

DAFTAR PUSTAKA

- Alalwan, A. A. (2020), "Mobile Food Ordering Apps: An Empirical Study of the Factors Affecting Customer E-Satisfaction and Continued Intention to Reuse," *International Journal of Information Management*, Vol. 50, No.3, pp. 28–44.
- Ali, M; Ahmad, A; Siraj, S; and Madsen, D. O. (2025), "A Preliminary Analysis of the Impact of Advertising Appeals on Sustainable Apparel Purchase Behaviour," *Future Business Journal*, Vol. 11, No. 1, pp. 1–13.
- Arief, M; Mustikowati, R. I. and Chrismarandi, Y. (2023), "Why Customers Buy an Online Product? The Effects of Advertising Attractiveness, Influencer Marketing and Online Customer Reviews," *LBS Journal of Management and Research*, Vol. 21, No. 1, pp. 81–99.
- Baron, R. M. and Kenny, D. A. (1986), "The Moderator–Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations," *Journal of Personality and Social Psychology*, Vol. 51, No. 6, pp. 1173–1182.
- Bautista, J. and Saavedra, C. M. C. (2020), "Are You 'In' or Are You 'Out'? Impact of FoMO (Fear of Missing Out) on Generation Z's Masstige-Brand Apparel Consumption," *Asia-Pacific Social Science Review*, Vol. 20, No. 2, pp. 106–118.
- Belch, G. E. and Belch, M. A. (2018), *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 11th ed. New York: McGraw-Hill Education.
- CNBC Indonesia (2023), "TikTok Shop Keker Rp 75 T di RI, Shopee–Tokopedia Bisa Panik." Diakses 26 Juni 2025.
- Constantinides, E. and Holleschovsky, N. I. (2016), "Impact of Online Product Reviews on Purchasing Decisions," dalam *Proceedings of the 12th International Conference on Web Information Systems and Technologies*, Vol.1, No.4, pp. 271–278.
- Cooper, D. and Schindler, P. (2014), *Business Research Methods*, 12th ed. New York: McGraw-Hill.
- Cui, G; Chung, Y; Peng, L; and Zheng, W. (2022), "The Importance of Being Earnest: Mandatory vs. Voluntary Disclosure of Incentives for Online Product Reviews," *Journal of Business Research*, Vol. 141, No.3, pp. 633–645.
- Deng, F; Huang, H. and Cheng, H. (2022), "Consumers' Trust in Persuasion: Objective Versus Biased Elaboration Likelihood in China's E-Commerce Advertising," *Journalism and Mass Communication Quarterly*, Vol. 99, No. 4, pp. 1126–1147.
- Dong, B; Li, M and Sivakumar, K. (2019), "Online Review Characteristics and Trust: A Cross-Country Examination," *Decision Sciences*, Vol. 50, No. 3, pp. 537–566.

- Elshaer, I. A.; Alrawad, M; Lutfi, A. and Azazz, A. M. S. (2024), “Social Commerce and Buying Intention Post COVID-19: Evidence from a Hybrid Approach Based on SEM–fsQCA,” *Journal of Retailing and Consumer Services*, Vol. 76, No.5, pp. 103–548.
- Fakhreddin, F. and Foroudi, P. (2022), “Instagram Influencers: The Role of Opinion Leadership in Consumers’ Purchase Behavior,” *Journal of Promotion Management*, Vol. 28, No. 6, pp. 795–825.
- Gefen, D. (2000), “E-Commerce: The Role of Familiarity and Trust,” *Omega*, Vol. 28, No. 6, pp. 725–737.
- Hair, J. F; Hult, G. T. M; Ringle, C. M. and Sarstedt, M. (2022), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 3rd Ed. Thousand Oaks, CA: Sage.
- Handayani, N. T. and Praanda, M. (2023), “The Influence of Brand Ambassador and Advertising Appeal on a Skincare Product Purchase Decision,” *WSEAS Transactions on Computer Research*, Vol. 11, No.5, pp. 352–361.
- Henseler, J; Ringle, C. M. and Sarstedt, M. (2015), “A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling,” *Journal of the Academy of Marketing Science*, Vol. 43, No. 1, pp. 115–135.
- Hoang, C. C. and Khoa, B. T. (2024), “The Impact of Review and Rating on Customer Experience in Electronic Marketplaces,” *Business Management*, Vol. 34, No. 2. pp 5-21.
- Kang, M; Sun, B; Liang, T. and Mao, H.-Y. (2022), “A Study on the Influence of Online Reviews of New Products on Consumers’ Purchase Decisions: An Empirical Study on JD.com,” *Frontiers in Psychology*, Vol. 13, No.4, pp. 98–306.
- Karpenka, L; Rudienè, E; Morkunas, M. and Volkov, A. (2021), “The Influence of a Brand’s Visual Content on Consumer Trust in Social Media Community Groups,” *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 16, No. 6, pp. 2424–2441.
- Katyal, P; Sehgal, R. and Gupta, A. K. (2025), “The Impact of Online Consumer Reviews on Purchase Intentions for Electronic Products,” *International Journal of System Assurance Engineering and Management*, Vol.16, No.9, pp. 3178–3197.
- Kim, C; Jeon, H. G. and Lee, K. C. (2020), “Discovering the Role of Emotional and Rational Appeals and Hidden Heterogeneity of Consumers in Advertising Copies for Sustainable Marketing,” *Sustainability*, Vol.12, No.12, pp. 51-89.
- Kotler, P. and Keller, K. L. (2016), *Marketing Management*, 15th ed. Harlow, U.K.: Pearson Education Limited, pp. 176–490.
- Kotler, P; Keller, K. L. and Chernev, A. (2022), *Marketing Management*, 16th ed. Harlow, U.K.: Pearson Education Limited, pp. 95–459.
- Kumar, D. P. and Raju, K. V. (2013), “The Role of Advertising in Consumer Decision Making,” *IOSR Journal of Business and Management*, Vol. 14, No. 4, pp. 37–45.

- Kurumbatu, S. (2024), “The Mediating Role of Trust in E-Commerce Purchase Intention: Evidence from Lazada Users in Jakarta,” *Asian Journal of Social and Humanities*, Vol. 2, No. 12, pp. 2941–2962.
- Le, L. H. and Ha, Q. A. (2021), “Effects of Negative Reviews and Managerial Responses on Consumer Attitude and Subsequent Purchase Behavior: An Experimental Design,” *Computers in Human Behavior*, Vol. 124, No.8, pp. 106-912.
- Khan, S. M; Abdul Hamid, N. and Mohd Rashid, S. (2021), “Music in Advertisement on Social Media Platforms Towards Malaysian Young Consumers’ Decision Making to Purchase,” *Jurnal Komunikasi: Malaysian Journal of Communication*, Vol. 37, No. 3, pp. 1–17..
- Mayer, R. C; Davis, J. H. and Schoorman, F. D. (1995), “An Integrative Model of Organizational Trust,” *Academy of Management Review*, Vol. 20, No. 3, pp. 709–734.
- McAlister, A. R. and Bargh, D. (2016), “Dissuasion: The Elaboration Likelihood Model and Young Children,” *Young Consumers*, Vol. 17, No. 3, pp. 210–225.
- McKnight; D. Harrison; Choudhury; Vivek and Kacmar, Charles. 2002. “Developing and Validating Trust Measures for E-Commerce: An Integrative Typology.” *Information Systems Research*, Vol.13, No.3, pp. 334–359.
- Moradi, M. and Zihagh, F. (2022), “A Meta-Analysis of the Elaboration Likelihood Model in the Electronic Word of Mouth Literature,” *International Journal of Consumer Studies*, Vol. 46, No. 5, pp. 1900–1918.
- Morgan, R. M. and Hunt, S. D. (1994), “The Commitment-Trust Theory of Relationship Marketing,” *Journal of Marketing*, Vol. 58, No. 3, pp. 20–38.
- Lee, N. R. and Kotler, P. (2020), *Social Marketing: Behavior Change for Social Good*, 6th ed. Thousand Oaks, CA: SAGE Publications.
- Neuman, W. L. (2014), “Social Research Methods: Qualitative and Quantitative Approaches,” *Teaching Sociology*, Vol. 30, No. 3, pp. 380.
- Nguyen, G.-D. and Ha, M.-T. (2021), “The Role of User Adaptation and Trust in Understanding Continuance Intention Towards Mobile Shopping: An Extended Expectation-Confirmation Model,” *Cogent Business and Management*, Vol. 8, No. 1, pp. 198-200.
- Nielsen. (2012), *Consumer Trust in Online, Social and Mobile Advertising Grows*. New York, U.S.A.
- Novela, S; Sihombing, Y. O; Hansopaheluwakan, S. and Aurellia, C. (2023), “How Online Customer Review and Online Customer Rating Influence Customer Purchase Decision on E-Marketplace with Customer Trust as a Mediator,” *Proceedings of the 2023 IEEE International Conference on Technology Management, Operations and Decisions (ICTMOD)*, New York: IEEE, Vol.3, No.5, pp. 1–6.

- Nurhayati, A. and Madjid, R. (2025), “Innovations in Agricultural E-Commerce: Analyzing Purchase Decisions and the Role of Consumer Credibility,” *Journal of Global Innovations in Agricultural Sciences*, Vol. 25, No.8, pp. 607–616.
- Nurhayati, T. and Hendar, H. (2020), “Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention: Role of Halal Product Awareness,” *Journal of Islamic Marketing*, Vol. 11, No. 3, pp. 603–620.
- Oghazi, P; Karlsson, S; Hellström, D. and Hjort, K. (2018), “Online Purchase Return Policy Leniency and Purchase Decision: Mediating Role of Consumer Trust,” *Journal of Retailing and Consumer Services*, Vol. 41, No.9, pp. 190–200.
- Peña-García, N; Gil-Saura, I; Rodríguez-Orejuela, A. and Siqueira-Junior, J. R. (2020), “Purchase Intention and Purchase Behavior Online: A Cross-Cultural Approach,” *Heliyon*, Vol. 6, No. 6, pp. 04–284.
- Petty, R. E., and Cacioppo, J. T. (1986), “The Elaboration Likelihood Model of Persuasion,” *Advances in Experimental Social Psychology*, Vol.19, No.2, pp. 123–205.
- Purwianti, L; Yulianto, E. and Katherine. (2024), “The Mediating Role of Trust in Purchasing Intention,” *International Journal of Applied Research in Business and Management*, Vol. 5, No. 2, pp.125-150.
- Rahayu, D; Sutiono, H. T. and Wisnalmawati, W. (2024), “The Influence of Advertising Attractiveness and Online Customer Reviews on Trust Mediated Purchase Decision on Consumers of Hotel Services in the Tiket.com Application,” *West Science Business and Management*, Vol. 2, No. 03, pp. 837–844.
- Sabri, O. (2012), “Taboo Advertising: Can Humor Help to Attract Attention and Enhance Recall?” *Journal of Marketing Theory and Practice*, Vol. 20, No. 4, pp. 407–422.
- Sangadji, E. M. dan Sophiah. (2013), *Perilaku Konsumen: Pendekatan Praktis*, Ed.1 Yogyakarta: CV Andi Offset
- SanJosé-Cabezudo, R; Gutiérrez-Arranz, A. M. and Gutiérrez-Cillán, J. (2009), “The Combined Influence of Central and Peripheral Routes in the Online Persuasion Process,” *Cyber Psychology and Behavior*, Vol. 12, No. 3, pp. 299–308.
- Schiffman, L. G. and Wisenblit, J. (2019), *Consumer Behavior*, 12th ed. Harlow, UK: Pearson Education. pp. 190-200
- Schoorman, F. D; Mayer, R. C. and Davis, J. H. (2007), “An Integrative Model of Organizational Trust: Past, Present, and Future,” *Academy of Management Review*, Vol. 32, No. 2. pp. 8-20.
- Sekaran, U. and Bougie, R. (2019), *Research Methods for Business: A Skill Building Approach*, 8th ed. New York: John Wiley & Sons, Inc.
- Senali, M. G; Iranmanesh, M; Ghobakhloo, M; Foroughi, B; Asadi, S. and 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*, Vol. 64, No.5, pp. 101–370.



- Shan, M; Zhu, Z; Song, C. and Chen, H. (Allan) (2023), “The Effectiveness of Advertising Appeals: A Culturally-Derived Power Perspective,” *Journal of Retailing and Consumer Services*, No. 75, pp. 103–522.
- Shen, W. and Wei, X. (2022), “Tracking the Effectiveness of Creative Ads with a Computer Mouse,” *PsyCh Journal*, Vol. 11, No. 1, pp. 51–54.
- Sheth, J. N; Newman, B. I. and Gross, B. L. (1991), “Why We Buy What We Buy: A Theory of Consumption Values,” *Journal of Business Research*, Vol. 22, No. 2, pp. 159–170.
- Song, Y; Wang, L; Zhang, Z. and Hikkerova, L. (2023), “Do Fake Reviews Promote Consumers’ Purchase Intention?” *Journal of Business Research*, Vol. 164, No.3, pp. 113–971.
- Srivastava, A. and Thaichon, P. (2023), “What Motivates Consumers to Be in Line with Online Shopping?: A Systematic Literature Review and Discussion of Future Research Perspectives,” *Asia Pacific Journal of Marketing and Logistics*, Vol. 35, No. 3, pp. 687–725.
- Statista. (2025a), *Statistic_id1471570_Monthly-Spending-on-Online-Shopping-Among-Gen-Z-Indonesia-2023*. [Online] Diakses pada 20 Juli 2025.
- Statista. (2025b), *Distribution of TikTok Shops Worldwide in 2024, by Country*. [Online] Diakses pada 20 Juli 2025.
- Sudaryanto, S; Hanim, A; Rosediana Dewi, I; Kartikasari, A. D. and Rusdiyanto, R. (2025), “The Mediating Effect of Customer Trust of E-WOM and Online Customer Reviews Impacting Purchase Decision of Household Electronic Products at a Marketplace: Evidence from Indonesia,” *Cogent Business and Management*, Vol. 12, No. 1. pp. 03-08.
- Thinnukool, O; Charoenkwan, P; Khuwuthyakorn, P. and Tinamat, P. (2020), “Word Cloud Analysis of Customer Satisfaction in Cosmetic Products in Thailand,” dalam *Proceedings of the 2020 4th International Conference on Compute and Data Analysis*, Vol.5, No.3, pp. 179–182.
- Thomas, M.-J; Wirtz, B. W. and Weyerer, J. C. (2019), “Determinants of Online Review Credibility and Its Impact on Consumers’ Purchase Intention,” *Journal of Electronic Commerce Research*, Vol. 20, No.9, pp.20-25.
- Utari, D; Susetyo, D. and Maulana, A. (2025), “The Influence of Visual Content on Social Media on Generation Z Purchasing Decisions with Brand Engagement as an Intervening Variable,” *Journal of International Conference Proceedings*, Vol. 7, No. 5, pp. 1129–1143.
- Varga, M. and Albuquerque, P. (2024), “The Impact of Negative Reviews on Online Search and Purchase Decisions,” *Journal of Marketing Research*, Vol. 61, No. 5, pp. 803–820.
- Vrtana, D. and Krizanova, A. (2023), “The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Purchasing Behavior and Brand–Customer Relationship,” *Sustainability (Switzerland)*, Vol. 15, No. 18, pp.10-13.



You, Y; Hu, Y; Yang, W. and Cao, S. (2022), "Research on the Influence Path of Online Consumers' Purchase Decision Based on Commitment and Trust Theory," *Frontiers in Psychology*, Vol. 13, No.3, pp.05-10.

Zeng, J; He, Y; Ye, X; Wang, T. and Gao, Z. (2023), "The Negative Effect of Advertisement Signs on Consumers' Willingness to Purchase," *Social Behavior and Personality*, Vol. 51, No. 12, pp. 08-13.

Zhao, J; Huo, H; Wei, S; Han, C; Yang, M; Gupta, B. B. and Arya, V. (2024), "Research on the Matching Effect Between Advertising Appeal and Product Type on the Purchase Intention of Organic Food," *British Food Journal*, Vol. 126, No. 13, pp. 162–181.

Zhu, L; Li, H; Wang, F.-K; He, W. and Tian, Z. (2020), "How Online Reviews Affect Purchase Intention: A New Model Based on the Stimulus-Organism-Response (SOR) Framework," *Aslib Journal of Information Management*, Vol. 72, No. 4, pp. 463–488.