

## **DAFTAR PUSTAKA**

- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 91–104.
- Armawan, I., Sudarmiatin, S., Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, ewom on purchase intention mediated by Brand Image and brand trust: Evidence from Black Sweet Coffee Shop. *International Journal of Data and Network Science*, 7(1), 141–152.
- Ardhiansyah, A. N. & Marlena, N. (2021). Pengaruh social media marketing dan e-wom terhadap minat beli produk geoffmax, *Akuntabel* (18)3, 379-391.
- Basuki, A. T., & Prawoto, N. (2017). *Analisis Regresi dalam Penelitian Ekonomi & Bisnis: Dilengkapi Aplikasi SPSS & REVIEWS*. PT Rajagrafindo persada.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- Hanslim, F., Jaya, H. P., & Prasetyawati, Y. R. (2020). The influence of perceived quality on product purchase intention through event. *Communicare : Journal of Communication Studies*, 7(2), 121.
- Ledikwe, A., Stiehler-Mulder, B., & Roberts-Lombard, M. (2020). Product involvement, WOM and ewom in the fast food industry: A young adult perspective in an emerging African economy. *Cogent Business & Management*, 7(1), 1817288.

Li, F., Larimo, J., & Leonidou, L. C. (2020). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70.

Moslehpoour, M., Dadvari, A., Nugroho, W., & Do, B.-R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561–583.

Muharam, A. N., Widaningsih, S., & Mustikasari, A. (2021). Pengaruh Sosial Media marketing melalui Instagram Terhadap Minat Beli produk “Boci Baso Aci” (Studi Kasus Pada pt. AA Mapan Perkasa Tahun 2020). *eProceedings of Applied Science*.

Nasrullah, Rully. (2016). *MEDIA SOSIAL, PERSPEKTIF KOMUNIKASI, BUDAYA, DAN SOSIOTEKNOLOGI*, Penerbit Simbiosa Rekatama Medika, 1437.

Nofal, R., Bayram, P., Emeagwali, O. L., & Al-Mu’ani, L. (2022). The effect of EWOM source on purchase intention: The moderation role of weak-tie ewom. *Sustainability*, 14(16), 9959.

Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767.

Othysalonika, O., Muhaimin, A. W., & Faizal, F. (2022). Pengaruh social media marketing Terhadap Minat Dan Keputusan Pembelian konsumen pada Usaha Makanan Sehat di Kota Malang. *Jurnal Ekonomi Pertanian Dan Agribisnis*, 6(3), 1134.

Priyatno, D. (2017). *Panduan Praktis Olah Data Menggunakan SPSS*. Andi.

- Saddha Yohandi, Yuliana, Arwin, Lisa, & Ivone. (2022). Pengaruh social media marketing Terhadap Minat Beli di Fortunate Coffee Cemara Asri Deli Serdang. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 1(2), 182–186.
- Sanjaya, F. A., Ambarwati, R., & Lesmanawati, D. (2022). Pengaruh social media marketing Dan Citra Merek Terhadap Keputusan Pembelian Yang dimediasi electronic word of mouth (Studi Kasus: Konsumen Kedai “ikhtiar” banjarbaru). *Jurnal Riset Inspirasi Manajemen Dan Kewirausahaan*, 6(2), 82–89.
- Sekaran, U., & Bougie, R. (2017). Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian (6th ed.). Salemba Empat.
- Shaheen Ali, Z., & Cai, H. L. (2022). Who decides where to go for a coffee? E-wom and consumers' purchase intention. *Journal of Marketing Strategies*, 4(1), 24–58.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta.
- Sugiyono. (2018). Metode Penelitian & Pengembangan: Research & Development. Alfabeta.
- Sugiyono. (2019). Metode Penelitian Bisnis Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D. Alfabeta.
- Taufik, Y., Sari, A. R., Zakhra, A., Ayesha, I., Siregar, A. P., Kusnadi, I. H., Ratnawati, & Tannady, H. (2022). Peran social media marketing Dan Brand Awareness Terhadap Purchase Intention Produk es teh Indonesia. *Jurnal Kewarganegaraan*.
- Vidyanata, D. (2022). Understanding the Effect of Social Media Marketing on Purchase Intention : A Value-Based Adoption Model. *Jurnal Dinamika Manajemen*, 13(2), 305-321.
- Vinerean, S., & Opreana, A. (2019). Social Media Marketing Efforts of Luxury Brands on Instagram. *Expert Journal of Marketing*, Volume 7, Issue 2, pp. 144-152, 2019