

## Daftar Referensi

- Ahdiat, Adi, (2022, Juni 22) *E-commerce* Terpopuler di Kalangan Anak Muda, Siapa Juaranya?  
<https://databoks.katadata.co.id/datapublish/2022/06/28/e-commerce-terpopuler-di-kalangan-anak-muda-siapa-juaranya>
- Ahdiat, Adi, (2022, Maret 23) Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022.  
<https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- Ahmed, S. (2020). Effect of Brand Equity on Consumer Buying Behavior. *Journal of Marketing Strategies*, 2(2), 101-116.
- Aimsyah, Z. (2013). *Manajemen sistem informasi*. Jakarta: PT. Gramedia Pustaka
- Aisyah, Dian., & Engriani, Yunita (2019). Pengaruh Reputasi, Kualitas Informasi, dan eWOM terhadap Minat Beli pada Situs Jual Beli *Online* Tokopedia yang Dimediasi oleh Kepercayaan Pelanggan. *Jurnal Kajian Manajemen dan Wirausaha*, 01 (04), ISSN: *Online* 2655-6499
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Al-Adwan A.S & Al-Horani M.A. Boosting customer e-loyalty: an extended scale of *online* service quality, *Information* 10 (12) (2019) 380, <https://doi.org/10.3390/info10120380>.
- Ali, Hasanuddin( 2021, january, 13) Indonesia Gen Z and Millennial Report 2020  
<https://alvara-strategic.com/indonesia-gen-z-and-millennial-report-2020/>
- Anam, M. S., Warastri, A., Psi, S., Dyorita, A., & Psi, S. (2020). Motivasi Penggunaan *Skincare* Ditinjau Dari Self-Image Pada Pria Di Yogyakarta (Doctoral dissertation, Universitas ‘Aisyiyah Yogyakarta).
- Arora, A., & Kishor, N. (2019). Factors determining *Purchase Intention* and behavior of consumers towards luxury fashion brands in India: an empirical evidence. *British Journal of Marketing Studies (BJMS)*, 7(4), 34-58.
- Arora, L., & Sharma, B. K. (2018). Influence of Review Quality , Review Quantity and Review Credibility on *Purchase Intention* in the context of High Involvement Products. 4(4), 25– 40.

- Basyarahil, M. A. (2017). Analisis faktor- faktor yang mempengaruhi minat beli kosmetik pria pada mahasiswa fakultas ekonomi dan bisnis Universitas Brawijaya (Studi kasus pada mahasiswa S1 prodi ekonomi islam fakultas ekonomi dan bisnis Universitas Brawijaya). *Jurnal Ilmiah Mahasiswa FEB*, 5(2), 1–12. <http://repository.ub.ac.id/id/eprint/2740>
- BPS 2021. *Jumlah Penduduk 2019-2021*.  
<https://padangkota.bps.go.id/indicatr/161/350/1/jumlah-penduduk.html>
- Candra, B. F., & Suparna, G. (2019). Peran Brand Image Memediasi Pengaruh Electronic Word Of Mouth Terhadap Niat Beli. *E-Jurnal Manajemen*, 8(11), 6638–6657. <https://doi.org/10.24843/EJMUNUD.2019.v08.i11.p13>
- Dawod, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P.M., Cao, D. & Kasemsaran, N. (2020). “Factors effecting E-WOM credibility, information adaptation and *Purchase Intention* on Generation Y: a case from Thailand”. *Journal of Enterprise Information Management*, vol.34 No.3, pp. 838-859
- Dihni, Vika Azkiya (2022, Juli 19) 10 *E-commerce* dengan Pengunjung Terbanyak Kuartal I 2022.  
<https://databoks.katadata.co.id/datapublish/2022/07/19/10-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2022>
- Dimia. Marketplace-analyzer. <https://dimia.id/app/marketplace-analyzer>, 2021
- Direktorat Jenderal Pendidikan Tinggi (Dikti) pada tahun 2020 yang mendata bahwa frekuensi mahasiswa di Indonesia sebanyak 7.981.059 orang. Kosiba, J. P. B., Boateng, H., Amartey, A. F. O., Boakye, R. O., & Hinson, R. (2018). Examining customer engagement and brand loyalty in retail banking: The trustworthiness influence. *International Journal of Retail & Distribution Management*.
- 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 E-WOM on consumers’ *online Purchase Intentions*. *Journal of Marketing Communications*, 24(6), 617– 632. <https://doi.org/10.1080/13527266.2016.1184706>
- 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), 1261e1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>

Filieri, R., & McLeay, F. (2015). E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from *Online Reviews*. *Journal of Travel Research*, 53(1), 44–57. <https://doi.org/10.1177/0047287513481274>

Firamadhina, F.I. R., & Krisnani, H. (2020). Perilaku generasi Z terhadap penggunaan media sosial TikTok: TikTok sebagai media edukasi dan aktivisme. *Share: Social Work Jurnal*, 10(2). <https://doi.org/10.24198/share.v10i2.31443>

Fitri, N. A., & Basri, H. (2021). Pengaruh Gaya Hidup Terhadap Perilaku Konsumen Pada Generasi Milenial Di Era Pandemi Covid-19 Dengan Pengetahuan Ekonomi Sebagai Variabel Moderasi. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 9(2), 183-192.

Ghasemaghaei, M., & Hassanein, K. (2016). A macro model of *online Information Quality* perceptions: A review and synthesis of the literature. *Computers in Human Behavior*, 55, 972-991.

Gökerik, M., Gürbüz, A., Erkan, I., Mogaji, E., & Sap, S. (2018). Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1222–1238. <https://doi.org/10.1108/APJML10-2017-0257>

Haasiani, N. (2021, June 11). Data Penjualan Kosmetik Wajah, Brand Lokal Kuat Bersaing. *Compas*. Retrieved April 8, 2022, from <https://compas.co.id/article/data-penjualankosmetik/>

Hair Jr, 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.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate data analysis Eighth Edition*.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the academy of marketing science*, 45(5), 616-632.

- Hidayat, A. T. R., & Astuti, B. (2019). The Influence of Internet Advertising and e-WOM on Perception and *Purchase Intention* of B2C *E-commerce* Costumers in Indonesia. *ICABE*, 1(1), 207-218.
- Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the *Purchase Intention* - the case of instagram. *Independent Journal of Management & Production*, 12(4). <https://doi.org/10.14807/ijmp.v12i4.13>
- Hong, H., & Kim, H. (2016). Impact of review characteristics on female consumer perceptions of review usefulness and patronage intent of *online* stores hosting the reviews. *Journal of the Korean Society of Clothing and Textiles*, 40(6). <https://doi.org/10.5850/JKSCT.2016.40.6.994>
- Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). E-WOM source credibility, perceived risk and food product customer's 98 *Information Adoption*. *Computers in Human Behavior*, 66, 96-102
- Hussain, S., Ahmed, W., Jafar, R., & Rabnawaz, A. (2017). E-WOM source credibility, perceived risk and food product customer's *Information Adoption*. *Computers in Human Behavior*, 66, 96e102.
- Hussain, S., Song, X., & Niu, B. (2020). Keterlibatan motivasi konsumen dalam E-WOM untuk adopsi informasi/peran mediasi motif organisasi
- Indrawati, Yones, P. C. P., & Muthaiyah, S. (2022). E-WOM via the TikTok application and its influence on the *Purchase Intention* of somethinc products. *Asia Pacific Management Review*.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic word of mouth (E-WOM) in the marketing context: A state of the art analysis and future directions*. Cham: Springer International Publishing.
- Iyer, P., Yazdanparast, A. and Strutton, D. (2017), "Examining the effectiveness of WOM/E-WOM communications across age-based cohorts: implications for political marketers", *Journal of Consumer Marketing*, Vol. 34 No. 7, pp. 646-663.
- Junior, A. A. A. R., & Marsisno, W. (2022, November). Analisis Minat Generasi Z Untuk Mengisi Survei *Online*. In *Seminar Nasional Official Statistics* (Vol. 2022, No. 1, pp. 235-244).

- Kang, J. W., & Namkung, Y. (2019). The *Information Quality* and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*, 78, 189-198.
- Kemp, Simon (2022, February 15) Digital 2022: Indoensia. <https://datareportal.com/reports/digital-2022-indonesia>
- Keputusan Gubernur Sumatera Barat Nomor: 562 – 600 – 2020 Upah Minimum Provinsi Sumatera Barat Tahun 2021. Diperoleh dari : [https://nakertrans.sumbarprov.go.id/images/2020/11/file/SK\\_UMP\\_21.pdf](https://nakertrans.sumbarprov.go.id/images/2020/11/file/SK_UMP_21.pdf)
- Kim, S., Kandampully, J. and Bilgihan, A. (2018), “The influence of E-WOM communications: an application of *online* social network framework”, *Computers in Human Behavior*, Vol. 80, pp. 243-254.
- Kornelys, D. A. (2018). *Faktor Penentu Perceived Electronic Word-Of-Mouth Credibility Dan Dampaknya Terhadap Electronic Word-Of-Mouth Adoption: Penelitian Pada Review Bahasan Ponsel Di E-commerce Bukalapak* (Doctoral dissertation, STIE Indonesia Banking School).
- Kotler, Philip dan Kevin L. Keller. (2016). *Marketing Management*, 15th 99 edition. United States: Pearson Education.
- Kotler, Philip., & Keller, K, L .(2016). *Marketing management*. Global Edition. Pearson
- Kumar, P., Polonsky, M., Dwivedi, Y. K., & Kar, A. (2021). Green *Information Quality* and green brand evaluation: the moderating effects of eco-label credibility and consumer knowledge. *European Journal of Marketing*.
- Kumar, S., Prakash, G., Gupta, B., & Cappiello, G. (2023). How e-WOM influences consumers' *Purchase Intention* towards private label brands on *E-commerce* platforms: Investigation through IAM (*Information Adoption Model*) and ELM (*Elaboration Likelihood Model*) Models. *Technological Forecasting and Social Change*, 187, 122199.
- Lapod, Adinda Cindy. (2020, Oktober 10) Kahf, Lini Skin Care Terbaru untuk Pria yang Tak Mau Ribet Merawat Tubuh. <https://kumparan.com/kumparanwoman/kahf-lini-skin-care-terbaru-untuk-pria-yang-tak-mau-ribet-merawat-tubuh-1uLy7C60eoQ/1>
- Li, X., Huang, L., & Chen, C. (2019). Predicting perceived information accuracy in *online* health communities. *Journal of Medical Internet Research*, 21(4), e10344

- Ling, G. M., Lim, K. B., Yeo, S. F., & Tan, S. H. (2016). Purchasing determinants of men towards the skin care products. In 6th International Conference on Economics and Social Sciences (ICESS-2015) Retrieved from <https://www.researchgate>.
- Luo, C., Luo, X. R., & Bose, R. (2018). *Information Usefulness* in online third party forums. *Computers in Human Behavior*, 85, 61-73.
- Machdar, N. M. (2016). The effect of *Information Quality* on perceived usefulness and perceived ease of use. *Business and Entrepreneurial Review*, 15(2), 131-146.
- Maduretno, R. B. E. H. P., & Junaedi, S. (2021). The importance of ewom elements on online repurchase intention: roles of trust and perceived usefulness. *Jurnal Ekonomi Indonesia*, 10(1), 55-69.
- Mahendra, M. M., & Ardani, I. G. A. (2015). Pengaruh Umur, Pendidikan dan Pendapatan Terhadap Niat Beli Konsumen Pada Produk Kosmetik the Body Shop di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 4(2), 442-456
- Mariasih, A. A., & Setyaningrum, A. (2021). Peran eWOM Quality, eWOM Quantity, dan eWOM Credibility dalam Membentuk Corporate Image dan Mendorong *Purchase Intention*: Studi Empiris pada Jasa Pendidikan. *Jurnal Manajemen dan Bisnis Sriwijaya*, 19(1), 1-20.
- Metzger, Miriam J. and Andrew J. Flanagin. 2013. Credibility and Trust of Information in *Online* Environments: The Use of Cognitive Heuristics. *Journal of Pragmatics*.
- Miremadi, A., & Haghayegh, M. (2022). The competitive advantage of EWOM in digital marketing. *European Journal of Business and Management Research*, 7(2). <https://doi.org/10.24018/ejbmr.2022.7.2.866>
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of E-WOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749e759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Pather, P. (2017). Brand equity as a predictor of rePurchase *Intention* of male branded cosmetic products in South Africa. *Business & Social Sciences Journal*, 2(1), 1-23.



- Pather, P. (2017). Brand equity as a predictor of *rePurchase Intention* of male branded cosmetic products in South Africa. *Business & Social Sciences Journal*, 2(1), 1-23.
- Pranata, I. W. D. R., & Pramudana, K. A. S. (2018). Peran Kesadaran Merek (Brand Awareness) Dalam Memediasi Hubungan Iklan Oppo Dengan Niat Beli Konsumen. *E-Jurnal Manajemen*, 7(10), 5230–5257. <https://doi.org/10.24843/EJMUNUD.2018.v07.i10.p02>
- Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). *Online word of mouth and consumer Purchase Intentions. International journal of advertising*, 29(5), 687-708.
- Priporas, C.-V., Stylos, N., Fotiadis, A.K., 2017. Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Comput. Hum. Behav.* doi:10.1016/j.chb.2017.01.058
- Rachmawati. (2019). Pengaruh Kemudahan, Kepercayaan Pelanggan Dan Kualitas Informasi Terhadap Keputusan Pembelian *Online*. *Seminar Nasional Sistem Informasi*, 3(1), 1617–1625.
- Rejeki, D. S. (2018). Antecedent perceived risk pada *Purchase Intention*. *Jurnal Manajemen dan Pemasaran Jasa*, 11(1), 145-160.
- Riset Snapcart: Shopee paling diminati dan jadi pilihan konsumen belanja [https://industri.kontan.co.id/news/riset-snapcart-shopee-paling](https://industri.kontan.co.id/news/riset-snapcart-shopee-paling-diminatidan-jadi-pilihan-konsumen-berlanja) diminatidan-jadi-pilihan-konsumen-berlanja diakses 29 Desember 2021
- Ruangkanjanases, A., Jeebjong, P., Sonata, N., & Sanny, L. (2021). E-WOM and Its Impacts on Purchasing Behavior: A Comparative Study between Thai and Indonesian Millennials. *International Journal of Electronic Commerce Studies*, 12(1), 65-82.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial least squares structural equation modeling. In *Handbook of market research* (pp. 587-632). Cham: Springer International Publishing.
- Schiffman, L. G., dan L. L. Kanuk, (2008), *Perilaku Konsumen*, Alihbahasa: Zoekifli Kasip, Edisi Ketiga, Jakarta: PT. Indeks.
- Schiffman, L., O'Cass, A., Paladino, A., & Carlson, J. (2015). *Consumer behaviour*. Pearson Higher Education AU.

- Schlabach, D. (2020, October 2). 2020 men's grooming trends. Global Cosmetic Industry. Retrieved March 23, 2022, from <https://www.gcimagazine.com/brands-products/bathbody/news/21874939/2020-mens-grooming-trends>
- Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons
- Sentosa, I., & Mat, N. K. N. (2012). Examining a theory of planned behavior (TPB) and technology acceptance model (TAM) in internet purchasing using structural equation modeling. *Researchers World*, 3(2 Part 2), 62.
- Shahrinaz, I., Kusuma, J., Yacob, Y., Rahman, D. H. A. A., & Mahdi, A. F. (2016). Relationship and impact of e-WOM and brand image towards *Purchase Intention* of smartphone. *Journal of Scientific Research and Development*, 3(5), 117-124.
- Siagian, T. S., & Ningrum, D. A. (2022). Improving the Competence of Human Resources for the Development of Micro, Small, and Medium Enterprises (MSMEs) in Medan City which is mediated by the use of Information Technology. *International Journal of Science, Technology & Management*, 3(6), 1743-1752
- Siagian, T. S., & Ningrum, D. A. (2022). Improving the Competence of Human Resources for the Development of Micro, Small, and Medium Enterprises (MSMEs) in Medan City which is mediated by the use of Information Technology. *International Journal of Science, Technology & Management*, 3(6), 1743-1752.
- Sleep, S., Gala, P., & Harrison, D. E. (2023). Removing silos to enable data-driven decisions: The importance of marketing and IT knowledge, cooperation, and *Information Quality*. *Journal of Business Research*, 156, 113471.
- Soemarno, A. R. P. (2015). Analisis pengaruh kualitas informasi dan kredibilitas sumber terhadap kegunaan informasi dan dampaknya pada adopsi informasi. *Jurnal Administrasi Bisnis (JAB) Vol, 25*.
- Sohaib, M., Hui, P., & Akram, U. (2018). Impact of E-WOM and risk-taking in gender on *Purchase Intentions*: Evidence from Chinese social media. *International Journal of Information Systems and Change Management*, 10(2), 101–122. <https://doi.org/10.1504/IJISCM.2018.094602>
- Soliana, D. S., & Pratomo, L. A. (2016). Antecedents of word of mouth. *Jurnal Ekonomi*, 7(1), 1-8. Retrieved from



<https://media.neliti.com/media/publications/77710-ID-anteseden-dari-word-of-mouth.pdf>

Statistik Pendidikan Tinggi 2020 oleh Direktorat Jendral Pendidikan Tinggi. Diperoleh dari: <https://pddikti.kemdikbud.go.id/asset/data/publikasi/Statistik%20Pendidikan%20Tinggi%202020.pdf>

Suryadi, A. (2020). *Pengaruh Electronic Word of Mouth Di Sosial Media Pada Niat Beli Smartphone Samsung* (Doctoral dissertation, Universitas Islam Indonesia).

Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information systems research*, 14(1), 47-65.

Tien, D. H., Rivas, Adriana A. A., dan Liao, Y. K. (2018). Examining the influence of customer-to-customer electronic word of mouth on *Purchase Intention* in social networking sites. *Asia Pacific Management Review*. 30. 1-12.

Tingkat partisipasi pendidikan di Indonesia dalam Sepakat Bappenas [https://sepakat.bappenas.go.id/wiki/Tingkat\\_Partisipasi\\_Pendidikan](https://sepakat.bappenas.go.id/wiki/Tingkat_Partisipasi_Pendidikan) diakses 29 Desember 2021

Utami, F. N., & Rahayu, N. (2022). Pengaruh Perceived Usefulness dan Perceived Ease of Use terhadap Continuance Intention to Use Mobile Banking dengan Trust sebagai Variabel Intervening (Studi pada Pengguna Aplikasi Bank Jambi Mobile di Kota Jambi). *Jurnal Ilmiah Manajemen dan Kewirausahaan (JUMANAGE)*, 1(2), 57-67.

Wibowo, W. A. (2013). Pengaruh system quality, *Information Quality*, dan service quality terhadap user satisfaction website Lion Airlines dan Sriwijaya Airlines. *Jurnal Strategi Pemasaran*, 1(1).

Yeap, J., Ignatius, J., & Ramayah, T. (2015). Determining consumers' most preferred E-WOM platform for movie reviews: A fuzzy analytic hierarchy process approach. *Computers in Human Behavior*, 31, 250–258. <https://doi.org/10.1016/j.chb.2013.10.034>

Yoo, C., Sanders, G., & Moon, J. (2015). Exploring the effect of e-WOM participation on eLoyalty in *e-commerce*. *Decision Support Systems*, 55, 669–678. <https://doi.org/10.1016/j.dss.2013.02.001>

- Yunus, N. S. N. M., & Rashid, W. E. W. (2016). The influence of country-of-origin on consumer *Purchase Intention*: The mobile phones brand from China. *Procedia Economics and Finance*, 37, 343–349. [https://doi.org/10.1016/S2212-5671\(16\)30135-6](https://doi.org/10.1016/S2212-5671(16)30135-6)
- Yurisprudensi Mahkamah Agung Republik Indonesia Pengadilan Agama Blitar Kelas 1A. Diperoleh dari: <https://www.pa-blitar.go.id/informasi-pengadilan/160-untuk-kepentingan-apa-batasan-usia-dewasa-itu.html>
- Zhu, D. H., Chang, Y. P., & Luo, J. J. (2016). Understanding the influence of C2C communication on purchase decision in *online* communities from a perspective of *Information Adoption* model. *Telematics and Informatics*, 33(1), 8-16.
- Zhu, HD, Chang, PY, & Luo, JJ (2015). Memahami pengaruh komunikasi C2C pada keputusan pembelian di komunitas *online* dari perspektif model adopsi informasi. *Telematika dan Informatika*, 33(1), 8e16. <https://doi.org/10.1016/j.tele.2015.06.001> , 2015.

