

## DAFTAR PUSTAKA

- Abdillah, W., & Jogiyanto. (2015). *Partial least square (PLS): Alternatif SEM dalam penelitian bisnis*. Yogyakarta: Andi.
- 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)
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). *The future of social media in marketing*. Journal of the Academy of Marketing Science, 48, 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Arikunto, S. (2020). *Prosedur penelitian: Suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- Bilal, M., Jianqiu, Z., Dukhaykh, S., Fan, M., & Trunk, A. (2021). *Understanding the effects of eWOM antecedents on online purchase intention in China*. Information, 12(5), 192. <https://doi.org/10.3390/info12050192>
- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice*. Pearson.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication. *Decision Support Systems*, 54(1), 461–470.
- Darniati, Mustari, Tadampali, A. C. T., Ahmad, M. I. S., & Nurwahida. (2026). *The influence of digital marketing and e-WOM on purchase decisions through brand trust*. Advances in Management & Financial Reporting, 4(1). <https://doi.org/10.60079/amfr.v4i1.692>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., et al. (2021). *Setting the future of digital and social media marketing research: Perspectives and research propositions*. International Journal of Information Management, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Erkan, I., & Evans, C. (2016). *The influence of eWOM in social media on consumers' purchase intentions*. Computers in Human Behavior, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.023>

- Filieri, R. (2021). What makes online reviews helpful? *Journal of Business Research*, 128, 101–114.
- Ghozali, I., & Latan, H. (2015). *Partial least squares: Konsep, teknik dan aplikasi menggunakan SmartPLS*. Semarang: UNDIP.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Hagger, M. S., et al. (2022). *Meta-analysis of the theory of planned behavior*. Health Psychology Review. <https://doi.org/10.1080/17437199.2022>
- Hennig-Thurau, T., et al. (2004). *Electronic word-of-mouth via consumer-opinion platforms*. *Journal of Interactive Marketing*, 18(1), 38–52.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). *The effect of electronic word of mouth communications on intention to buy: A meta-analysis*. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-019-09924-y>
- Jamal M. Hanaysha (2022). Impact of social media marketing features on consumer purchase decisions. *Journal of Innovation & Knowledge*, 7(1), 100–112.
- Kannan, P. K., & Li, H. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
- Kim, A. J., & Ko, E. (2012). *Do social media marketing activities enhance customer equity?*. *Journal of Business Research*, 65(10), 1480–1486.
- Konuk, F. A. (2020). The role of perceived value in purchase decisions. *Journal of Retailing and Consumer Services*, 54.
- Kotler, P., & Keller, K. L. (2021). *Marketing management* (16th ed.). Pearson Education.
- Kumar, V., et al. (2022). *Customer value and firm performance: A review*. *Journal of Business Research*.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). *Marketing research: An applied approach*. Pearson.

- Nadeak, B. S. N., & Sukarno, A. (2024). *The effect of social media marketing, e-WOM, and store atmosphere on purchasing decisions*. Jurnal Ilmiah Manajemen Kesatuan, 12(2), 491–498.
- Nisadiayanah, N., Hidayanti, E. I., & Laela. (2026). *Social media marketing and purchase decisions: The mediating role of electronic word of mouth (e-WOM)*. International Journal of Business, Law, and Education, 7(1).
- Putri, A. A., Rizan, M., & Febrilia, I. (2022). *Impact of social media marketing and e-WOM on purchase decisions through purchase intention*. Jurnal Dinamika Manajemen dan Bisnis, 5(2).
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. Dalam *Handbook of Market Research*. Springer.
- Sekaran, U., & Bougie, R. (2019). *Research methods for business* (8th ed.). Wiley.
- Sufyan, B. A., Madiawati, P. N., & Widodo, A. (2025). *The influence of social media marketing activities on purchase decisions mediated by e-WOM and perceived value*. Enrichment Journal, 3(5).
- Tuten, T. L., & Solomon, M. R. (2020). *Social media marketing*. Sage.
- Widhiarso, W. (2010). *Uji statistik dalam penelitian psikologi*.
- Wu, L., & Huang, L. (2023). Perceived value and consumer behavior in digital services. *Journal of Retailing and Consumer Services*, 71.
- Yadav, M. S., & Rahman, Z. (2017). *Measuring consumer perception of social media marketing*. Telematics and Informatics.
- Zhang, J., Jiang, N., Turner, J. J., & Pahlevan-Sharif, S. (2022). *The impact of scarcity on consumers' impulse buying based on the S-O-R theory*. Frontiers in Psychology, 13.
- Zhang, Y., et al. (2022). *Social media influence on consumer behavior using S-O-R framework*. Journal of Retailing and Consumer Services.
- Zeithaml, V. A. (1988). *Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence*. Journal of Marketing, 52(3), 2–22. <https://doi.org/10.2307/1251446>