

## DAFTAR REFERENSI

- Ahdiat, A. (2025). Tren Penjualan GrabFood, GoFood, dan ShopeeFood di Indonesia sampai 2024. In *Databoks*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/67d2741ed2fb0/tren-penjualan-grabfood-gofood-dan-shopeefood-di-indonesia-sampai-2024>
- Astika Ulfah Izzati, Markoni, & Frianka Anindea. (2024). The Role of Instagram Visual Content to User Purchased Intention through Product Information Availability. *International Journal Administration, Business & Organization*, 5(1), 1–11. <https://doi.org/10.61242/ijabo.24.387>
- Atmaja, D. R., Rizan, M., Sebayang, K. D. A., & Wibowo, S. F. (2024). Unveiling the Mediating Role of Brand Image in the Relationship between Celebrity Endorsements and Purchase Intention. *International Journal of Management and Development Studies*, 13(4), 23–28. <https://doi.org/10.53983/ijmnds.v13n4.003>
- Bahari, K. A., Abdullah, D., Wahab, J., Kamal, S. B. M., Johari, N. R., & Zulkafli, M. S. (2024). The Factors Influencing A Customer's Purchase Intention on Online Shopping Website. *Proceedings of the 9th International Conference on Marketing and Retailing (INCOMaR 2023), March 1-2, 2023, Kota Kinabalu, Sabah, Malaysia*, 133, Khairil Anuar-150. <https://doi.org/10.15405/epsbs.2024.05.12>
- Ha, J. (2025). Online delivery platforms: Disparities in food access in U.S. metro areas. *Transportation Research Part D: Transport and Environment*, 145(February), 1–14. <https://doi.org/10.1016/j.trd.2025.104749>
- Herzallah, D., Muñoz-Leiva, F., & Liebana-Cabanillas, F. (2022). Drivers of purchase intention in Instagram Commerce. *Spanish Journal of Marketing - ESIC*, 26(2), 168–188. <https://doi.org/10.1108/SJME-03-2022-0043>
- Ibrahim, B., Hazzam, J., Qalati, S. A., & Attia, A. M. (2025). From perceived creativity and visual appeal to positive emotions: Instagram's impact on fast-food brand evangelism. *International Journal of Hospitality Management*, 128(February). <https://doi.org/10.1016/j.ijhm.2025.104140>
- Iswanto, D., Premananto, G. C., Sudarnice, & Sangadji, S. S. (2025). Structural Equation Modeling of Social Media Influences: How Visual Appeal and Product Information Shape Positive Word of Mouth. *Journal of Applied Data Sciences*, 6(2), 921–935. <https://doi.org/10.47738/jads.v6i2.584>
- Juliyanti, W., Sidanti, H., & Purwanto, H. (2024). Brand Image, Purchase Intention & Purchase Decision: Studi Perilaku Konsumen “Kopi Kenangan Hanya Untukmu “. *AMAL: Jurnal Ekonomi Syariah*, 6(1), 53–68. <https://doi.org/10.33477/eksy.v6i1.7070>
- Kakkar, A., Kalia, P., Panesar, A., & Sood, R. (2025). Investigating the impact of quality, technology and trust on customers' purchase intention and word-of-mouth in S-commerce. *Aslib Journal of Information Management*. <https://doi.org/10.1108/AJIM-09-2024-0764>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management*. Pearson Education Limited.

- Lee, J., & Lim, H. (2023). Visual aesthetics and multisensory engagement in online food delivery services. *International Journal of Retail and Distribution Management*, 51(8), 975–990. <https://doi.org/10.1108/IJRDM-09-2021-0451>
- Liu, A. Y., & Lin, S. (2025). Exploring the decision-making for entrepreneurship in social commerce: The influence of startups and social media. *European Research on Management and Business Economics*, 31(1). <https://doi.org/10.1016/j.iedeen.2025.100270>
- Lyu, M., & Huang, Q. (2024). Visual elements in advertising enhance odor perception and purchase intention: The role of mental imagery in multi-sensory marketing. *Journal of Retailing and Consumer Services*, 78. <https://doi.org/10.1016/j.jretconser.2024.103752>
- Maffett, M. G., & Brusa, J. O. (n.d.). *Medical Research, Nursing, Health and Midwife Participation THE EFFECT OF ONLINE ADVERTISING ON CONSUMER BUYING INTEREST IN ONLINE SELLING APPLICATIONS WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (Case Study of Medical Doctor and Nurses in Chicago)*. <https://medalionjournal.com/>
- Muhamad, N. (2025). *Ini Jenis Minuman yang Banyak Dipesan Konsumen RI secara Online*. <https://databoks.katadata.co.id/layanan-konsumen-kesehatan/statistik/6800cc966398c/ini-jenis-minuman-yang-banyak-dipesan-konsumen-ri-secara-online>
- Rejón-Guardia, F. (2024). The influence of aesthetics and emotions on reuse intention and compulsive behaviour in food delivery usage. *British Food Journal*, 126(13), 353–377. <https://doi.org/10.1108/BFJ-03-2024-0222>
- Reppa, I., & McDougall, S. (2022). Aesthetic appeal influences visual search performance. *Attention, Perception, and Psychophysics*, 84(8), 2483–2506. <https://doi.org/10.3758/s13414-022-02567-3>
- Saktiawan, P. D., & Harsono, S. (2024). the Role of Purchase Intention on the Effect of Company Image , Csr , Promotion and. *Studies in Technology and Education*, 3(2), 10–24.
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach. *Leadership & Organization Development Journal*, 34(7), 700–701. <https://doi.org/10.1108/lodj-06-2013-0079>
- Senali, M. G., Iranmanesh, M., Ghobakhloo, M., Foroughi, B., Asadi, S., & Rejeb, A. (2024). Determinants of trust and purchase intention in social commerce: Perceived price fairness and trust disposition as moderators. *Electronic Commerce Research and Applications*, 64. <https://doi.org/10.1016/j.elerap.2024.101370>
- Spotorno, S., & Tatler, B. W. (2025). *What 's left of the leftward bias in scene viewing ? Lateral asymmetries in information processing during early search guidance*. 254(October 2024).
- Talwar, S., Dhir, A., Kaur, P., & Mäntymäki, M. (2020). Barriers toward purchasing from online travel agencies. *International Journal of Hospitality Management*, 89(June). <https://doi.org/10.1016/j.ijhm.2020.102593>
- Tseng, P. Y., & Lee, S. F. (2019). The Impact of Web Visual Aesthetics on Purchase

Intention. *2019 IEEE Eurasia Conference on IOT, Communication and Engineering, ECICE 2019, 2012*, 28–31. <https://doi.org/10.1109/ECICE47484.2019.8942664>

Varghese, E., Jaggi, S., Gills, R., & Jayasankar, J. (2023). IBM SPSS Statistics: An overview. *Training Manual on Advanced Analytical Tools for Social Science Research Vol.1*, 62–81. <http://eprints.cmfri.org.in/id/eprint/17178>

Waruwu, M. (2023). Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi (Mixed Method). *Jurnal Pendidikan Tambusai*, 7, 2896–2910.

Yadav, N., Verma, S., & Chikhalkar, R. (2024). Online reviews towards reducing risk. *Journal of Tourism Futures*, 10(2), 299–316. <https://doi.org/10.1108/JTF-01-2022-0016>

Yu, Y., Ahn, J. H., Kim, D., & Park, K. (2024). Like it, buy it? Examining the role of bookmarking in the mediation of visual appeal and purchase intent from a dual-system perspective. *Industrial Management and Data Systems*, 124(5), 1877–1901. <https://doi.org/10.1108/IMDS-02-2023-0131>

