

REFERENSI

- Akbar, Riza Dzikir dan Wasino. 2024. "Pengaruh Citra Merek, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Pada Solaria." *Jurnal Manajemen Perhotelan dan Pariwisata* 7, no. 1 (April): 21–30. <https://doi.org/10.23887/jmpp.v7i1.76105>.
- Ali, Hapzi, Hamdan Hamdan, dan M Rizky Mahaputra. 2023. "Menanggapi eWOM Negatif dalam Meningkatkan Niat Belanja Online: Sebuah Pendekatan Studi Literatur." *Jurnal Komunikasi dan Ilmu Sosial* 1, no. 3: 105–16.
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. 2019. "The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in North Cyprus". *Management Science Letters*, 9(3), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Ansah, Alwi Ansah Alwi, Ahdan Ahdan, dan Abdul Majid. 2020. "Pengaruh Pemberitaan Kasus Covid-19 Pada Metro Tv Terhadap Kecemasan Masyarakat Messawa Di Kabupaten Mamasa." *Respon Jurnal Ilmiah Mahasiswa Ilmu Komunikasi* 1, no. 1.
- Anshori, Muslich, dan Sri Iswati. 2019. *Metodologi penelitian kuantitatif: edisi 1*. Airlangga University Press.
- Apsari, Verani. 2020. "Peran Kepercayaan Sebagai Mediasi Pengaruh E-Wom Negatif Terhadap Niat Beli pada E-Commerce JD. ID." *Jurnal Ilmu Manajemen* 8, no. 2: 332–41.
- Ar, Maria. 2023. "Factors Affecting Repurchase Intention on Netflix Video on Demand Subscribers". *Journal of Social Research*.
- Ariyanto, Aditya Krisna, dan Ginanjar Rahmawan. 2021. "Pengaruh harga, promosi dan kualitas produk terhadap minat beli masyarakat terhadap smartphone merk Cina." *Widya Manajemen* 3, no. 2: 117–27.
- Arndt, Johan. 1967. "Role of Product-Related Conversations in the." *Journal of marketing Research* 4, no. 3: 291–95.
- Aslam, W., Farhat, K., & Arif, I. 2019. "Role of electronic word of mouth on purchase intention". *International Journal of Business Information Systems*, 30(4), 411-426. <https://doi.org/10.1504/IJBIS.2019.10020633>
- Babić Rosario, Ana, Kristine de Valck, dan Francesca Sotgiu. 2020. *Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation*. *Journal of the Academy of Marketing Science*. Vol. 48. <https://doi.org/10.1007/s11747-019-00706-1>.

- Barari, Mojtaba, Mitchell Ross, dan Jiraporn Surachartkumtonkun. 2020. "Negative and positive customer shopping experience in an *online* context." *Journal of Retailing and Consumer Services* 53: 101985.
- Bhakuni, P., Rajput, S., Sharma, B., & Bhakar, S. S. 2021. "Relationship between brand image and store image as drivers of repurchase intention in apparel stores". *Global Business Review*, 17.
- Bhandari, M., & Rodgers, S. 2018. "What does the *brand* say? Effects of *brand* feedback to negative eWOM on *brand* trust and purchase intentions". *International Journal of Advertising*, 37(1), 125-141. <https://doi.org/10.1080/02650487.2017.1349030>
- Bhandari, Manu, Shelly Rodgers, dan Po-Lin Pan. 2021. "Brand Feedback to Negative eWOM Messages: Effects of Stability and Controllability of Problem Causes on Brand Attitudes and Purchase Intentions." *Telematics and Informatics* 58, no. Mei (Mei): 101522. <https://doi.org/10.1016/j.tele.2020.101522>.
- Byrne, B. M., dan F. J Van de Vijver. 2010. "Testing for measurement and structural equivalence in large-scale cross-cultural studies: Addressing the issue of nonequivalence." *International journal of testing* 10, no. 2: 107–32.
- Cahyadiningrum, Tri, dan Susilo Toto Rahardjo. 2023. "ANALISIS PENGARUH KREDIBILITAS INFLUENCER PADA INSTAGRAM TERHADAP MINAT BELI DENGAN KEPERCAYAAN MEREK DAN CITRA MEREK SEBAGAI VARIABEL MEDIASI (Studi pada Perawatan Tubuh Wardah)." *Diponegoro Journal of Management* 12, no. 4.
- Chiosa, A. R., & Anastasiei, B. 2017. "Negative word-of-mouth: Exploring the impact of adverse messages on consumers' reactions on Facebook". *Review of Economic and Business Studies*, 10(2), 157-173. <https://doi.org/10.1515/rebs-2017-0059>
- Cooper, D.R., & Schindler, P.S., 2014. "*Business Research Method* (12 ed.)". McGraw Hill International Edition
- Cuong, D. T. 2021. "The relationship between product quality, brand image, purchase decision, and repurchase intention". In *Proceedings of International Conference on Emerging Technologies and Intelligent Systems*.
- Dewi, Irra Chrisyanti, dan Jordy Hartono. 2019. "The Impact Of Advertising Towards Brand Image And Purchase Intention: The Case Study Of Mataharimall.Com." *Review of Management and Entrepreneurship* 3, no. 1 (April): 47–76. <https://doi.org/10.37715/rme.v3i1.1235>.

- Febrianty, P. A. T., Wardana, I., Giantari, I. G. A. K., & Ekawati, N. 2023. "Customer satisfaction and trust have a mediating role between the impact of e-service quality and reciprocity on repurchase intention: Study on Fore Coffee customers in Denpasar city". *European Journal of Business and Innovation Research*.
- Fitri, Rizka Annisa, dan Ririn Wulandari. 2020. "Online Purchase Intention Factors in Indonesian Millennial." *International Review of Management and Marketing* 10, no. 3: 122–27. <https://doi.org/10.32479/irmm.9852>.
- Ghozali, Imam. 2016. *Desain Penelitian Kuantitatif dan Kualitatif untuk Akuntansi, Bisnis dan Ilmu Sosial Lainnya*.
- Goldsmith, Elizabeth B. 2015. "Influencing Behavior: Four Strategies." Dalam *Social Influence and Sustainable Consumption*, oleh Elizabeth B Goldsmith, 171–84. International Series on Consumer Science. Cham: Springer International Publishing. https://doi.org/10.1007/978-3-319-20738-4_10.
- Gunawan, Imam. 2016. "Metode penelitian kuantitatif." *Retrieved June 7: 2017*.
- Hair, J, C Ringle, dan M Sarstedt. 2017. *Partial Least Squares Structural Equation Modeling*.
- Hair, Joe, Christian Ringle, dan Marko Sarstedt. 2017. "Partial Least Squares Structural Equation Modeling." Dalam . https://doi.org/10.1007/978-3-319-05542-8_15-1.
- Haque, Ahasanul, S. M. H. Kabir, Arun Kumar Tarofder, Mohammad Moshir Rahman, dan Abdulqader Almalmi. 2020. "What Impact Consumers' Negative Ewom Purchase Intention? Evidence From Malaysia." *International Journal of Advanced Science and Technology* 29, no. 9: 310–25.
- Hartono, J. 2004. *Metodologi penelitian bisnis: Salah kaprah dan pengalaman-pengalaman*.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, dan Dwayne D. Gremler. 2004. "Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?" *Journal of Interactive Marketing* 18, no. 1: 38–52. <https://doi.org/10.1002/dir.10073>.
- Hersetyawati, Endwien, M. Arief, Asnan Furinto, dan Hardijanto Saroso. 2021. "Negative Electronic Word of Mouth And Its Effect On Repurchase Intention In Energy Drink Products: Moderation Role By Social

Networking Sites.” *Journal of Theoretical and Applied Information Technology* 99, no. 24: 6239–49.

Heryana, D. K., & Yasa, N. 2020. "Effect of electronic word of mouth on repurchase intention mediated by brand attitude". *International Research Journal of Management, IT and Social Sciences*.

Hu, Yaou, dan Hyun Jeong Kim. 2018. “Positive and negative eWOM motivations and hotel customers’ eWOM behavior: Does personality matter?” *International Journal of Hospitality Management* 75: 27–37.

Ikhsan, Ridho Bramulya, The Elisabeth Cintya Santosa, Aries, Warniancy Ariesty, Ade Jamal Mirdad, dan Hardiyansyah. 2023. “From Celebrity Endorsement and E-WOM to Purchase Intention: A Moderator Model Examining Negative Publicity.” Dalam *2023 International Seminar on Application for Technology of Information and Communication (iSemantic)*, 340–45. Semarang, Indonesia: IEEE. <https://doi.org/10.1109/iSemantic59612.2023.10295288>.

Iqbal, M., & Siddiqui, F. A. 2019. "The impact of deceptive advertising on customer loyalty: A case of telecommunication industry in Karachi, Pakistan". *Journal of Marketing Research*, 47(1), 68-78.

Irawati, M. 2023. "Pengaruh Negative Electronic Word of Mouth terhadap *Repurchase Intention* dengan *Brand Image* sebagai Variabel Intervening Studi Kasus pada Ice Cream AICE" (Bachelor's thesis, Fakultas Ekonomi dan Bisnis Uin Jakarta).

Jeong, EunHa, dan SooCheong (Shawn) Jang. 2011. “Restaurant Experiences Triggering Positive Electronic Word-of-Mouth (eWOM) Motivations.” *International Journal of Hospitality Management* 30, no. 2 (Juni): 356–66. <https://doi.org/10.1016/j.ijhm.2010.08.005>.

Kotler, Philip, dan Kevin Lane Keller. 2016. “Marketing management (15th global ed.)” *England: Pearson*, 803–29.

Kotler, Philip, dan K.L Keller. 2012. *Marketing Management*. New Jersey: Prentice Hall.

Kuo, T., & Nakhata, C. 2019. "The impact of electronic word-of-mouth on customer satisfaction". *International Journal of Innovation and Digital Economy*, 12(3), 214-231.

Lazaroiu, G., Popescu, G., & Nica, E. 2020. "The role of electronic word-of-mouth in influencing consumer repurchase intention in social commerce". *SHS Web of Conferences*.

- Le, Hoang Tran Phuoc Mai, dan Sann Ryu. 2023. "The eWOM Adoption Model in the Hospitality Industry: The Moderating Effect of the Vlogger's Review." *Journal of Hospitality and Tourism Technology* 14, no. 2 (Februari): 225–44. <https://doi.org/10.1108/JHTT-08-2021-0233>.
- Leong, Choi-Meng, Alexa Min-Wei Loi, dan Steve Woon. 2022. "The Influence of Social Media eWOM Information on Purchase Intention." *Journal of Marketing Analytics* 10, no. 2 (Juni): 145–57. <https://doi.org/10.1057/s41270-021-00132-9>.
- Liao, Hsiu-Li, Zhen-Yu Huang, dan Su-Houn Liu. 2021. "The Effects of Negative Online Reviews on Consumer Perception, Attitude and Purchase Intention: Experimental Investigation of the Amount, Quality, and Presentation Order of eWOM." *ACM Transactions on Asian and Low-Resource Language Information Processing* 20, no. 3 (Mei): 1–21. <https://doi.org/10.1145/3426883>.
- Liao, S., Hu, D., & Fang, Y. 2022. "Repurchase intention in a physical store: Moderated mediating role of electronic word-of-mouth". *International Journal of Retail & Distribution Management*.
- Litvin, Stephen W., Ronald E. Goldsmith, dan Bing Pan. 2008. "Electronic Word-of-Mouth in Hospitality and Tourism Management." *Tourism Management* 29, no. 3 (Juni): 458–68. <https://doi.org/10.1016/j.tourman.2007.05.011>.
- Maduretno, R. B. E. H., & Junaedi, S. (2021). The importance of eWOM elements on online repurchase intention: Roles of trust and perceived usefulness. *Journal of Electronic Imaging*, 10(1), 55-69.
- Mamang, Etta, dan Sopi ah. 2013. *Perilaku Konsumen*. Yogyakarta: Andi Offset.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. 2020. "Impact of social media marketing on consumer's purchase intentions: The mediating role of customer trust". *International Journal of Entrepreneurial Research*, 3(2), 41-48. <https://doi.org/10.31580/ijer.v3i2.1386>
- Meilatinova, N. 2021. "Social commerce: Factors affecting customer repurchase and word-of-mouth intentions". *International Journal of Information Management*, 57 (January), 102300. <https://doi.org/10.1016/j.ijinfomgt.2020.102300>
- Mulyaningsih, P., & Meria, L. 2023. "The impact of product quality and brand image on repurchase intention through customer satisfaction". *APTISI Transactions on Management (ATM)*.
- Ngian, Ek-Tee, Melvin Sin-Yon Tie, Chong-Yang Sim, Gwendolyn Huei-Ming Chiu, Chee-Hua Chin, dan Yue-Xin Lau. 2023. "Smartphones Purchase Intention: Testing the Moderating Effect of Brand Image among Youths."

Malaysian Journal of Consumer and Family Economics 31, no. 1 (Desember): 460–81. <https://doi.org/10.60016/majcafe.v31.17>.

Nugraha, P. P. 2023. "Keunikan Model Marketing dari Getok Tular dalam Era Digital". *Jurnal Multidisiplin Indonesia*, 2(10), 3160-3169.

Paputungan, Frezy, K Abd Rahman, dan Iwan B Jassin. 2023. "The Impact of *Brand Image* on Customer Loyalty in Private Universities." *Jurnal Ilmu Manajemen dan Bisnis* 11, no. 2: 111–18.

Prastiwi, S., & Iswari, P. W. 2019. "The roles of trust within information quality and price to engage impulsive buying behaviour to generate customer's repurchase intention: A case of M-commerce in Indonesia (GoFood)". *KnE Social Sciences*.

Qurniawati, R. S., & Nurohman, Y. A. (2018). eWOM pada generasi Z di sosial media. *Jurnal Manajemen Daya Saing*, 20(2), 70-80.

Rahman. 2020. "*Brand Image*, eWOM, Trust and *Online Purchase Intention* of Digital Products among Malaysian Consumers." *Journal of Xi'an University Of Architecture & Technology XII*, no. III (Maret). <https://doi.org/10.37896/JXAT12.03/452>.

Rezeki, S. R. I., Sartika, F., Kespandiar, T., Nurcholifah, I., & Febrian, W. D. 2023. "Analysis of The Influence of *Brand Image* and Negative Electronic Word of Mouth on Repurchase Intention of Ice Cream Aice Consumers". *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*.

Rohmania, Dewi Nur. 2022. "Pengaruh Citra Destinasi, Motivasi Wisatawan dan E-WOM negatif terhadap Niat Berkunjung Ulang." *JURNAL SYNTAX IMPERATIF: Jurnal Ilmu Sosial dan Pendidikan* 3, no. 5: 280–92.

Romdhoni, Abdul Haris, dan Dita Ratna Sari. 2018. "Pengaruh Pengetahuan, Kualitas Pelayanan, Produk, dan Religiusitas terhadap Minat Nasabah untuk Menggunakan Produk Simpanan pada Lembaga Keuangan Mikro Syariah." *Jurnal Ilmiah Ekonomi Islam* 4, no. 02: 136. <https://doi.org/10.29040/jiei.v4i02.307>.

Safa'atin, H. N., Pratikto, H., & Dhewi, T. S. 2023. "The role of trust in mediating perceived risk and electronic word-of-mouth variables against repurchase intention". *International Journal of Humanities Education and Social Sciences (IJHESS)*.

Sanaji, Sanaji. 2022. "Peran Moderasi Toleransi Pelanggan terhadap Pengaruh Pengalaman Pelanggan Terhadap eWOM Negatif." *Jurnal Ilmu Manajemen* 10, no. 4: 1182–93.

Santoso, G. 2007. *Fundamental metodologi penelitian kuantitatif dan kualitatif*.

- Sari, N. N., Fauzi, A., & Rini, E. 2021. "The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline". *International Journal of Research and Review*.
- Sarwono, J. 2010. "Pengertian dasar structural equation modeling (SEM)." *Jurnal Ilmiah Manajemen Bisnis Ukrida* 10, no. 3.
- Savila, I. D., Wathoni, R. N., & Santoso, A. S. 2019. "The role of multichannel integration, trust and offline-to-online customer loyalty towards repurchase intention: An empirical study in online-to-offline (O2O) e-commerce". *Procedia Computer Science*.
- Seifert, Christin, dan Wi-Suk Kwon. 2019. "SNS eWOM Sentiment: Impacts on Brand Value Co-Creation and Trust." *Marketing Intelligence & Planning* 38, no. 1 (Agustus): 89–102. <https://doi.org/10.1108/MIP-11-2018-0533>.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach* (5th edition). John Wiley & Sons.
- Siddiqui, Mohd Shuaib, Urooj Ahmad Siddiqui, Mohammed Arshad Khan, Ibrahim Ghazi Alkandi, Anoop Krishna Saxena, dan Jaziba Haroon Siddiqui. 2021. "Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India." *Journal of Theoretical and Applied Electronic Commerce Research* 16, no. 4: 1008–24. <https://doi.org/10.3390/jtaer16040057>.
- Sinulingga, N. A. B., Sihotang, H. T., & Kom, M. 2023. "Perilaku Konsumen: Strategi dan Teori". Iocs Publisher.
- Siregar, A. I. 2024. "Studi Literature: Hubungan E-WOM dan Keputusan Pembelian". *Jurnal Ilmu Multidisiplin*, 3(1), 50-58.
- Smith, Joanne R., Winnifred R. Louis, dan Wesley Schultz. 2011. "Introduction: Social Influence in Action." *Group Processes & Intergroup Relations* 14, no. 5 (September): 599–603. <https://doi.org/10.1177/1368430211410214>.
- Sugiyono. 2019. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: Alfabeta.
- Sumadi, Sumadi. 2016. "Peranan kepercayaan kepada penjual dan label halal terhadap minat beli daging halal." *Benefit: Jurnal Manajemen dan Bisnis (Jurnal ini Sudah Migrasi)* 1, no. 2: 120–30.
- Sun, Yang, Hector Gonzalez-Jimenez, dan Shenghui Wang. 2021. "Examining the Relationships between E-WOM, Consumer Ethnocentrism and Brand Equity." *Journal of Business Research* 130, no. Juni (Juni): 564–73. <https://doi.org/10.1016/j.jbusres.2019.09.040>.

- Suprayogi, Y., Hurriyati, R., Gaffar, V., Suryadi, E., Dirgantari, P. D., Santy, R. D., & Ningsih, N. H. 2022. "Repurchase intention as a marketing strategy: A case study on dental clinics in Bandung City, Indonesia". *Journal of Eastern European and Central Asian Research*, 9(5), 824-834. <https://doi.org/10.15549/jeecar.v9i5.1061>
- Suryasaputra, Ruswiati. 2022. "Trust as a Mediating Variable between Electronic word of Mouth (E-Wom), Influencer on Consumer Buying Interest on Instagram@ Kokobuncit Account in the Covid-19 Pandemic." *Sustainable Business and Society in Emerging Economies* 4, no. 4: 735-42.
- Ulfa, Rafika. 2021. "Variabel penelitian dalam penelitian pendidikan." *Al-Fathonah* 1, no. 1: 342-51.
- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. 2022. "Trust and Consumers' Purchase Intention in a Social Commerce Platform: A Meta-Analytic Approach". *SAGE Open*.
- Wardah, Fathimah. 2023. "Analisis Pengaruh Influencer terhadap Minat Beli Konsumen pada Perusahaan JavaMifi."
- Wilson, A., Giebelhausen, M., & Brady, M. K. 2017. "Negative word of mouth can be a positive for consumers connected to the *brand*". *Journal of the Academy of Marketing Science*, 45(4), 534-547. <https://doi.org/10.1007/S11747-017-0515-Z>
- Yulindasari, E. R., & Fikriyah, K. 2022. "Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee". *Journal of Islamic Economics and Finance Studies*, 3(1), 55-69.
- Zaerofi, Afif. 2020. "Cronological Analysis of *Brand* Trust: a Construct Proposition." *International Journal of Innovation, Creativity and Change (IJICC)*.
- Zhang, H., Takanashi, C., Gemba, K., & Ishida, S. 2015. "Empirical research on the influence of negative electronic word-of-mouth on *brand* switching behavior". *World Journal of Management*, 6(2), 46-61.