

DAFTAR PUSTAKA

- Amalia, A. (2019). Analisis Pengaruh Labelisasi Halal, Harga, dan Personal Selling Terhadap Keputusan Pembelian Kosmetik Wardah di Salatiga
- Chang, L. Y., dan Lee, Y. J. “The Influence of E- Word of Mouth on the Customer’s Purchase Decision: a case of Body Care Products”, *Journal Global of Bussines Management*. ISSN 1817-3819 (2012)
- Cheung, C.M.K. & Thadani, D.R, “The Impact of Electronic Word-Of- Mouth Communication: A Literature Analysis and Integrative Model”, *Decision Support Systems*. 54, (2010) : 232
- Cynthia Agatha, et al., Pengaruh Brand Image dan Electronic Word OF mouth Terhadap Minat Beli Konsumen Oriflame Di Manado, *Jurnal EMBA*, 2019, Vol. 7, No. 1, hlm. 136
- D.L. Loundon dan A.J. Bitta, *Consumer Behavior Concept and Application*. FourtEdition (Singapore: McGraw-Hill Book co. 1993), 176
- Ghozali, Imam, *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (Edisi 8) cetakan ke VIII, (Semarang : Badan Penerbit Universitas Diponegoro,2016), hlm 79.
- Ginting, B., & Shinta, S. (2019). Pengaruh Diskon Harga Terhadap Keputusan Pembelian Impulsif Secara Online (Studi pada Pengguna Aplikasi Lazada di Kecamatan Pancur Batu). Universitas Sumatera Utara Repositori Institusi USU
- Goyette, I., Ricard, L., Bergeron, J., dan Marticotte, F, “E-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context”. *Canadian Journal Administrative Sciences*. Volume 27 Nomor 1 (2010) : 11
- Harmayani, et al. (2020). *E-commerce: Suatu Pengantar Bisnis Digital*. Medan: Yayasan Kita Menulis
- Haryadi Sarjono dan Winda Julianita, *SPSS vs LISREAL Sebuah Pengantar, Aplikasi untuk Riset*, (Jakarta: Slemba Empat, 2011), hlm. 66
- Hikmah, Pengaruh Harga, Promosi dan Kualitas Produk Terhadap Pembelian Impulsif di Kota Batam, *Journal of Business and Economics Research (JBE)*, Vol. 1, No. 2, 2020, hlm 173 – 179
- Humaira dan Wibowo, “Analisis Faktor Elektronik Word of Mouth (EWOM) dalam Mempengaruhi Keputusan Berkunjung”, *Tourism & Hospitality Essentials (THE) Journal*. Vol 6, No. 2 (2016)
- Imam Ghozali, “Aplikasi Analisis Multivariate Dengan Program SPSS”, (Semarang: Badan Penerbit UNDIP, 2005), Hlm. 41
- Ismagilova, E., Dwivedi, Y.K., Slade, E., Williams, M.(2017). *Electronic Word of mouth in the marketing context (A state of art analysis and future directions)*.Swansea: Springer.
- Jalilvand, Mohammad Reza dan Neda Samiei, “The Effect of Electronic Word of Mouth on Brand image and Purchase Intention: An empirical study in the automobile industry in Iran”, *Marketing Intelligence & Planning*. Vol. 30, No 4 (2012) (pengertian e wom)
- Lamba, Bhuvan dan Manav Aggarwal, “A study on Influence of E- WOM:ni Consumer Buying Behavior”, *The International Journal of Bussines and Management*. Vol. 3, No. 9 (2014)

- Michael Hasim and Retno Budi Lestari, “Pengaruh Potongan Harga, Motivasi Belanja Hedonis, E-WOM Dan Gaya Hidup Berbelanja Terhadap Impulse Buying Di Tokopedia,” in *Forbiswira Forum Bisnis Dan Kewirausahaan-Sinta 4*, vol. 12, 2022, hlm. 59–69.
- Nabila, “Pengaruh Word Of Mouth Kualitas Produk Dan Harga Terhadap Impulsive Buying Konsumen Dalam Perspektif Ekonomi Islam”, Skripsi UIN Raden Intan Lampung, 2021, 35.
- Nila Kesumawati, Allen Marga Retta dan Novita Sari , *Pengantar Statistik Penelitian*, (Depok: PT. Rajagrafindo Persada, 2017), hlm. 127
- Nuryati Atamimi, F Anin Anastasia, dan Rasimin B.S, “Hubungan Self Monitoring dengan Impulse Buying terhadap Produk Fashion pada Remaja”, *Jurnal Psikologi* (2015)
- Philip Kotler, *Manajemen Pemasaran (edisi ke sebelas) jilid 2* (Jakarta :Gramedia, 2005), 139
- Philip Kotler,. *Marketing Management Global Edition (15th)*. London: Pearson. (2015)
- Philip, K., & Armstrong, G. (2018). *Principles of Marketing 17th Edition*. Pearson Education.
- Rizki Amalina Bachriansyah, *Analisis pengaruh kualitas produk, daya tarik iklan, dan persepsi harga terhadap minat beli konsumen pada produk ponsel NOKIA*, Skripsi, (Semarang : Universitas Diponegoro, 2011), h.19
- Rosario, A.B, Sotgiu, F., De Valck, K., & Bijmolt, T. H. A. (2016). The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors. *Journal of Marketing Research*, 53(3), 297–318. doi:10.1509/jmr.14.038
- Schiffman, Leon dan Leslie Lazar Kanuk, *Perilaku Konsumen* (Jakarta: Indeks, 2010), 283
- Siyoto, Sandu dan M. Ali Sodik, “Dasar Metodologi Penelitian”, (Yogyakarta: Literasi Media Publishing, 2015), hlm. 76
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D Edisi kedua*. Bandung: ALFABETA
- Sujarweni dan Endrayanto, “Statistik untuk Penelitian Edisi Pertama”, (Yogyakarta: Graha Ilmu, 2012), hlm. 189
- Tarigan, E. P., Sume, S. A., & Muniroh, L. (2020). Store Atmosphere Dan Sales Promotion Terhadap Impulsive Buying. *Manager : Jurnal Ilmu manajemen*, 2(4), 610. <https://doi.org/10.32832/manager.v2i4.3817>