DAFTAR PUSTAKA

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: Penerbit Alfabeta Bandung.

Sugiyono. (2018). Metode Penelitian Manajemen. In Sugiyono, *Metode* (p. 169). Bandung: Penerbit Alfabeta.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta.

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta.

Wahyuni, N. (2014, November 1). *UJI VALIDITAS DAN RELIABILITAS.* Retrieved from https://qmc.binus.ac.id/: https://qmc.binus.ac.id/2014/11/01/u-j-i-v-a-l-i-d-i-t-a-s-d-a-n-u-j-i-r-e-l-i-a-b-i-l-i-t-a-s/

Databoks. (2023, November 1). *10 Negara dengan Pengguna TikTok Terbesar di Dunia (April 2022).* Retrieved from https://databoks.katadata.co.id/: https://databoks.katadata.co.id/datapublish/2023/01/11/10-negara-pengguna-tiktok-terbesar-di-dunia-indonesia-juara-dua

Yusniawati, V., & Prasetyo, A. (2022). PENGARUH E-WOM DAN BRAND IMAGE TERHADAP ONLINE PURCHASE INTENTION FASHION MUSLIM PADA MILENIAL SURABAYA. *Jurnal Ekonomi Syariah Teori Dan Terapan*, https://doi.org/10.20473/vol9iss20221pp131-139 .

Ali, A. A., Abbass, A., & Farid, N. (2020). FACTORS INFLUENCING CUSTOMERS' PURCHASE INTENTION IN SOCIAL COMMERCE. *International Review of Management and Marketing*, 63–73.

Annisa, A. (2017). Sejarah Revolusi Industri Dari 1.0 Sampai 4.0. *ResearchGate*, 10.13140/RG.2.2.20215.24488.

Ayu Rizaty, M. (2022, July 11). *Pengguna TikTok Indonesia Terbesar Kedua di Dunia*. Retrieved from https://dataindonesia.id/: https://dataindonesia.id/digital/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia

Chakravarthi, V. S. (2022). Internet of Things and M2M Communication Technologies. *Architecture and Practical Design Approach to IoT in Industry 4.0 (1st ed. 2021)*.

Compass. (2022, November 1). *10 Brand Skincare Lokal Terlaris di E-Commerce. Compas*. Retrieved from https://compas.co.id: https://compas.co.id/article/brand-skincare-lokal-terlaris/

Dera Setiawan, I., & Sri Astiti, N. (2017). FAKTOR – FAKTOR YANG MEMPENGARUHI ADOPSI INOVASI SISTEM TANAM JAJAR LEGOWO 2 : 1 DI SUBAK PENYARINGAN, KECAMATAN MENDOYO, KABUPATEN JEMBRANA. *JURNAL MANAJEMEN AGRIBISNIS (Journal of Agribusiness Management)*.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 47-55.

Hajli, N. (2019). The impact of positive valence and negative valence on social commerce purchase intention. *Information Technology &Amp; People*, 774-791.

Haseng, C., & Sakapurnama, E. (2021). Leveraging Electronic Word of Mouth on TikTok: Somethinc Skin Care Product Innovation to Increase Consumer Purchase Intention. *Hasanuddin Economics and Business Review*, 19.

Hasibuan, L. (2022, November 4). *Industri Kecantikan Tahan Krisis, Laris Manis Meski Pandemi. CNBC Indonesia*. Retrieved from

https://www.cnbcindonesia.com:
https://www.cnbcindonesia.com/lifestyle/20221104104902-33-
385138/industri-kecantikan-tahan-krisis-laris-manis-meski-pandemi

Hussain, S., Ahmed, W., Jafar, R., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior,*, 96-102.

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi.* Bandung: Refika Aditama.

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review.*

Kinasih, C. (2018). MODEL ADOPSI INFORMASI SITUS YOUTUBE DI KALANGAN MAHASISWA. *Journal of Chemical Information and Modeling. .*

Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 310-330.

Matute, J., Polo-Redondo, Y, & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention. *Online Information Review*, 1090-1110.

Ngarmwongnoi, C., Oliveira, J., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 749-759.

Rachmawati, I., Millanyani, H., & Ariyanti, M. (2021). *Pemasaran Melalui Media Sosial untuk Usaha Mikro Kecil Menengah.* Bandung: Tel-U Press.

Riyanto, A. (2022). *Hootsuite (We are Social): Indonesian Digital Report 2022.* Retrieved from https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/: https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/

Segumpan, R. G., & Zahari, J. S. (2022). *Mixed Methods Perspectives on Communication and Social Media Research.* London: Routledge.

Samuel, H., & Setiawan, K. (2018). PROMOSI MELALUI SOSIAL MEDIA, BRAND AWARENESS, PURCHASE INTENTION PADA PRODUK SEPATU OLAHRAGA. *Jurnal Manajemen Pemasaran*, 47-52.

Setiadi, A. (2015). PEMANFAATAN MEDIA SOSIAL UNTUK EFEKTIFITAS KOMUNIKASI. *Cakrawala - Jurnal Humaniora,*.

Soenarno, A. (2015). ANALISIS PENGARUH KUALITAS INFORMASI DAN KREDIBILITAS SUMBER TERHADAP KEGUNAAN INFORMASI DAN DAMPAKNYA PADA ADOPSI INFORMASI (Studi pada Masyarakat Pengikut Akun Twitter Resmi iKaskus). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*.

Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta.

Tien, D., Rivas, A., A, A., & Liao, Y. K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review,* 238–249.

Winarso. (2021, June 8). *Apa Itu TikTok dan Apa Saja Fitur-fiturnya? .* Retrieved from https://dailysocial.id/: https://dailysocial.id/post/apa-itu-tik-tok.

Ghozali, I. (2014). *Structural Equal Modeling Metode Alternatif dengan Partial Least Square (PLS).* Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2015). *Partial Least Square Konsep, Teknik, Dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiri.* Semarang: Universitas Diponegoro Semarang.

Mahfud, S., & Ratmono, D. (2013). *Analisis SEM-PLS dengan WarPLS 3.0 .* Yogyakarta: Andi Offset.

Prasetio, A., Sari, P. K., & Sary, F. P. (2017). Social Capital and Electronic Word-Of-Mouth (eWOM) Effect Toward Online Purchase Intention. *American Scientific Publishers*.

Alfanur, F., & Kadono, Y. (2019). Analysis on E-commerce Purchase Intention and Decision in Java and Sumatra. *International Conference on Information Management and Technology (ICIMTech)*, doi: 10.1109/ICIMTech.2019.8843731.

Yamin, S, S., & Kurniawan, H. (2021). *GeIneIrasi Baru MeIngolah Data PeIneIlitian Partial LeIast SquareI Path ModeIling.* Jakarta: SaleImba InfoteIk.

Royan, F. (2005). *Marketing celebrities selebriti dalam iklan dan strategi selebriti memasarkan diri sendiri.* Jakarta: Elex Media Komputindo.

Alfanur, F., & Kadono, Y. (2022). The effects of gender and age on factors that influence purchase intentions and behaviours of e-commerce consumers in Indonesia. *International Journal of Innovation and Learning.*