

DAFTAR PUSTAKA

- Aira, T., Vasankari, T., Heinonen, O. J., Korpelainen, R., Kotkajuuri, J., Parkkari, J., Savonen, K., Uusitalo, A., Valtonen, M., Villberg, J., Vähä-Ypyä, H., & Kokko, S. P. (2021). Physical activity from adolescence to young adulthood: patterns of change, and their associations with activity domains and sedentary time. *International Journal of Behavioral Nutrition and Physical Activity*, 18(1), 85. <https://doi.org/10.1186/s12966-021-01130-x>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Khoirin, D. A., & Marlina, N. (2022). Pengaruh *User Generated Content* Dan *E-WOM* Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion. *Jurnal Sinar Manajemen*, 9(2), 207–218. <https://doi.org/10.56338/jsm.v9i2.2610>
- Ardiana, L. (2020). *PENGARUH PROMOSI DI MEDIA SOSIAL DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA INSTAGRAM OUTLET CITRA ONLINE SHOP JOMBANG)*. <https://doi.org/https://repository.itebisdewantara.ac.id/1152/>
- Azer, J., & Ranaweera, C. (2022). Former customers' *E-WOM* in social media platforms: An investigation of motives, network size and social ties. *Journal of Business Research*, 146, 118–133. <https://doi.org/10.1016/j.jbusres.2022.03.068>
- Canadian Fitness and Lifestyle Research Institute. (2024). *Sport participation among women - Canadian Fitness and Lifestyle Research Institute*. https://cflri.ca/publication/sport-participation-among-women/?utm_source=chatgpt.com
- Evyanto, W., Saputra, A., & Artikel, I. (2025). Pengaruh Media Sosial dan *Electronic Word of Mouth (E-WOM)* terhadap Keputusan Pembelian UMKM Kuliner di Kelurahan Sungai Langkai. *Prosiding Seminar Nasional Manajemen*, 4(1), 1333–1340. <http://openjournal.unpam.ac.id/index.php/PSM/index>
- Fetis, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2022). Do *Social Media Marketing* Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-022-10264-7>
- Fricilia, F., Faroh, W. N., & Suteja, J. (2025). Pengaruh Content Marketing dan *E-WOM* Pada Media Sosial Tiktok Terhadap Keputusan Pembelian Generasi Z Kota Depok. *Jurnal Disrupsi Bisnis*, 8(1), 67–73. <https://doi.org/10.32493/dr.b.v8i1.47578>

- Ghozali, I., & Latan, H. (2016). *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0, -2/E*.
<https://api.semanticscholar.org/CorpusID:64677184>
- Hair, J. F. ., Hult, G. T. M. ., Ringle, C. M. ., & Sarstedt, Marko. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage.
- Ica, W. D. (2021). *Pengaruh Electronic Word of Mouth Communication melalui Media Sosial Instagram terhadap Keputusan Pembelian (Studi Kasus pada Followers Media Sosial Instagram @DimensionGym) (SI thesis)*.
<https://doi.org/https://repository.uajy.ac.id/id/eprint/25238/>
- Jang, W. yong, & Baek, S. yeol. (2024). The relative importance of servicescape in fitness center for facility improvement. *Heliyon, 10*(9).
<https://doi.org/10.1016/j.heliyon.2024.e29562>
- 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*. <https://doi.org/10.1016/j.techfore.2022.122199>
- Larsen, C. H., Danielsen, M. S., Dalen, T., Kurzyński, M., Wołczowski, A., Jaskólski, A., & Kisiel-Sajewicz, K. (2021). Motives for physical activity among young adults in fitness centres: A self-determination theory approach. *Frontiers in Psychology, 12*.
<https://doi.org/10.3389/fpsyg.2021.638780>
- Mahpud, M. S., Muniroh, L., & Maulana, H. (2024). Pengaruh Media Sosial Instagram dan E-WOM (Electronic Word of Mouth) Terhadap Keputusan Pembelian Konsumen. *Indonesian Journal of Innovation Multidisipliner Research, 2*(1), 32–44.
<https://doi.org/10.31004/ijim.v2i1.73>
- MarketLine. (2023). *Indonesia Gyms, Health and Fitness Clubs Market to 2027*. MarketLine. <https://www.researchandmarkets.com/reports/5927738/indonesia-gyms-health-fitness-clubs-market>
- MarketLine. (2025). *Gyms, Health & Fitness Clubs in Indonesia*. MarketLine. <https://www.marketresearch.com/MarketLine-v3883/Gyms-Health-Fitness-Clubs-Indonesia-41033910/>
- Maulana, F. (2024). *Pengaruh Online Customer Review, E-WOM, Content Marketing pada TikTok terhadap Keputusan Pembelian Produk Kuliner UMKM di Surabaya*.
<https://doi.org/https://eprints.perbanas.ac.id/12529/>
- Nurlatifah, V., Masykuri, M., Ciptonugroho, W., Yamtinah, S., Ulfa, M., Mulyani, B., Saputro, A. N. C., & Shidiq, A. S. (2024). The Effect of *Social Media Marketing* On

Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Journal General Management*, 8(1), 99. <https://doi.org/10.20961/ijpte.v8i1.87665>

- Perkasa, T. S., & Busman, S. A. (2023). Pengaruh Sosial Media, *E-WOM*, Online Costumer Review Terhadap Keputusan Pembelian Shopee. In *Proceeding Of Student Conference*, 1(4), 354–368. <https://doi.org/https://conference.uts.ac.id/index.php/Student/article/view/799>
- Pratiningsih, V., & Al Sukri, S. (2023). *Peran TikTok dalam industri fashion dan pencitraan merek lokal di Indonesia: analisis User Generated Content*.
- Purwanto, A., & Sudargini, Y. (2021). Partial Least Squares Structural Squation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review. *Journal of Industrial Engineering & Management Research*, 2(4). <https://doi.org/10.7777/jiemar.v2i4>
- Rakuten Insight. (2020). *Indonesia Fitness & Gym Membership: Consumer Insights 2020*. Rakuten Insight. <https://insight.rakuten.com/influencer-marketing-in-asia-key-findings-in-new-report/>
- Sari, N. M., Madnasir, & Rosilawati, W. (2025). Pengaruh *User Generated Content* Terhadap Keputusan Pembelian dengan E-Word of Mouth sebagai Variabel Mediasi dalam Perspektif Bisnis Islam. *Paradoks : Jurnal Ilmu Ekonomi*, 8(2), 955–962. <https://doi.org/10.57178/paradoks.v8i2.1163>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach, 7th Edition* (7th Edition). John & Wiley Sons. www.wileypluslearningspace.com
- Singh, P. (2024). Beyond the basics: Exploring the impact of *Social Media Marketing* enablers on business success. *Heliyon*, 10(5), e26435. <https://doi.org/10.1016/j.heliyon.2024.e26435>
- Statista. (2021). *Young Consumers & Fitness Spend: Indonesia Highlights*. Statista. <https://www.statista.com/outlook/cmo/footwear/gym-training/worldwide>
- Taub, G., Elmalech, A., & Aharony, N. (2025). Augmented Impressions: The role of augmented reality in shaping perceived product value and enhancing purchase intention. *Computers in Human Behavior Reports*, 19, 100726. <https://doi.org/10.1016/j.chbr.2025.100726>
- Wafiyah, F., & Wusko, A. U. (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>

Wood, H. C., & Watson, P. M. (2023). Critical consumers: How do young women with high autonomous motivation for exercise navigate fitness social media? *Computers in Human Behavior*, 148. <https://doi.org/10.1016/j.chb.2023.107893>

