DAFTAR PUSTAKA

Amron., Usman., Ali Mursid. (2018). "*Buying Decision in The Marketing of Sharia Life Insurance". Journal of Islamic Marketing* Vol. 9

Cheah, Isaac., Ian Phau., Calvin Chong., Anwar Sadat Shimul. (2015). "*Antecedents Andoutcomes of Brand Prominence on Willingness to Buy Luxury Brand". Journal of Fashion Marketing and Management* Vol. 19 No. 4. Emerald.

Fishbein., Ajzen. (1975). "*Belief, Attitude, Intention and Behaviour: an Introduction to Theory and Research"*. MA: Addison-Wesley Reading.

Fishbein., Ajzen. (2010). "*Predicting and Changing Behavior: The Reasoned Action Approach"*. New York: Psychology Press.

Hussain, Riaz., Mazhar Ali., Shaheed Zulfikar. (2015). "*Effect Of Store Atmosphere on Consumer Purchase Intention". International Journal of Marketing Studies* Vol. 7 No. 2. Pakistan: Canadian Center of Science and Education.

Khan, Saba Anwar., Naveed Ramzan., M Shoaib., Adam Mohyuddin. (2015). "*Impact of Word of Mouth on Consumer Purchase Intention". Journal of Science International* Vol. 27 No. 1. Lahore (Pakistan)

Meldarianda, Resti., Hengky Lisan S. (2010). "Pengaruh *Store Atmosphere* Terhadap Minat Beli Konsumen Pada *Resort Cafe Atmosphere* Bandung". Jurnal Bisnis dan Ekonomi Vol. 17 No. 2. Bandung: Universitas Kristen Maranatha.

Reichelt, Jonas., Jens Sievert., Frank Jacob. (2014). "*How Credibility Affects EWOM Reading: The Influences of Expertise, Trustworthiness, and Similarity on Utilitarian and Social Function". Journal of Marketing Communications* Vol. 20 No. 1-2. London (UK): Routledge.

Suliyanto. (2009). *Metode Riset Bisnis*. Yogyakarta: Penerbit Andi.

Suliyanto. (2011). *Ekonometrika Terapan: Teori Dan Aplikasi Dengan SPSS.* Edisi 1. Yogyakarta: ANDI Yogyakarta

Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods).* Bandung: Alfabeta.

Widagdo, B., & Marheni E. "Pengaruh Electronic Word Of Mouth terhadap Purchase Intention melalui Media Sosial Twitter pada Chatime Indonesia. e-*Proceeding of Management*. 2017 4(3) 2904 – 2909

Ahmad, Ifan, Rachmawati Novaria, and IGN Anom Maruta. "Analisis Pengaruh Electronic Word of Mouth Instagram terhadap Minat Pembelian dengan

Studi Kasus pada Restoran Mie Akhirat Cabang Darmo Surabaya." Artikel. *Dinamika Administrasi Bisnis* 3.1 (2017).

Viranti mustika sari. 2012. Pengaruh electronic word of mouth (ewom) social media twitter terhadap minat beli konsumen (studi pada restoran holycowsteak). *skripsi*. Fakultas ilmu sosial dan ilmu politik program studi ilmu administrasi niaga.

Pradani, F. 2018. "Analisis Pengaruh e-WOM Instagram Terhadap Pembentukan Brand Attachment (Studi Kasus: produk online di kalangan mahasiswa Universitas Muhammadiyah Ponorogo)". *Tesis*. Teknik Informatika Universitas Islam Indonesia, Jakarta.

Putri, M. 2018. "Pengaruh Electronic Word of Mouth di Media Sosial Instagram terhadap Keputusan Berkunjung ke Wisata Bukit Rhema Magelang". *Skripsi*. Universitas Sanata Dharma, Yogyakarta.

Rahayu, N. 2016. "Pengaruh Electronic Word of Mouth pada Keputusan Pembelian Konsumen Kendaraan Roda Empat Merek Honda". *Skripsi*. Fakultas Ekonomi Universitas Sanata Dharma, Yogyakarta.

Xi, H., Hong, Z., Jianshan, S., Li, X., & Jiuchang, W. 2016. Impulsive Purchase Behaviour in Social Commerce: The Role of Social Influence. *Proceedings 2016 Pacific Asia Conference on Information Systems* (PACIS). 364-382

Lackermair, G., Kailer, D., & Kanmaz, K. 2013. Importance of Online Product Reviews from a Consumer's Perspective. *Advances in Economics and Business* 1(1): 1-5.

Setyawati, S. & Rosiana, M. 2018. Sikap Konsumen sebagai Mediasi Pengaruh Kredibilitas Selebriti dan E-Wom terhadap Niat Beli (Studi Empiris pada Konsumen Bandung Makuta). *Seminar Nasional dan Call for Paper Sustainable Competitive Advantage (SCA).* 8(1): 1-11.

Website:

Indonesia.chatime.com (Diakses pada 10 November 2019. Pukul 16.00 WIB)

topbrand-award.com (Diakses pada 10 November 2019. Pukul 16.00 WIB)

kajianpustaka.com/2017/11/pengertian-manfaat-dan-elemen-word-of-mouth-wow.html (Diakses pada 15 November 2019. Pukul 14.00 WIB)

kajianpustaka.com/2018/12/aspek-jenis-tahapan-dan-faktor-yang-mempengaruhi-minat-beli.html (Diakses pada 15 November 2019. Pukul 14.00 WIB)

finance.detik.com/berita-ekonomi-bisnis/d-4761474/alasan-bisnis-boba-makin-menggila (Diakses pada 14 April 2020. Pukul 09.00 WIB)