

DAFTAR PUSTAKA

- Abhishek Dwivedi, Lester W. Johnson, Dean Charles Wilkie, L. D. A.-G. (2019). Article information : To cite this document : Consumer emotional brand attachment with social media brands and social media brand equity. *European Journal of Marketing*, 53(6), 1176–1204.
- Absher, K., & Amidjaya, M. R. (2008). Teaching library instruction to the millennial generation. *Dalam http://www.vla.org/Presentations/VLA_presentation_draft072208*.
- Aditya, A. R., & Alversia, Y. (2019). The impact of online reviews on social media platform on consumers' purchase intention in choosing first visited cafe. *International Conference on Rural Development and Entrepreneurship*, 5(1), 1136–1144.
- Akhtar, N., Sun, J., Chen, J., & Akhtar, M. N. (2020). The role of attitude ambivalence in conflicting online hotel reviews. *Journal of Hospitality Marketing and Management*, 29(4). <https://doi.org/10.1080/19368623.2019.1650684>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(April), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Aljukhadar, M., Trifts, V., & Senecal, S. (2017). Consumer self-construal and trust as determinants of the reactance to a recommender advice. *Psychology and Marketing*, 34(7). <https://doi.org/10.1002/mar.21017>
- Anderson, N. H. (1989). Information integration approach to emotions and their measurement. In *The Measurement of Emotions*. <https://doi.org/10.1016/b978-0-12-558704-4.50012-8>
- Arora, D., Kumar Sharma, B., & Arora, L. (2018). Influence of Review Quality, Review Quantity and Review Credibility on Purchase Intention in the context of High Involvement Products Evaluated by a double-blind review system The Casemate View project impact of trust & security on purchase intention View . *European Journal of Applied Business Management, Special Issue*, 4(4), 25–40. <https://www.researchgate.net/publication/329876782>
- Ashforth, B. E., Saks, A. M., & Lee, R. T. (1998). Socialization and newcomer adjustment: The role of organizational context. In *Human Relations* (Vol. 51, Issue 7). <https://doi.org/10.1177/001872679805100703>
- Ayeh, J. K. (2015). Travellers' acceptance of consumer-generated media: An integrated model of technology acceptance and source credibility theories. *Computers in Human Behavior*, 48. <https://doi.org/10.1016/j.chb.2014.12.049>
- Bae, S., & Lee, T. (2011). Gender differences in consumers' perception of online

- consumer reviews. In *Electronic Commerce Research* (Vol. 11, Issue 2).
<https://doi.org/10.1007/s10660-010-9072-y>
- Bailey, J. E., & Pearson, S. W. (1983). DEVELOPMENT OF A TOOL FOR MEASURING AND ANALYZING COMPUTER USER SATISFACTION. *Management Science*, 29(5). <https://doi.org/10.1287/mnsc.29.5.530>
- Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study. *Journal of Marketing*, 69(4), 133–152. <https://doi.org/10.1509/jmkg.2005.69.4.133>
- Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1), 126–138. <https://doi.org/10.5539/ijms.v7n1p126>
- Baumeister, R. F., Bratslavsky, E., Finkenauer, C., & Vohs, K. D. (2001). Bad Is Stronger Than Good. *Review of General Psychology*, 5(4), 323–370. <https://doi.org/10.1037/1089-2680.5.4.323>
- Beneke, J., Mill, J., Naidoo, K., & Wickham, B. (2015). The impact of willingness to engage in negative electronic word-of-mouth on brand attitude: A study of airline passengers in South Africa. *Journal of Business and Retail Management Research*, 9(2).
- Berger, J., Sorensen, A. T., & Rasmussen, S. J. (2010). Positive effects of negative publicity: When negative reviews increase sales. *Marketing Science*, 29(5). <https://doi.org/10.1287/mksc.1090.0557>
- Bickart, B., & Schindler, R. M. (2001a). Internet Forums As Influential. *Journal of Interactive Marketing*, 15(3), 31–40.
- Bickart, B., & Schindler, R. M. (2001b). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15(3). <https://doi.org/10.1002/dir.1014>
- Blal, I., & Sturman, M. C. (2014). The Differential Effects of the Quality and Quantity of Online Reviews on Hotel Room Sales. *Cornell Hospitality Quarterly*, 55(4), 365–375. <https://doi.org/10.1177/1938965514533419>
- Bone, P. F. (1995). Word-of-mouth effects on short-term and long-term product judgments. *Journal of Business Research*, 32(3). [https://doi.org/10.1016/0148-2963\(94\)00047-I](https://doi.org/10.1016/0148-2963(94)00047-I)
- Breazeale, M. (2009). Word of mouse: An assessment of electronic word-of-mouth research. *International Journal of Market Research*, 51(3). <https://doi.org/10.2501/S1470785309200566>
- Brown, J. J., & Reingen, P. H. (1987). Social Ties and Word-of-Mouth Referral Behavior. *Journal of Consumer Research*, 14(3), 350. <https://doi.org/10.1086/209118>
- Cataldi, Z., & Dominighini, C. (2018). Teaching millennials with creative pedagogies based on their emodemands. *EDUNINE 2018 - 2nd IEEE World Engineering Education Conference: The Role of Professional Associations in Contemporaneous Engineer Careers, Proceedings*.

<https://doi.org/10.1109/EDUNINE.2018.8451007>

- Chang, C. C., & Chin, Y. C. (2010). The impact of recommendation sources on online purchase intentions: The moderating effects of gender and perceived risk. *World Academy of Science, Engineering and Technology*, 66.
- Chang, M. K., Cheung, W., & Lai, V. S. (2005). Literature derived reference models for the adoption of online shopping. *Information & Management*, 42(4), 543–559. <https://doi.org/10.1016/j.im.2004.02.006>
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y. S., & Chang, C. H. (2013). Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction. *Management Decision*, 51(1). <https://doi.org/10.1108/00251741311291319>
- Chen, Y., & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management Science*, 54(3), 477–491. <https://doi.org/10.1287/mnsc.1070.0810>
- Cheong, J. W., Muthaly, S., Kuppusamy, M., & Han, C. (2020). The study of online reviews and its relationship to online purchase intention for electronic products among the millennials in Malaysia. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1519–1538. <https://doi.org/10.1108/APJML-03-2019-0192>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Cheung, C. M. K., & Thadani, D. R. (2010). The effectiveness of electronic word-of-mouth communication: A literature analysis. *23rd Bled EConference ETrust: Implications for the Individual, Enterprises and Society - Proceedings*, 329–345.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Chevalier, J. A., & Mayzlin, D. (2006). *Unknown - Unknown - jmkpdfE43pdfE3pdfE345*. 45(2), 345–354.
- Cook, D. L., & Coupey, E. (1998). Consumer Behavior and Unresolved Regulatory Issues in Electronic Marketing. *Journal of Business Research*, 41(3). [https://doi.org/10.1016/S0148-2963\(97\)00066-0](https://doi.org/10.1016/S0148-2963(97)00066-0)
- Cox, C., Burgess, S., Sellitto, C., & Buultjens, J. (2009). The role of user-generated content in tourists' travel planning behavior. *Journal of Hospitality and Leisure Marketing*, 18(8). <https://doi.org/10.1080/19368620903235753>
- Dalessandro, C. (2018). Recruitment Tools for Reaching Millennials: The Digital Difference. *International Journal of Qualitative Methods*, 17(1). <https://doi.org/10.1177/1609406918774446>
- Davis, A., & Khazanchi, D. (n.d.). *An Empirical Study of Online Word of Mouth as a*

Predictor for Multi-product Category e-Commerce Sales.

- Day, G. S. (1971). Attitude Change, Media and Word of Mouth. *Journal of Advertising Research, 11*(6).
- Dellarocas, C., Zhang, X., & Awad, N. F. (2007). Exploring the value of online product reviews in forecasting sales: The case of motion pictures. *Journal of Interactive Marketing, 21*(4). <https://doi.org/10.1002/dir.20087>
- Dey, A., Sorab, D. S., & Chellaswamy, K. P. (2022). *PURCHASE BEHAVIOR OF GEN X & GEN Y TOWARDS ONLINE FOOD PURCHASE BEHAVIOR OF GEN X & GEN Y TOWARDS ONLINE FOOD*. May.
- Doh, S. J., & Hwang, J. S. (2009). How consumers evaluate eWOM (electronic word-of-mouth) messages. *Cyberpsychology and Behavior, 12*(2). <https://doi.org/10.1089/cpb.2008.0109>
- Doll, W. J., & Torkzadeh, G. (1988). The measurement of end-user computing satisfaction. *MIS Quarterly: Management Information Systems, 12*(2). <https://doi.org/10.2307/248851>
- Duan, W., Gu, B., & Whinston, A. B. (2008). The dynamics of online word-of-mouth and product sales-An empirical investigation of the movie industry. *Journal of Retailing, 84*(2), 233–242. <https://doi.org/10.1016/j.jretai.2008.04.005>
- East, R., Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. *International Journal of Research in Marketing, 25*(3). <https://doi.org/10.1016/j.ijresmar.2008.04.001>
- Elwalda, A., Lü, K., & Ali, M. (2016). Perceived derived attributes of online customer reviews. *Computers in Human Behavior, 56*. <https://doi.org/10.1016/j.chb.2015.11.051>
- 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, 61*, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention: The moderating role of perceived effectiveness of e-commerce institutional mechanisms. *MIS Quarterly: Management Information Systems, 38*(2). <https://doi.org/10.25300/MISQ/2014/38.2.04>
- Filieri, R. (2016). What makes an online consumer review trustworthy? *Annals of Tourism Research, 58*, 46–64. <https://doi.org/10.1016/j.annals.2015.12.019>
- Fiske, S. T. (1993). Controlling other people: The impact of power on stereotyping. *American Psychologist, 48*(6). <https://doi.org/10.1037/0003-066X.48.6.621>
- Floh, A., Koller, M., & Zauner, A. (2013). Taking a deeper look at online reviews: The asymmetric effect of valence intensity on shopping behaviour. *Journal of Marketing Management, 29*(5–6). <https://doi.org/10.1080/0267257X.2013.776620>
- Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y., & Freling, T. (2014). How online product reviews affect retail sales: A meta-analysis. *Journal of Retailing, 90*(2).

<https://doi.org/10.1016/j.jretai.2014.04.004>

- Fu, X., Zhang, B., Xie, Q., Xiao, L., & Che, Y. (2011). Impact of Quantity and Timeliness of EWOM Information on Consumer's Online Purchase Intention under C2C Environment. *Asian Journal of Business Research*, 1(2). <https://doi.org/10.14707/ajbr.110010>
- Gefen, D., Srinivasan Rao, V., & Tractinsky, N. (2003). The conceptualization of trust, risk and their electronic commerce: The need for clarifications. *Proceedings of the 36th Annual Hawaii International Conference on System Sciences, HICSS 2003*. <https://doi.org/10.1109/HICSS.2003.1174442>
- Gefen, David, & Straub, D. (2000). The Relative Importance of Perceived Ease of Use in IS Adoption: A Study of E-Commerce Adoption. *Journal of the Association for Information Systems*, 1(1), 1–30. <https://doi.org/10.17705/1jais.00008>
- Godes, D., & Mayzlin, D. (2004). Using online conversations to study word-of-mouth communication. *Marketing Science*, 23(4). <https://doi.org/10.1287/mksc.1040.0071>
- Gokhale, N. (2019). Online content and post-purchase behavior a study of millennials. *Media Watch*, 10(Special Issue). <https://doi.org/10.15655/mw/2019/v10/Spl/49615>
- Gopinath, S., Thomas, J. S., & Krishnamurthi, L. (2014). Investigating the relationship between the content of online word of mouth, advertising, and brand performance. *Marketing Science*, 33(2). <https://doi.org/10.1287/mksc.2013.0820>
- Goyette, I., Ricard, L., & Bergeron, J. (2010). *e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context* *. 23, 5–23.
- Gremler, D. D., Gwinner, K. P., & Brown, S. W. (2001). Generating positive word-of-mouth communication through customer-employee relationships. *International Journal of Service Industry Management*, 12(1). <https://doi.org/10.1108/09564230110382763>
- Gretzel, U., & Yoo, K. H. (2008). Use and Impact of Online Travel Reviews. In *Information and Communication Technologies in Tourism 2008*. https://doi.org/10.1007/978-3-211-77280-5_4
- Hajli, N. (2020). The impact of positive valence and negative valence on social commerce purchase intention. *Information Technology and People*, 33(2), 774–791. <https://doi.org/10.1108/ITP-02-2018-0099>
- Hamel, R., & Yeh, Y. Y. (2019). Impacts of Internet on Openness to Change in China: Millennials Versus Pre-Millennials. *Social Science Quarterly*, 100(5). <https://doi.org/10.1111/ssqu.12687>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1). <https://doi.org/10.1002/dir.10073>
- Herr, P. M., Kardes, F. R., & Kim, J. (1991). Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnosticity Perspective.

- Journal of Consumer Research*, 17(4). <https://doi.org/10.1086/208570>
- Holsapple, C. W., & Wu, J. (2008). Building effective online game websites with knowledge-based trust. *Information Systems Frontiers*, 10(1), 47–60. <https://doi.org/10.1007/s10796-007-9060-5>
- Howard, R. and Stonier, J. (2001). Marketing wine to generations [Slides presentation]. Retrieved May 7, 2015, from <http://www.winetitles.com.au>.
- Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 12(4). <https://doi.org/10.1016/j.elerap.2012.12.003>
- Huiszoon, N., Thesis, M., & Communication, S. B. (2016). *Trust in online reviews*. August.
- Huyen, T. T., & Costello, J. (2017). “Quality Versus Quantity: an Investigation into Electronic Word of Mouth’s Influence on Consumer Buying Intention”. *Journal of Promotional Communications*, 5(2).
- McMahon, S. (2005, April 24). Going the X-tra mile. Union-Tribune San Diego. Retrieved May 17, 2015, from <http://www.utsandiego.com>.
- Ikhsan, M., & Nio, S. R. (2020). Hubungan Kualitas Pelayanan Terhadap Kepuasan Konsumen McDonald’s di Kota Padang. *Jurnal Riset Psikologi*, 001, 1–13.
- Ito, T. A., Larsen, J. T., Smith, N. K., & Cacioppo, J. T. (1998). Negative information weighs more heavily on the brain: the negativity bias in evaluative categorizations. *Journal of Personality and Social Psychology*, 75(4), 887–900. <https://doi.org/10.1037/0022-3514.75.4.887>
- Jarvenpaa Tractinsky, N., & Vitale, M. S. L. (2000). Consumer trust in an Internet store. *Information Technology Management*, 1(1).
- Jaume, C. (2015, February 25). Millennials generation vs. Baby Boomers in the hospitality industry. WinHotel. Retrieved May 7, 2015, from: <http://www.winhotelsolution.com>.
- Jiang, Z., & Benbasat, I. (2007). The effects of presentation formats and task complexity on online consumers’ product understanding. *MIS Quarterly: Management Information Systems*, 31(3), 475–500. <https://doi.org/10.2307/25148804>
- Jiménez, F. R., & Mendoza, N. A. (2013). Too Popular to Ignore: The Influence of Online Reviews on Purchase Intentions of Search and Experience Products. *Journal of Interactive Marketing*, 27(3), 226–235. <https://doi.org/10.1016/J.INTMAR.2013.04.004>
- Jindal, N., & Liu, B. (2008). Opinion spam and analysis. *WSDM’08 - Proceedings of the 2008 International Conference on Web Search and Data Mining*, 219–229. <https://doi.org/10.1145/1341531.1341560>
- Jurafsky, D., Chahuneau, V., Routledge, B. R., & Smith, N. A. (2014). Narrative framing of consumer sentiment in online restaurant reviews. *First Monday*, 19(4). <https://doi.org/10.5210/fm.v19i4.4944>
- Kanouse, D. E. (1984). EXPLAINING NEGATIVITY BIASES IN EVALUATION AND CHOICE BEHAVIOR: THEORY AND RESEARCH. *Advances in Consumer*

Research.

- Kelman Herbert. (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*, 2(1).
- Kevin, A., Wahab, Z., & Shihab, M. S. (2020). The Impact of Online Consumer Reviews Dimension on Online Purchase Intentions In Tokopedia. *International Journal of Scientific and Research Publications (IJSRP)*, 10(1), p9761. <https://doi.org/10.29322/ijsrp.10.01.2020.p9761>
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2003). Antecedents of consumer trust in B-to-C electronic commerce. *Proceedings of the Americas' Conference on Information Systems 2013, 2003*.
- Kim, Dan J., Ferrin, D. L., & Raghav Rao, H. (2009). Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration. *Information Systems Research*, 20(2). <https://doi.org/10.1287/isre.1080.0188>
- Kim, Dan J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, 33(2), 318–332. <https://doi.org/10.1016/j.ijinfomgt.2012.11.006>
- Kotler, P., & Keller, K. L. (2016). Marketing Management. Global Edition (Vol. 15E). In *Global Edition* (Vol. 15E, Issue 4).
- Kuan, H. H., & Bock, G. W. (2007). Trust transference in brick and click retailers: An investigation of the before-online-visit phase. *Information and Management*, 44(2). <https://doi.org/10.1016/j.im.2006.12.002>
- Ladhari, R., & Michaud, M. (2015). EWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management*, 46. <https://doi.org/10.1016/j.ijhm.2015.01.010>
- Lantzy, S., & Anderson, D. (2020). Can Consumers Use Online Reviews to Avoid Unsuitable Doctors? Evidence From RateMDs.com and the Federation of State Medical Boards. *Decision Sciences*, 51(4), 962–984. <https://doi.org/10.1111/deci.12398>
- Lee, J., Park, D. H., & Han, I. (2008a). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, 7(3), 341–352. <https://doi.org/10.1016/j.elerap.2007.05.004>
- Lee, J., Park, D. H., & Han, I. (2008b). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, 7(3), 341–352. <https://doi.org/10.1016/j.elerap.2007.05.004>

- Lee, K. T., & Koo, D. M. (2012). Effects of attribute and valence of e-WOM on message adoption: Moderating roles of subjective knowledge and regulatory focus. *Computers in Human Behavior*, 28(5). <https://doi.org/10.1016/j.chb.2012.05.018>
- Lee, M., & Youn, S. (2009). Electronic word of mouth (eWOM): How eWOM platforms influence consumer product judgement. *International Journal of Advertising*, 28(3). <https://doi.org/10.2501/S0265048709200709>
- Li, M., Huang, L., Tan, C. H., & Wei, K. K. (2013). Helpfulness of online product reviews as seen by consumers: Source and content features. In *International Journal of Electronic Commerce* (Vol. 17, Issue 4). <https://doi.org/10.2753/JEC1086-4415170404>
- Li, X., & Hitt, L. M. (2008). Self-selection and information role of online product reviews. In *Information Systems Research* (Vol. 19, Issue 4). <https://doi.org/10.1287/isre.1070.0154>
- Limbu, Y. B., Wolf, M., & Lunsford, D. (2012). Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude. *Journal of Research in Interactive Marketing*, 6(2), 133–154. <https://doi.org/10.1108/17505931211265435>
- Lin, C. S., Tzeng, G. H., Chin, Y. C., & Chang, C. C. (2009). *The effect of recommendation sources and consumer involvement on trust and purchase intentions in online and offline environments. Working Paper.*
- Lin, C. A., & Xu, X. (2017). Effectiveness of online consumer reviews: The influence of valence, reviewer ethnicity, social distance and source trustworthiness. *Internet Research*, 27(2). <https://doi.org/10.1108/IntR-01-2016-0017>
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- Liu, Y. (2006). Word of mouth for movies: Its dynamics and impact on box office revenue. *Journal of Marketing*, 70(3), 74–89. <https://doi.org/10.1509/jmkg.70.3.74>
- López, M., & Sicilia, M. (2014). eWOM as Source of Influence: The Impact of Participation in eWOM and Perceived Source Trustworthiness on Decision Making. *Journal of Interactive Advertising*, 14(2). <https://doi.org/10.1080/15252019.2014.944288>
- Lowry, P. B., Vance, A., Moody, G., Beckman, B., & Read, A. (2008). Explaining and predicting the impact of branding alliances and web site quality on initial consumer trust of E-commerce web sites. *Journal of Management Information Systems*, 24(4), 199–224. <https://doi.org/10.2753/MIS0742-1222240408>
- Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34. <https://doi.org/10.1016/j.chb.2014.02.007>
- Madu, C. N., & Madu, A. A. (2002). Dimensions of e-quality. *International Journal of Quality and Reliability Management*, 19(3).

<https://doi.org/10.1108/02656710210415668>

- Mael, F. A., & Tetrick, L. E. (1992). Identifying organizational identification. *Educational and Psychological Measurement*, 52(4), 813–824. <https://doi.org/10.1177/0013164492052004002>
- Mathwick, C., & Mosteller, J. (2017). Online Reviewer Engagement: A Typology Based on Reviewer Motivations. *Journal of Service Research*, 20(2), 204–218. <https://doi.org/10.1177/1094670516682088>
- Matute Vallejo, J., Polo Redondo, Y., & Utrillas Acerete, A. (2015). The influence of EWOM characteristics on online repurchase intention. *Revista Europea de Direccion y Economia de La Empresa*, 24(2), 61–75. <https://doi.org/10.1016/j.redee.2015.03.002>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model of Organizational Trust. *Academy of Management Review*, 20(3). <https://doi.org/10.5465/amr.1995.9508080335>
- McCloskey, D. W. (2006). The importance of ease of use, usefulness, and trust to online consumers: An examination of the technology acceptance model with older consumers. *Journal of Organizational and End User Computing*, 18(3), 47–65. <https://doi.org/10.4018/joeuc.2006070103>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3). <https://doi.org/10.1287/isre.13.3.334.81>
- Mehraliyev, F., Kirilenko, A. P., & Choi, Y. (2020). From measurement scale to sentiment scale: Examining the effect of sensory experiences on online review rating behavior. *Tourism Management*, 79(April 2019), 104096. <https://doi.org/10.1016/j.tourman.2020.104096>
- Muda, M., Mohd, R., & Hassan, S. (2016). Online Purchase Behavior of Generation Y in Malaysia. *Procedia Economics and Finance*, 37. [https://doi.org/10.1016/s2212-5671\(16\)30127-7](https://doi.org/10.1016/s2212-5671(16)30127-7)
- O’Neil, J., & Eisenmann, M. (2017). An examination of how source classification impacts credibility and consumer behavior. *Public Relations Review*, 43(2), 278–292. <https://doi.org/10.1016/j.pubrev.2017.02.011>
- Pan, Y., & Zhang, J. Q. (2011). Bom Unequal: A Study of the Helpfulness of User-Generated Product Reviews. *Journal of Retailing*, 87(4). <https://doi.org/10.1016/j.jretai.2011.05.002>
- Park, C., & Lee, T. M. (2009). Information direction, website reputation and eWOM effect: A moderating role of product type. *Journal of Business Research*, 62(1), 61–67. <https://doi.org/10.1016/j.jbusres.2007.11.017>
- Park, C. W., Sutherland, I., & Lee, S. K. (2021). Effects of online reviews, trust, and picture-superiority on intention to purchase restaurant services. *Journal of Hospitality and Tourism Management*, 47(April), 228–236. <https://doi.org/10.1016/j.jhtm.2021.03.007>
- 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*, 11(4), 125–148. <https://doi.org/10.2753/JEC1086-4415110405>
- Patterson, P. G., & Smith, T. (2003). A cross-cultural study of switching barriers and propensity to stay with service providers. *Journal of Retailing*, 79(2). [https://doi.org/10.1016/S0022-4359\(03\)00009-5](https://doi.org/10.1016/S0022-4359(03)00009-5)
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Phua, J., Jin, S. V., & Kim, J. (Jay). (2017). Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior*, 72. <https://doi.org/10.1016/j.chb.2017.02.041>
- Piccoli, G. (2016). Triggered essential reviewing: The effect of technology affordances on service experience evaluations. *European Journal of Information Systems*, 25(6), 477–492. <https://doi.org/10.1057/s41303-016-0019-9>
- Prendergast, G., Ko, D., & Yuen, S. Y. V. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, 29(5), 687–708. <https://doi.org/10.2501/s0265048710201427>
- Rahayu, D., & Oktafani, F. (2021). *The Effect of Online Customer Review on Trust and its impact on Purchase Intention in Cinema Films on Subscribers of YouTube Channel Review Film Cine Crib*. <https://doi.org/10.4108/eai.9-10-2020.2304779>
- Rao, K. S., Rao, B., & Acharyulu, G. V. R. K. (2021). Examining ePWOM-purchase intention link in Facebook brand fan pages: Trust beliefs, value co-creation and brand image as mediators. *IIMB Management Review*, 33(4), 309–321. <https://doi.org/10.1016/j.iimb.2021.11.002>
- Ratner, R. K., Kahn, B. E., & Kahneman, D. (1999). Choosing less-preferred experiences for the sake of variety. *Journal of Consumer Research*, 26(1), 1–15. <https://doi.org/10.1086/209547>
- Rofiq, A. (2007). Pengaruh Dimensi Kepercayaan (Trust) Terhadap Partisipasi Pelanggan E-Commerce (Studi Pada Pelanggan E-Commerce Di Indonesia). *Universitas Brawijaya*, 157.
- Rozin, P., & Royzman, E. B. (2001). Negativity bias, negativity dominance, and contagion. *Personality and Social Psychology Review*, 5(4), 296–320. https://doi.org/10.1207/S15327957PSPR0504_2
- Sa'ait, N., Kanyan, A., & Nazrin, M. F. (2016). The Effect of E-WOM on Customer Purchase Intention. *International Academic Research Journal of Social Science*, 2(1), 73–80.
- Sair, S. A., & Danish, R. Q. (2018). Effect of performance expectancy and effort expectancy on the mobile commerce adoption intention through personal innovativeness among Pakistani consumers. *Pakistan Journal of Commerce and Social Science*, 12(2).

- Saleem, A., & Ellahi, A. (2017). Influence of Electronic Word of Mouth on Purchase Intention of Fashion Products on Social Networking Websites. In *Pakistan Journal of Commerce and Social Sciences* (Vol. 11, Issue 2).
- Salo, J., & Karjaluoto, H. (2007). A conceptual model of trust in the online environment. *Online Information Review*, 31(5). <https://doi.org/10.1108/14684520710832324>
- Sangadji, E. M., & .. S. (2013). The Effect of Organizational Culture On Lecturers' Job Satisfaction and Performance (A Research in Muhammadiyah University throughout East Java). *International Journal of Learning and Development*, 3(3). <https://doi.org/10.5296/ijld.v3i3.3673>
- Schlosser, A. E. (2011). Can including pros and cons increase the helpfulness and persuasiveness of online reviews? The interactive effects of ratings and arguments. *Journal of Consumer Psychology*, 21(3). <https://doi.org/10.1016/j.jcps.2011.04.002>
- Schuckert, M., Liu, X., & Law, R. (2015). A segmentation of online reviews by language groups: How English and non-English speakers rate hotels differently. *International Journal of Hospitality Management*, 48. <https://doi.org/10.1016/j.ijhm.2014.12.007>
- See-To, E. W. K., & Ho, K. K. W. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust - A theoretical analysis. *Computers in Human Behavior*, 31(1), 182–189. <https://doi.org/10.1016/j.chb.2013.10.013>
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(2), 159–169. <https://doi.org/10.1016/j.jretai.2004.04.001>
- Shaouf, A., Lü, K., & Li, X. (2016). The effect of web advertising visual design on online purchase intention: An examination across gender. *Computers in Human Behavior*, 60, 622–634. <https://doi.org/10.1016/j.chb.2016.02.090>
- Shapiro, C. (1983). Premiums for High Quality Products as Returns to Reputations. *The Quarterly Journal of Economics*, 98(4). <https://doi.org/10.2307/1881782>
- Shekhar, R., & Jaidev, U. P. (2020). Antecedents of online purchase intention in the context of social commerce. In *International Journal of Applied Management Science* (Vol. 12, Issue 1). <https://doi.org/10.1504/IJAMS.2020.105296>
- Sichtmann, C. (2007). An analysis of antecedents and consequences of trust in a corporate brand. *European Journal of Marketing*, 41(9–10), 999–1015. <https://doi.org/10.1108/03090560710773318>
- Singh, R. P., & Banerjee, N. (2018). Exploring the influence of celebrity credibility on brand attitude, advertisement attitude and purchase intention. *Global Business Review*, 19(6), 1622–1639. <https://doi.org/10.1177/0972150918794974>
- Smith, A. K., Bolton, R. N., & Wagner, J. (1999). A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery. *Journal of Marketing Research*, 36(3). <https://doi.org/10.1177/002224379903600305>
- Smith, D., Menon, S., & Sivakumar, K. (2005). Online peer and editorial

- recommendations, trust, and choice in virtual markets. *Journal of Interactive Marketing*, 19(3), 15–37. <https://doi.org/10.1002/dir.20041>
- Söllner, M., Pavlou, P., & Leimeister, J. M. (2013). Understanding Trust in IT Artifacts - A New Conceptual Approach. *Academy of Management Proceedings*, 2013(1). <https://doi.org/10.5465/ambpp.2013.11412abstract>
- Somohardjo, N. (2017). *The Impact of Online Reviews on the Review attitude and Purchase Intention*. May.
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32(6), 1310–1323. <https://doi.org/10.1016/j.tourman.2010.12.011>
- Sparks, B. A., So, K. K. F., & Bradley, G. L. (2016). Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tourism Management*, 53. <https://doi.org/10.1016/j.tourman.2015.09.011>
- Stouthuysen, K., Teunis, I., Reusen, E., & Slabbinck, H. (2018). Initial trust and intentions to buy: The effect of vendor-specific guarantees, customer reviews and the role of online shopping experience☆. *Electronic Commerce Research and Applications*, 27. <https://doi.org/10.1016/j.elerap.2017.11.002>
- Sumarwan, U. (2011). Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran, Ghalia Indonesia. Bogor. *Perilaku Konsumen Teori Dan Penerapannya Dalam Pemasaran*.
- Sutanto, M. A., & Aprianingsih, A. (2016). the Effect of Online Consumer Review Toward Purchase Intention: a Study in Premiumcosmetic in Indonesia. *International Conference on Ethics OfBusiness, Economics, and Social Science*, 53(2), 1689–1699.
- Tata, S. V., Prashar, S., & Gupta, S. (2020). An examination of the role of review valence and review source in varying consumption contexts on purchase decision. *Journal of Retailing and Consumer Services*, 52(December 2018), 101734. <https://doi.org/10.1016/j.jretconser.2019.01.003>
- Tran, V. D., & Can, T. K. (2020). Factors affecting the credibility of online reviews on tiki: An assessment study in vietnam. *International Journal of Data and Network Science*, 4(2), 115–126. <https://doi.org/10.5267/j.ijdns.2020.2.005>
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking site. *Journal of Marketing*, 73(5). <https://doi.org/10.1509/jmkg.73.5.90>
- Tsao, W. C., & Hsieh, M. T. (2015). eWOM persuasiveness: do eWOM platforms and product type matter? *Electronic Commerce Research*, 15(4). <https://doi.org/10.1007/s10660-015-9198-z>
- Utz, S., Kerkhof, P., & Van Den Bos, J. (2012). Consumers rule: How consumer reviews influence perceived trustworthiness of online stores. *Electronic Commerce Research and Applications*, 11(1), 49–58. <https://doi.org/10.1016/j.elerap.2011.07.010>
- Van Urk, T. (2019). *The effect of review valence, seller type and product involvement on*

the formation of online trust, risk and intentions when buying second-hand products online.

- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly: Management Information Systems*, 36(1). <https://doi.org/10.2307/41410412>
- Wang, Yichuan, & Yu, C. (2017). Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning. *International Journal of Information Management*, 37(3). <https://doi.org/10.1016/j.ijinfomgt.2015.11.005>
- Wang, Youcheng, & Fesenmaier, D. R. (2004). Modeling participation in an online travel community. *Journal of Travel Research*, 42(3). <https://doi.org/10.1177/0047287503258824>
- Wu, J., & Gaytán, E. A. A. (2013). The role of online seller reviews and product price on buyers' willingness-to-pay: A risk perspective. *European Journal of Information Systems*, 22(4). <https://doi.org/10.1057/ejis.2012.33>
- Wu, T. Y., & Lin, C. A. (2017). Predicting the effects of eWOM and online brand messaging: Source trust, bandwagon effect and innovation adoption factors. *Telematics and Informatics*, 34(2). <https://doi.org/10.1016/j.tele.2016.08.001>
- Xue, F., Dong, L., Gao, B., Yu, Z., & Taras, V. (2020). Understanding the relationships between distances and herd behavior in online reviews: the moderating effects of hospitality experience. *International Journal of Contemporary Hospitality Management*, 32(10), 3295–3314. <https://doi.org/10.1108/IJCHM-02-2020-0134>
- Ye, Q., Law, R., & Gu, B. (2009). The impact of online user reviews on hotel room sales. *International Journal of Hospitality Management*, 28(1), 180–182. <https://doi.org/10.1016/j.ijhm.2008.06.011>
- Yeap, J. A. L., Ignatius, J., & Ramayah, T. (2014). Determining consumers' most preferred eWOM platform for movie reviews: A fuzzy analytic hierarchy process approach. *Computers in Human Behavior*, 31(1). <https://doi.org/10.1016/j.chb.2013.10.034>
- Zafar, Q., & Rafique, M. (2012). Impact of Celebrity Advertisement on Customers' Brand Perception and Purchase Intention. *Asian Journal of Business and Management Sciences*, 1(11), 53–67. <http://www.ajbms.org/articlepdf/ajbms201211i11104.pdf>
- Zhang, J., Farris, P. W., Irvin, J. W., Kushwaha, T., Steenburgh, T. J., & Weitz, B. A. (2010). Crafting integrated multichannel retailing strategies. *Journal of Interactive Marketing*, 24(2). <https://doi.org/10.1016/j.intmar.2010.02.002>
- Zhang, L., Ma, B., & Cartwright, D. K. (2013). The impact of online user reviews on cameras sales. *European Journal of Marketing*, 47(7), 1115–1128. <https://doi.org/10.1108/03090561311324237>
- Zhang, Y., Trusov, M., Stephen, A. T., & Jamal, Z. (2017). Online shopping and social media: Friends or foes? *Journal of Marketing*, 81(6), 24–41. <https://doi.org/10.1509/jm.14.0344>
- Zhang, Z., Ye, Q., Law, R., & Li, Y. (2010). The impact of e-word-of-mouth on the online

popularity of restaurants: A comparison of consumer reviews and editor reviews. *International Journal of Hospitality Management*, 29(4). <https://doi.org/10.1016/j.ijhm.2010.02.002>

Zhao, X. (Roy), Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6), 1343–1364. <https://doi.org/10.1108/IJCHM-12-2013-0542>

Zhao, Y., Xu, X., & Wang, M. (2019). Predicting overall customer satisfaction: Big data evidence from hotel online textual reviews. *International Journal of Hospitality Management*, 76. <https://doi.org/10.1016/j.ijhm.2018.03.017>

Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on Sales: The moderating role of product and consumer characteristics. In *Journal of Marketing* (Vol. 74, Issue 2). <https://doi.org/10.1509/jmkg.74.2.133>

