

DAFTAR ISI

- Abdullah, K., Jannah, M., Aiman, U., Hasda, S., Fadilla, Z., Taqwin, . . . Sari, M. E. (2021). *Metodologi Penelitian Kuantitatif*. Aceh: Yayasan Penerbit Muhammad Zaini.
- Abdullah, M. (2015). *Metodologi Penelitian Kuantitatif*. Yogyakarta: Aswaja Pressindo.
- Al-Dmour , H., & Al-Qawasmi, S. (2022). The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements . *Internasional journal of Pharmaceutical and Healthcare Marketing*,.
- Alamsyah, A., Rachman, M. F., Hudaya, C. S., Putra, P. R., Rifkyano, A. I., & Nurwianti, F. (2019). A Progress on the Personality Measurement Model using Ontology based on Social Media Text. *International Conference on Information Management and Technology (ICIMTech)*.
- Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- An Ngo, T. T., Vuong, B. L., Le, M. D., Tran, M. M., & Nguyen, Q. K. (t.thn.). The impact of eWOM information in social media on the online purchase intention of Generation Z. *Cogent Business & Management*.
- Andini, M. D. (2023). Characteristics of Indonesian Consumers and Online Purchasing Behavior. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*.
- Andon, S. N., & Annuar, S. N. (2023). The Adaptation of Social Media Marketing Activities in S-Commerce: TikTok Shop. *Information Management and Business Review*.
- Andreis, F., Viale, F. G., & Delcogliano, R. (2019). Consumer Behavior and Marketing Management Strategies. *International Journal of Management Sciences and Business Research*.
- Basuki, A. T. (2015). *PENGGUNAAN SPSS DALAM STATISTIK*. Yogyakarta: DANISA MEDIA.

- Bisnis Style. (2021, April 24). Perjalanan Aerostreet, dari Klaten Menembus Pasar Global Artikel ini telah tayang di Bisnis.com dengan judul "Perjalanan Aerostreet, dari Klaten Menembus Pasar Global ", Klik selengkapnya di sini: <https://lifestyle.bisnis.com/read/20210424/219/1385716/pe>. Diambil kembali dari lifestyle.bisnis.com:
<https://lifestyle.bisnis.com/read/20210424/219/1385716/perjalanan-aerostreet-dari-klaten-menembus-pasar-global>
- Bisnis Style. (2024, April 20). Jiniso, Brand Jeans Lokal yang Jual Hingga Ribuan Produk per Hari Artikel ini telah tayang di Bisnis.com dengan judul "Jiniso, Brand Jeans Lokal yang Jual Hingga Ribuan Produk per Hari", Klik selengkapnya di sini: <https://lifestyle.bisnis.com/read/202112>. Diambil kembali dari lifestyle.bisnis.com:
<https://lifestyle.bisnis.com/read/20211206/104/1474209/jiniso-brand-jeans-lokal-yang-jual-hingga-ribuan-produk-per-hari>
- Chan, S., & Kurnia, A. (2023). Encouraging Purchase Intention in TikTok Live Streaming: The Role of Live Streaming Shopping Attributes. *Journal of Accounting Research, Organization, and Economics*, 19 - 33.
- Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*.
- Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*.
- Eiger. (2024, April 20). About us. Diambil kembali dari career.eigeradventure.com/: <https://career.eigeradventure.com/about>
- Erigo. (2024, april 20). Erigo Company Profile. Diambil kembali dari erigostore.co.id: <https://erigostore.co.id/pages/erigo-company-profile>
- 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*.

- Farzin, M., Sadeghi, M., Fattahi, M., & Eghbal, M. R. (2022). Effect of Social Media Marketing and eWOM on Willingness to Pay in the Etailing: Mediating Role of Brand Equity and Brand Identity. *Business Perspective and Research*.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*.
- Filieri, R., Acikgoz, F., & Dua, H. (2023). Electronic word-of-mouth from video bloggers: The role of content quality and source homophily across hedonic and utilitarian products. *Journal of Business Research*.
- Forte, D. (2023, Maret 3). Fashion Product Definition. Diambil kembali dari EpiProdux: <https://epiprodux.com/blog/fashion-product-definition/>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 25 edisi ke-10*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Thirrd Edition*. Los Angeles: SAGE Publications, Inc.
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., . . . Auliya, N. H. (2020). *Metode Penelitian Kuamtitatif & Kuantitatif*. Yogyakarta: Pustaka Ilmu Group.
- Haryono, S. (2014). *MENGENAL METODE STRUCTURAL EQUATION MODELING (SEM) UNTUK PENELITIAN MANAJEMEN MENGGUNAKAN AMOS 18.00*. *Jurnal Ekonomi dan Bisnis STIE YPN*.
- Hasdinar, Pratiwi, R., Winardi, M. A., Z, M. S., Andary, W. R., Sudirman, A., . . . Wardhana, A. (2020). *Pemasaran Terpadu*. Media Sains Indonesia.
- Hu, S., & Zhu, Z. (2022). Effects on Social Media Usage on Consumer's Purchase Intention in Social Commerce: A Cross-Cultural Empirical Analysis. *Frontiers in Psychology*.

- Huryati, R., Tjahjono, B., Abdullah, A. G., Sulastrri, & Lisnawati. (2020). *Advances in Business, Management and Entrepreneurship: Proceedings of the 4th Global Conference on Business Management and Entrepreneurship (GC-BME 4), 8 August 2019, Bandung, Indonesia*. Taylor & Francis Group.
- Husain, Ahmad, A., & Khan, B. M. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands . *Cogent Business & Management*.
- Hussain, S., Song, X., & Niu, B. (2020). Consumers' Motivational Involvement in eWOM for Information Adoption: The Mediating Role of Organizational Motives. *Frontiers in Psychology*.
- Indrawati, Yones, P. C., & Muthaiyah , M. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review* 28.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung : Refika Aditama.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (t.thn.). *Electronic Word of Mouth (eWOM) in the Marketing Context : A staet of the art Analysis and Future Directions*. Springer.
- Jisana, T. K. (2014). Consumer behaviour models: an overview. *Sai Om Journal of Commerce & Management*.
- Kartini, A. P. (2023, November 23). Mengenal TikTok, Aplikasi Media Sosial yang Populer di Dunia. Diambil kembali dari *Bisnis Tempo*: <https://bisnis.tempo.co/read/1800546/mengenal-tiktok-aplikasi-media-sosial-yang-populer-di-dunia>
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising*.
- Khan, Z., Khan, A., & Nabi, K. M. (2023). Demystifying the effect of social media usage and eWOM on purchase intention: the mediating role of brand equity. *Journal of Economic and Administrative Sciences*.

- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*. Pearson Education Limited.
- Kotler, P., & Gary, A. (2017). *Principles of Marketing*. Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management*. Pearson Education Limited.
- Kumar, A., & Gera, N. (2023). Examining Social Media Usage, Brand Image and E-WOM (Quantity, Quality and Credibility) as Determinants of Purchase Intentio. *KIIT Journal of Management* .
- Kumar, P. (2020). MAPCT OF DIMENSIONS OF CONSUMER BEHAVIOUR ON CONSUMER MOTIVES. *TIJ's Research Journal of Social Science & Management - RJSSM*.
- Kumparan. (2021, Mei 24). Cerita Brand Lokal Roughneck 1991 Ekspor Produk sampai Brasil. Diambil kembali dari kumparan.com:
<https://kumparan.com/millennial/cerita-brand-lokal-roughneck-1991-ekspor-produk-sampai-brasil-1vnyz6CL2a9/full>
- Kurniawan, W. A., & Zahra, P. (2016). *Metode Penelitian Kuantitatif*. Yogyakarta: Pandiva Buku.
- Leong, M. C., Wei Loi, A. M., & Woon, S. (t.thn.). The influence of social media eWOM information on purchase intention . *Journal of Marketing Analytics*.
- Liang , X., Luo, L., & Ke, T. (2022). The influence of eWOM information structures on consumers' purchase intentions . *Electronic Commerce Research*,.
- López, M., & Sicilia, M. (2013). Determinants of E-WOM Influence: The Role of Consumers' Internet Experience. *Journal of Theoretical and Applied Electronic Commerce Research*.
- Majeed, M., Ansah, M. O., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity . *Cogent Business & Management*,.
- Malhotra, N. (2010). *Riset Pemasaran (Marketing Research) (Edisi 4 Jilid 1)*. PT Indeks.

- Minh, S. V., Huong, G. N., & Ha, D. G. (2022). The role of social brand engagement on brand equity and purchase intention for fashion brands . *Cogent Business & Management*.
- Muhid, A. (2019). Analisis Statistik 5 Langkah Praktis Analisis Statistik dengan SPSS for Windows Edisi Ke 2. Sidoarjo: Zifatama Jawara.
- Mustikarani, T. D., & Irwansyah. (2019). Pemanfaatan Teknologi Informasi dan Komunikasi dalam Industri Fashion Indonesia. *Warta ISKI*.
- Nyagadza, B., Mazuruse, G., Simango, K., Chikazhe, L., Tsokota, T., & Macheke, L. (2023). Examining the influence of social media eWOM on consumers' purchase intentions of commercialised indigenous fruits (IFs) products in FMCGs retailers. *Sustainable Technology and Entrepreneurship*.
- Park, D.-H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*.
- Park, T. (2020). How information acceptance model predicts customer loyalty? A study from perspective of eWOM information. *The Bottom Line*.
- Parsons, A. L., & White, E. L. (2018). Social Media Marketing Management. *Journal of Internet Commerce*.
- Pradana, B. C., & Wijaya, A. (2023). TREN FASHION MERK LOKAL: ANTARA GAYA HIDUP DAN REPRESENTASI NASIONALISME DI KALANGAN MAHASISWA UNIVERSITAS NEGERI SEMARANG. *Jurnal Praksis dan Dedikasi (JPDS)*.
- Prasetio, A., Rahman , D. A., Sary, P. F., Pasaribu, D. R., & Sutjipto, M. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*.
- Priadana, S., & Sunarsi, D. (2021). Metode Penelitian Kuantitatif. Tangerang: Pascal Book.
- Pricopoaia, O., & Susanu, I. (2023). THE IMPACT OF USING SOCIAL MEDIA PLATFORMS IN BUSINESS PROMOTION. *Proceedings of the International Management Conference*.

- Rapp, A., Beitelspacher, L. S., Grewal, D., & Hughes, H. E. (2013). Understanding social media effects across seller, retailer, and consumer interactions. *Journal of the Academy of Marketing Science*, 21.
- Rosalina, L., Oktarina, R., Rahmiati, & Saputra, I. (2023). *BUKU AJAR STATISTIKA*. Padang: CV. MUHARIKA RUMAH ILMIAH.
- Sahir, H. S. (2021). *Metodologi Penelitian*. Medan: PENERBIT KBM INDONESIA.
- Sangwan, S., Sharma, S. K., & Sharma, J. (2021). Disclosing customers' intentions to use social media for purchase-related decisions. *Asia-Pacific Journal of Business Administration*.
- Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An Empirical Examination of the Impact of eWom Information on Young Consumers' Online Purchase Intention: Mediating Role of eWom Information Adoption. *SAGE Open*.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer behavior*. 11th edition. England: Pearson Education Limited.
- Shen, X. L., Zhang, K. Z., & Zhao, J. S. (2014). Understanding Information Adoption in Online Review Communities: The Role of Herd Factors. 47th Hawaii International Conference on System Science.
- Siregar, S. (2014). *Statistika Deskriptif Untuk Penelitian: Dilengkapi Perhitungan Manual dan Aplikasi SPSS versi 17*. Jakarta: Rajawali Pers.
- Sitorus, A. S., Romli, N. A., Tingga, C. P., Sukanteri, P. N., Putri, S. E., Kurniawan, A. P., . . . Primasanti, Y. (2022). *Brand Marketing : The Art of Branding*. Media Sains Indonesia.
- Siyoto, S., & Sodik, A. (2015). *Dasar Metodologi Penelitian*. Yogyakarta: Literasi Media Publishing.
- Smith, B. G., & Gallicano, T. D. (2015). Terms of engagement: Analyzing public engagement with organizations through social media. *Computers in Human Behavior*.
- Suki, N. M. (2013). Green awareness effects on consumers' purchasing decision: Some insights from Malaysia. *IJAPS*.

- Sumarni, M., & Soeprihanto, J. (2016). Pengantar Bisnis. Dasar-Dasar Ekonomi Perusahaan. Yogyakarta: Liberty Yogyakarta.
- Sussman, S. W., & Siegal, W. S. (2003). Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption. Information Systems Research.
- Tjiptono, F. (2014). Pemasaran Jasa –Prinsip, Penerapan, dan Penelitian. Yogyakarta: Andi Offset.
- Triyanti, A. M., Putti, A. A., Handjaja, J. E., & Anggraeni, A. (2021). The effects of social media influencers, social media advertising, e-wom, and lifestyle towards purchase intention and brand image as a moderating variable in e-groceries. *Jurnal Akuntansi dan Manajemen*.
- Triyanti, A. M., Putti, A. A., Handjaja, J. E., & Anggraeni, A. (2023). The effects of social media influencers, social media advertising, e-wom, and lifestyle towards purchase intention and brand image as a moderating variable in e-groceries. *Jurnal Akuntansi dan Manajemen*.
- Umar, H. (2013). Metode Penelitian Untuk Skripsi dan Tesis Bisnis. Jakarta: Rajawali Pers.
- Vecchi, A., & Buckley, C. (2016). Handbook of Research on Global Fashion Management and Merchandising. Business Science Reference.
- Vinzi, V. E., Chin, W. W., Hanseler, J., & Wang, H. (2010). Handbook of Partial Least Squares : Concepts, Methods and Applications. Springer-Verlag Berlin Heidelberg.
- Weitzl, W. (2014). Measuring Electronic Word-of-Mouth Effectiveness : Developing and Applying the eWOM Trust Scale. Springer.
- Yang, X. (2022). Consumers' purchase intentions in social commerce: the role of social psychological distance, perceived value, and perceived cognitive effort . *Journal of Information Technology & People*.
- Yang, Y., Park, S., & Hu, X. (2018). Electronic word of mouth and hotel performance: A meta-analysis. *Tourism Management*.

- Yasin, N. M., & Zahari, A. R. (2019). The Impacts of Electronic Word of Mout on Brand Equity in the context of Social Media. *Internasional Journal of Business and Management*.
- Yoo, B., Donthu, N., & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*.
- Zhao, Wang, L., Huijie, T., & Zhang, Y. (t.thn.). Electronic word-of-mouth and consumer purchase intentions in social e-commerce . *Electronic Commerce Research and Applications*.
- Zikmund, W. G., & Babin, B. J. (2011). *Menjelajahi Riset Pemasaran*. Penerbit Salemba.