

DAFTAR PUSTAKA

- Abubakar Mohammed Abubakar, Mustafa Ilkan, P. S. (2016). Marketing Intelligence & Planning Article information : *Marketing Intelligence & Planning*, 34(5), 692–710.
- Adriyanti, R., & Indriani, F. (2017). Pengaruh Electronic Word of Mouth terhadap Citra Merek dan Minat Beli Pada Produk Kosmetik Wardah. *Dipenogoro Journal Of Management*, 6, 1–14.
- Agatha, C., Tumbel, A., Soepeno, D., Sam, U., & Manado, R. (2019). Pengaruh Brand Image Dan Electronic Word of Mouth Terhadap Minat Beli Konsumen Oriflame Di Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(1), 131–140. <https://doi.org/10.35794/emba.v7i1.22291>
- Akbar, M. J. C., & Sunarti. (2018). Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian (Survei pada Konsumen Restoran Sushi Tei Kelapa Gading). *Jurnal Administrasi Bisnis (JAB)*, Vol. 60(No. 3), h. 45-51.
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Andriadi, A., & Untarini, N. (2013). Pengaruh Persepsi Kualitas Layanan dan Citra Merek Telkom Flexi Terhadap Niat Beli Ulang. *Jurnal Ilmu Manajemen*, 3(1), 666.
- Arif, M. E. (2019). *of Mouth (Ewom) , Brand Image , and Price on Re-Purchase Intention of Airline Customers*. 2011(30), 345–356.
- Bagus, I., Ari, G., & Santika, I. W. (2018). *PERAN BRAND IMAGE DALAM MEMEDIASI PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP*

NIAT BELI Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali. 7(6), 3230–3257.

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), 126–137. <https://doi.org/10.5539/ijms.v7n1p126>

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>

Dataindustri.com. (2020). *Tren Data Pertumbuhan Industri Makanan dan Minuman, 2010 – 2020*. <https://www.dataindustri.com/produk/data-pertumbuhan-industri-makanan-dan-minuman/>

david, saputra. (2016). Pengaruh Electronic Word of Mouth Dan Brand Image Terhadap Purchase Intention Smartphone Merek Apple Iphone Di Bandar Lampung. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.

Dwyer, C., Hiltz, S. R., Dwyer, C., & Hiltz, S. R. (2007). *Trust and Privacy Concern Within Social Networking Sites- A Compa.*

Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image. *International Conference on Restructuring of the Global Economy (ROGE), University of Oxford, UK*, 7(5), 268–276.

Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, 15(2), 161–183. <https://doi.org/10.1108/JAMR-05-2017-0062>

Ferdinand, A. (2006). *Metode Penelitian Manajemen : Pedoman Penelitian untuk Penulisan Skripsi, Tesis, Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro.

- Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptual components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. In *Journal of Business Research* (Vol. 89). <https://doi.org/10.1016/j.jbusres.2018.01.031>
- Fortunebusinessinsights.com. (2020). *Bubble Tea Market Size, Share & Covid 19 Impact Analysis*. <https://www.fortunebusinessinsights.com/industry-reports/bubble-tea-market-101564>
- Grab.com. (2019). *Demam Bubble Tea di GrabFood!* <https://www.grab.com/id/press/tech-product/demam-bubble-tea-di-grabfood/>
- Hendro, H., & Keni, K. (2020). eWOM dan Trust sebagai Prediktor terhadap Purchase Intention: Brand Image sebagai Variabel Mediasi. *Jurnal Komunikasi*, 12(2), 298. <https://doi.org/10.24912/jk.v12i2.7760>
- 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), 38–52. <https://doi.org/10.1002/dir.10073>
- Hu, X., & Ha, L. (2015). Which Form of Word-Of-Mouth is more important to Online Shoppers ? A Comparative Study of WOM Use between General Population and College Students. *Journal of Communication and Media Research*, 7(2), 15–35.
- Inet.detik.com. (2020). *Riset: Ada 175,2 Juta Pengguna Internet di Indonesia*. <https://inet.detik.com/cyberlife/d-4907674/riset-ada-1752-juta-pengguna-internet-di-indonesia>
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476.

<https://doi.org/10.1108/02634501211231946>

Jeong, H. J., & Koo, D. M. (2015). Combined effects of valence and attributes of e-WOM on consumer judgement for message and product The moderating effect of brand community type. *Internet Research*, 25(1), 2–29.

<https://doi.org/10.1108/IntR-09-2013-0199>

Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th ed)*. Pearson Education, Inc.

Kotler, K. L. K. and P. (2016). *Prinsip-prinsip Pemasaran Edisi 13 Jilid 1*. Erlangga

Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>

Kusumawardani, A. R. D., Munandar, J. M., & Najib, M. (2018). Pengaruh Sepuluh Ekuitas Merek Terhadap Minat Beli Dan Keputusan Pembelian Sepatu Bata Berdasarkan Sikap Konsumen. *Mix: Jurnal Ilmiah Manajemen*, 8(2), 292.

<https://doi.org/10.22441/mix.2018.v8i2.007>

Leon G Schiffman, L. L. K. (2007). *Perilaku Konsumen Edisi 7*. Pt. Indeks Gramedia.

Mughoffar, M., Sumarwan, U., & Tinaprilla, N. (2019). The Effect of e-Wom And Brand Image on The Interest in Buying The Heavenly Blush Yoghurt Product. *Indonesian Journal of Business and Entrepreneurship*, 5(2), 158–167.

<https://doi.org/10.17358/ijbe.5.2.158>

Mulyadi, M. (2013). Penelitian Kuantitatif Dan Kualitatif Serta Pemikiran Dasar Menggabungkannya. *Jurnal Studi Komunikasi Dan Media*, 15(1), 128.

<https://doi.org/10.31445/jskm.2011.150106>

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.

<https://doi.org/10.1108/JIMA-03-2018-0059>

Ramadhan, A. G., & Santosa, S. B. (2017). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Citra Merek terhadap Minat Beli Ulang pada sepatu Nike Running di Semarang melalui Kepuasan Pelanggan sebagai Variabel Intervening. *Diponegoro Journal of Management*, 6(1), 1–12.

<https://ejournal3.undip.ac.id/index.php/djom/article/view/17525/16774>

Rosadi, R. A., & Waluyo, I. (2017). Pengaruh Gender, Tekanan Ketaatan, Tekanan Anggaran Waktu Dan Pengalaman Audit Terhadap Audit Judgment. *Nominal, Barometer Riset Akuntansi Dan Manajemen*, 6(1), 124–135.

<https://doi.org/10.21831/nominal.v6i1.14337>

Saputra, I. K. A., & Widagda K, I. G. N. J. A. (2020). Brand Image, Product Knowledge, Dan Electronic Word of Mouth Berpengaruh Terhadap Purchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 9(3), 1129.

<https://doi.org/10.24843/ejmunud.2020.v09.i03.p16>

Setiadi. (2003). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Prenada Media.

Setiawan, T. (2020). Pengembangan pemasaran bisnis umkm melalui jejaring industri ritel di indonesia. *Intelektiva: Jurnal Ekonomi Sosial Dan Humaniora*, 01(10), 84–93.

Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5.

Suryani, S., & Rosalina, S. S. (2019). Pengaruh Brand Image, Brand Trust, Dan Kualitas Layanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Moderating. *Administrasi Bisnis, Fakultas*

Ekonomi Dan Bisnis, Universitas 17 Agustus 1945 Jakarta, 04(1), 41–53.

Tjiptono, F. (2005). *Pemasaran Jasa*. Banyu Media Publishing.

Wahyu B.S. (2018). Pengaruh kemampuan pedagogik guru dengan hasil belajar ips. *Ilmiah Edutecno, 18(106), 1–19.*

Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention. *Journal of Product and Brand Management, 27(4), 440–451.*
<https://doi.org/10.1108/JPBM-01-2017-1396>

Yunus, N. H., Md Ariff, M. S., Mohd Som, N., Zakuan, N., & Sulaiman, Z. (2016). The mediating effect of brand image between electronic word of mouth and purchase intention in social media. *Advanced Science Letters, 22(10), 3176–3180.* <https://doi.org/10.1166/asl.2016.7999>

Zaim, M. (2014). *Metode Penelitian Bahasa: Pendekatan Struktural*. 1–161.

