

DAFTAR PUSTAKA

- Ali, S., Danish, M., Khuwaja, F. M., Sajjad, M. S., & Zahid, H. (2019). The intention to adopt green IT products in Pakistan: Driven by the modified theory of consumption values. *Environments - MDPI*, 6(5). <https://doi.org/10.3390/environments6050053>
- Anastasiu, B., Dospinescu, M., & Dospinescu, O. (2025). Beyond credibility: Understanding the mediators between electronic word-of-mouth and purchase intention. *arXiv*. <https://arxiv.org/abs/2504.05359>
- Ataini, V., Purnomowati, R., & Rochaeni, S. (2021). Pengaruh faktor sosial, budaya, pribadi dan psikologis terhadap keputusan konsumen dalam pembelian bunga potong (Studi Kasus Pondok Lily Rawa Belong, Jakarta Barat). *Sharia Agribus J*, 1(1). <https://doi.org/10.15408/saj.v1i1.20072>
- Bartlett, M. S. (1950). Tests of significance in factor analysis. *British Journal of Statistical Psychology*, 3(2), 77–85.
- Chen, H., Li, Z., & Li, W. (2022). The impact of perceived quality, perceived value, and trust on purchase intention in online travel agencies. *Journal of Hospitality and Tourism Research*, 46(1), 107-126. <https://doi.org/10.1177/10963480221106950>
- Chen, L., & Wang, C. (2020). The role of perceived value in predicting purchase intention in online travel agencies. *Tourism Management Perspectives*, 35, 100707. <https://doi.org/10.1016/j.tmp.2020.100707>
- Clarence, C., & Keni, K. (2022). The prediction of purchase intention based on digital marketing, customer engagement, and brand preference. *ICEBM 2021 Proceedings*, 481–486. <https://www.atlantispress.com/proceedings/icebm-21/125974123>
- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Dangi, A., Saini, C. P., & Singh, V. (2021). Customer perception, purchase intention and buying decision for branded products: Measuring the role of price discounts.

- Efendioğlu, İ. H. (2022). Can I invest in Metaverse? The effect of obtained information and perceived risk on purchase intention by the perspective of the information adoption model. *arXiv*. <https://arxiv.org/abs/2205.15398>
- Febriyanti, W. F., & Irmawati, I. (2023). The effect of utility value, hedonic value, and social value on sustainable purchase intentions. *Journal of Business Research*, 112, 203-215. <https://doi.org/10.1016/j.jbusres.2023.05.018>
- Field, A. (2018). *Discovering statistics using IBM SPSS statistics* (5th ed.). SAGE Publications.
- Gadang Raharja, R., Pratama, D. P., & Putra, A. W. (2022). As an intervening variable trust, the influence of functional value, social value, and emotional value on purchase intention. *International Journal of Business and Management Studies*, 12(3), 75-90. <https://doi.org/10.2139/ssrn.3445240>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Ghani, M., & Zaman, U. (2022). The effects of information and e-WOM on consumer purchase intentions: A conceptual paper. *KW Publications*. https://kwpublications.com/papers_submitted/15148/the-effects-of-information-and-e-wom-on-consumer-purchase-intentions-a-conceptual-paper.pdf
- Gupta, S., & Li, Y. (2023). Dynamic pricing and discounts: How monetary incentives shape OTA purchase decisions. *Journal of Marketing Research*, 60(2), 245-260.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2023). *Multivariate data analysis* (8th ed.). Pearson Education.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson Prentice Hall.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.

- Herjanto, H., & Amin, H. (2020). The role of customer satisfaction and trust in the formation of repurchase intention in the banking industry. *International Journal of Bank Marketing*, 38(4), 839-855. <https://doi.org/10.1108/ijbm-03-2020-0108>
- Junianto, A., & Ruswanti, E. (2025). The influence of brand image and social media information on purchase intention through perceived value. *WR Publishing*. <https://www.wr-publishing.org/wp-content/uploads/WRP-IJARBM-Junianto-Ruswanti-Brand-Image-Social-Media-Purchase.pdf>
- Kaiser, H. F. (1970). A second generation little jiffy. *Psychometrika*, 35(4), 401–417. <https://doi.org/10.1007/BF02291817>
- Khwaja, M. G., Mahmood, S., & Zaman, U. (2022). Examining the effects of eWOM, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context. *MDPI*. <https://www.mdpi.com/2078-2489/11/10/478>
- Kim, S., & Lee, Y. (2021). How perceived benefits and value influence travelers' booking intentions in OTA platforms. *International Journal of Tourism Research*, 23(5), 834-845. <https://doi.org/10.1002/jtr.2442>
- Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors influencing purchase intention in affecting purchase decision: A study of e-commerce customer in Greater Jakarta. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi*, 28(1), 1–10. <https://scholarhub.ui.ac.id/jbb/vol28/iss1/1/>
- Lee, S., & Kim, H. (2022). How customer preferences drive purchase intentions in online travel booking platforms. *Journal of Travel & Tourism Marketing*, 39(1), 22-35. <https://doi.org/10.1080/10548408.2022.1866731>
- Li, X., & Wang, Y. (2024). The impact of perceived value, positive emotion, product coolness, and mianzi on new energy vehicle purchase intention. *Journal of Retailing and Consumer Services*, 76, 103564. <https://doi.org/10.1016/j.jretconser.2023.103564>
- Lubis, M., et al. (2022). Analisis kontribusi sektor pariwisata terhadap peningkatan perekonomian daerah. *Jurnal Pariwisata Indonesia*, 21(1), 45-60.

- Malhotra, N. K., Birks, D. F., & Wills, P. (2022). *Marketing research: An applied approach* (5th ed.). Pearson Education.
- Mason, M. C., Oduro, S., Umar, R. M., & Zamparo, G. (2023). Effect of consumption values on consumer behavior: a Meta-analysis. *Marketing Intelligence & Planning*, 41(7), 923-944.
- Nunan, D., & Di Domenico, M. (2020). *Marketing research: A practical approach* (3rd ed.). SAGE Publications.
- Park, C., & Kim, Y. (2022). How information value and trust influence online purchase intention: A study on travel aggregator platforms. *Journal of Business Research*, 134, 256-267.
<https://doi.org/10.1016/j.jbusres.2021.11.012>
- Park, H., & Kim, J. (2023). The influence of electronic word-of-mouth on purchase intention: The role of brand trust and perceived value. *International Journal of Consumer Studies*, 47(1), 91-102.
<https://doi.org/10.1111/ijcs.12702>
- Pratama, D. P., Putra, A. W., & Raharja, R. G. (2022). Purchase intention: The mediating role of trust between functional, social, and emotional value. *International Journal of Business and Management Studies*, 12(3), 75-90.
- Raharja, R. G., Pratama, D. P., & Putra, A. W. (2022). As an intervening variable trust, the influence of functional value, social value, and emotional value on purchase intention. *International Journal of Business and Management Studies*, 12(3), 75-90.
- Setyowati, N., & Wahyuni, E. (2022). Pengaruh electronic word of mouth dan perceived risk terhadap purchase intention pada situs e-commerce di Indonesia. *Jurnal Ilmiah Manajemen*, 10(2), 1-10.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2020). *Metode penelitian manajemen*. Alfabeta.
- Wahyuni, E., & Setyowati, N. (2022). Pengaruh e-WOM dan perceived risk terhadap purchase intention pada konsumen e-commerce. *Jurnal Ilmiah Manajemen*, 10(2), 1-10.