Dan Manajemen* .

Munir, J., Shafi, K., Khan, F. A., & Ahmed, U. S. (2018). Elucidating The Relationship Of Social Media Usage And E-Wom With Brand Related Purchase Decision Involvement:

An Integrated Meta-Framework Approach. *Walia Journal*, 34(1), 59-64.

Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social Media Usage, Electronic Word Of Mouth And Purchase-Decision Involvement. *Asia-Pacific Journal Of Business Administration*.

Putra, Tri, & Calvin, M. (2020, April). Bagaimana Electronic Word Of Mouth (E-Wom) Mempengaruhi Niat Membeli Dengan Citra Merek Sebagai Variabel Mediasi: Kasus Smartphone Xiaomi Pada Mahasiswa. Dalam *Jurnal Fisika: Seri Konferensi* (Vol. 1500, No. 1, Hal. 012094). Penerbitan Iop.

Riyanto, Andi Dwi. 2021. Hootsuite (We Are Social) : Indonesian Digital Report 2021.

Sekaran, U (2017). *Research Methods For Business*. Pendekatan Pengembangan- Keahlian. Jakarta: Salemba Empat.

Shidqi, H., & Noor, Y. L. (2019). The Effect Of Electronic Word Of Mouth On Online Trust And Purchase Intention Among Millennials Generation On Instagram. *Russian Journal Of Agricultural And Socio- Economic Sciences*, 85(1).

Sugiyono, 2010. *Metode Penelitian Bisnis*. Bandung: Penerbit Alfabeta.

Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif Dan R & D* :Alfabeta.

Tjhin, V. U., & Aini, S. R. N. (2019, May). Effect Of E-Wom And Social Media Usage On Purchase Decision In Clothing Industry. In *Proceedings Of The 2019 5th International Conference On E-Business And Mobile Commerce* (Pp. 30-34).

Vongurai, R., Elango, D., Phothikitti, K., & Dhanasomboon, U. (2018). Social Media

Usage, Electronic Word Of Mouth And Trust Influence Purchase-Decision

Involvement In Using Traveling Services. *Asia Pacific Journal Of Multidisciplinary Research*, 6(4), 32-37.

Wadana, G. B., & Widodo, A. (2019, October). Social Media Usage; Investigation Of E-Wom, Trust, On Purchase Intention

Involvement Of Renan Store Consumers In Bandung City. In *The 1 International Conference On Innovation Of Small Medium-Sized Enterprise (Icis)2019* (Vol. 1, No. 1, Pp. 199-206).

Wira Andryana, I. M. J., & Ardani, I. G. A. K. S. *The Role Of Trust Mediates Effect Of E-Wom On Consumer Purchase Decisions.*

