

References

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) – Alternative Structural Equation Modelling (SEM) dalam Penelitian Bisnis*. CV Andi Offset.
- Ayunda, A., Mutmainah, L., & Huda, N. (2019). ANALISIS TERHADAP PERILAKU KONSUMEN PRODUK FASHION MUSLIM. *JEBA (Journal of Economics and Business Aseanomics)*, 3(2).
<https://doi.org/10.33476/jeba.v3i2.962>
- Azahra¹, N., & Sharif², O. O. (2021). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP BRAND ATTITUDE DAN PURCHASE INTENTION (STUDI KASUS TWITTER NETFLIX INDONESIA) THE EFFECT OF ELECTRONIC WORD OF MOUTH ON BRAND ATTITUDE AND PURCHASE INTENTION (CASE STUDY TWITTER NETFLIX INDONESIA).
- Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43(3), 345–354.
<https://doi.org/10.1509/jmkr.43.3.345>
- Fang, Y. H. (2017). Beyond the Usefulness of Branded Applications: Insights from Consumer–Brand Engagement and Self-construal Perspectives. *Psychology and Marketing*, 34(1), 40–58. <https://doi.org/10.1002/mar.20972>
- Fiore, A. M., Kim, J., & Lee, H. H. (2005). Effect of image interactivity technology on consumer responses toward the online retailer. *Journal of Interactive Marketing*, 19(3), 38–53. <https://doi.org/10.1002/dir.20042>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. In *Source: Journal of Marketing Research* (Vol. 18, Issue 1).
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Undip.
- Ghozali, I. (2021). *PARTIAL LEAST SQUARE KONSEP, TEKNIK DAN APLIKASI MENGGUNAKAN PROGRAM SmartPLS 3.2.9*. Undip.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Undip.
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). CENGAGE.
- Handoko, N. T., & Melinda, T. (2021). EFFECT OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION THROUGH BRAND IMAGE AS

MEDIA IN TOKOPEDIA. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 5. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>

- Haryono, S., & Wardoyo, P. (2012). *Structural Equation Modelling*. PT Intermedia Personalia Utama.
- Hawkins, D. (2019). *Consumer Behavior: Building Marketing Strategy*. MC Graw Hill.
- Indrawati. (2015). *METODE PENELITIAN MANAJEMEN DAN BISNIS KONVERGENSI TEKNOLOGI KOMUNIKASI DAN INFORMASI*. Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Refika Aditama.
- Iqbal, M. (2022, January 19). *Spotify Revenue and Usage Statistics (2022)*. Businessofapps.Com.
- Kahneman, D., & Tversky', A. (1979). E C O N O M E T R I C A I C I V O L U M E 47 MARCH, 1979 NUMBER 2 PROSPECT THEORY: AN ANALYSIS OF DECISION UNDER RISK. In *Source: Econometrica* (Vol. 47, Issue 2).
- Kim, H. W., Gupta, S., & Koh, J. (2011). Investigating the intention to purchase digital items in social networking communities: A customer value perspective. *Information and Management*, 48(6), 228–234. <https://doi.org/10.1016/j.im.2011.05.004>
- Kim, H. W., Kankanhalli, A., & Lee, H. L. (2016). Investigating decision factors in mobile application purchase: A mixed-methods approach. *Information and Management*, 53(6), 727–739. <https://doi.org/10.1016/j.im.2016.02.011>
- Kotler, P., & Armstrong, G. (2015). *Principles of Marketing*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Lee, S. (Ally). (2018). Enhancing customers' continued mobile app use in the service industry. *Journal of Services Marketing*, 32(6), 680–691. <https://doi.org/10.1108/JSM-01-2017-0015>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment ☆ 11 ☆ This article is based upon the first author's doctoral dissertation completed while at Georgia Institute of Technology.

- Journal of Retailing*, 77(1), 39–56. [https://doi.org/10.1016/S0022-4359\(00\)00045-2](https://doi.org/10.1016/S0022-4359(00)00045-2)
- Merriam-Webster, Inc. (2003). *Merriam-Webster's collegiate dictionary*. Springfield, Massachusetts, U.S.A. : Merriam-Webster, Incorporated, 2003.
- Moon, J.-W., & Kim, Y.-G. (2001). Extending the TAM for a World-Wide-Web context. *Information & Management*.
http://www.cc.gatech.edu/gvu/user_surveys/papers/
- Morosan, C., & DeFranco, A. (2016). Co-creating value in hotels using mobile devices: A conceptual model with empirical validation. *International Journal of Hospitality Management*, 52, 131–142.
<https://doi.org/10.1016/j.ijhm.2015.10.004>
- Müller, R. M., Kijl, B., & Martens, J. K. J. (2011). A comparison of inter-organizational business models of mobile app stores: There is more than open vs. closed. *Journal of Theoretical and Applied Electronic Commerce Research*, 6(2), 63–76. <https://doi.org/10.4067/S0718-18762011000200007>
- Nau, R. F. (2006). Uncertainty aversion with second-order utilities and probabilities. *Management Science*, 52(1), 136–145.
<https://doi.org/10.1287/mnsc.1050.0469>
- Olaleye, S. A., Salo, J., Sanusi, I. T., & Okunoye, A. O. (2018). Retailing mobile app usefulness: Customer perception of performance, trust and tension free. *International Journal of E-Services and Mobile Applications*, 10(4), 1–17.
<https://doi.org/10.4018/IJESMA.2018100101>
- Riduwan. (2012). *Skala Pengukuran Variabel-Variabel Penelitian*. Alfabeta.
- Rogers, E. M. (2010). *Diffusion of Innovations, 4th Edition* (4th ed.). Free Press.
- Santoso, S. (2018). *Konsep Dasar Dan Aplikasi SEM Dengan Amos 24*. Alex Media Kumputindo.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (seventh). WILEY.
- Sherman, E., Mathur, A., & Smith, R. B. (1997). Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions. In *Psychology & Marketing* (Vol. 14, Issue 4). John Wiley & Sons, Inc.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Why We Buy What We Buy: A Theory of Consumption Values* (Vol. 22).
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif R&D*. Alfabeta.

- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tang, J., Zhang, B., & Akram, U. (2020). User willingness to purchase applications on mobile intelligent devices: evidence from app store. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1629–1649. <https://doi.org/10.1108/APJML-06-2019-0411>
- Thaler, R. (1985). Mental Accounting and Consumer Choice. *INFORM*.
- Tsai, F. M., & Bui, T. D. (2021). Impact of word of mouth via social media on consumer intention to purchase cruise travel products. *Maritime Policy and Management*, 48(2), 167–183. <https://doi.org/10.1080/03088839.2020.1735655>
- van der Heijden, H. (2004). Van der Heijden/Hedonic Information Systems v i i i c i r c i v research n?te User Acceptance of Hedonic information systems1. In *Source: MIS Quarterly* (Vol. 28, Issue 4).
- Wang, Y. Y., Lin, H. H., Wang, Y. S., Shih, Y. W., & Wang, S. T. (2018). What drives users' intentions to purchase a GPS Navigation app: The moderating role of perceived availability of free substitutes. *Internet Research*, 28(1), 251–274. <https://doi.org/10.1108/IntR-11-2016-0348>
- Widodo. (2017). *Metodologi penelitian : populer dan praktis*. Rajawali Pers.
- Wirtz, J. G., Sparks, J. v., & Zimbres, T. M. (2018). The effect of exposure to sexual appeals in advertisements on memory, attitude, and purchase intention: a meta-analytic review. *International Journal of Advertising*, 37(2), 168–198. <https://doi.org/10.1080/02650487.2017.1334996>