

## DAFTAR PUSTAKA

- Abdelhamid K. Abdelmaaboud, Ana Isabel Polo Peña & Abeer A. Mahrous. (2018). *The influence of student-university identification on student's advocacy intentions: the role of student satisfaction and student trust*. Journal of Marketing for Higher Education <https://doi.org/10.1080/08841241.2020.1768613>
- Abdelmaaboud et al. (2018). *The influence of student-university identification on student's advocacy intentions: the role of student satisfaction and student trust* . Journal of Marketing for Higher Education <https://doi.org/10.1080/08841241.2020.1768613>.
- Abid Mahmood Muhammad, Mohamed Bilal Basha dan Gail AlHafidh. (2020). UAE Islamic banking promotional strategies: an empirical review. Journal of Islamic Marketing Vol. 11 No. 2, pp. 405-422. © Emerald Publishing Limited DOI 10.1108/JIMA-10-2018-0205.
- Achmad Buchori and Yuli Harwani. (2021). *The Effect of Service Quality and Promotion on Purchase Intention Mediated by Trust (Case Study: PT China Taiping Insurance Indonesia)*. European Journal of Business and Management Research. Vol. 6, No. 2, p. 41-47. DOI: <http://dx.doi.org/10.24018/ejbmr.2021.6.2.764>.
- Adeliasari, Vina Ivana, Sienny Thio. (2010) "*Electronic Word-Of-Mouth (E-Wom) Dan Pengaruhnya Terhadap Keputusan Pembelian Di Restoran Dan Kafe Di Surabaya.*"unpublished
- Adriel K.S. Sim, Kim-Lim Tan, Joseph Kee-Ming Sia and Ivy S.H. Hii. (2020). *Students' choice of international branch campus in Malaysia: a gender comparative study*. International Journal of Educational Management © Emerald Publishing Limited. DOI 10.1108/IJEM-01-2020-0027.
- Ajija, Shochrul Rohmatul, dkk. 2011. Cara Cerdas Menguasai Eviews. Jakarta: Salemba Empat
- Al-Debei, M., Akroush, M., & Ashouri, M. (2015). Consumer attitudes towards online shopping. *Internet Research*, 25(5), 707–733.
- Alessandri, S. W., Yang, S.-U., & Kinsey, D. F. (2006). An Integrative Approach to University Visual Identity and Reputation. *Corporate Reputation Review*, 9(4), 258–270. [https://doi.org/10.1057/palgrave.crr.1550\\_033](https://doi.org/10.1057/palgrave.crr.1550_033)
- Almana, A. M. dan Mirza, A. A. (2013). The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions. *International Journal of Computer Applications*. 82(9), pp: 23-32.
- Al-Omairi,(2020). Students' intention to adopt e-government learning services: a

developing country perspective. Library Hi Tech © Emerald Publishing Limited 0737-8831 DOI 10.1108/LHT-02-2020-0034

- Alrwashdeha et al. (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, Vol. 9, p. 505-518. doi: 10.5267/j.msl.2019.1.011.
- Amir Sadeghi, Tohid Ghujali, Hadi Bstam. (2018). *The Effect of Organizational Reputation on E-Loyalty: The Roles of E-Trust and E-Satisfaction*. ASEAN Marketing Journal Vol. X No. 1. 2018 1-16.
- Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. Expert Review of Proteomics. 11(4):c425–430.
- Amron. (2018). *Electronic and Traditional Word of Mouth as Trust Antecedents in Life Insurance Buying Decisions*. International Journal of E-Business Research. Volume 14. Issue 4
- Ande Langga, Andriani Kusumawati and Taher Alhabsji. (2019). *Intensive distribution and sales promotion for improving customer-based brand equity (CBBE), re-purchase intention and word-of-mouth (WOM)*. Journal of Economic and Administrative Science © Emerald Publishing Limited DOI 10.1108/JEAS-03-2019-0041.
- Andriani Kusumawati, Nelson Perera dan Venkata Yanamandram. (2019). *Modelling trade-offs in students' choice set when determining universities*. International Journal of Educational Management. Vol. 33, No. 5, p. 979-989. © Emerald Publishing Limited. DOI 10.1108/IJEM-01-2018-0007
- Andriani, E., & Adam, H. (2013). Pengaruh Biaya Pendidikan, Latar Belakang Sosial Ekonomi, Motivasi dan Reputasi Terhadap Minat Siswa dalam Memilih Prodi S1 Akuntansi Lembaga pendidikan di Malang. Jurnal Ilmiah Siswa FEB Lembaga pendidikan Brawijaya. Malang, 1(2), 14–17.
- Ari Dwi Astono. (2018). *The Effect of Reputation and Competence on Customer Loyalty Throughe Customer Trust*. International Journal of Global Accounting, Management, Education, and Entrepreneurship. Vol. 1. No. 2. DOI: [https://doi.org/10.48024/\\_ijgame2.v1i1.12](https://doi.org/10.48024/_ijgame2.v1i1.12)
- Arlan Tjahyadi, Rully. (2006). “Brand Trust Dalam Konteks Loyalitas Merek: Peran karakteristik Merek, Karakteristik Perusahaan Dan Karakteristik Hubungan Pelanggan-Merek.” Jurnal Manajemen, Vol. 6, No.1
- Assauri, S. (2017). Manajemen Pemasaran. Jakarta: PT RajaGrafindo Persada
- Augusty, Ferdinand. (2006). Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.

- Azhar, Susanto. (2014). Sistem Informasi Akuntansi. Bandung: Lingga Jaya
- Basu Swasta, Dharmesta dan Irawan, (2008) Manajemen Pemasaran Modern, Liberty, Yogyakarta.
- Basu Swastha Dharmmesta dan T. Hani Handoko. (2012). Manajemen Pemasaran : Analisis Perilaku Konsumen, Edisi Pertama, Cetakan Kelima. Yogyakarta : BPFY-Yogyakarta
- Basu Swastha dan Irawan. (2013). Manajemen Pemasaran Modern, Liberty,. Yogyakarta. Buchari Alma.
- Bekir Bora Dedeoglu. (2018). *Are information quality and source credibility really important for shared content on social media: The moderating role of gender.* International Journal of Contemporary Hospitality Management © Emerald Publishing Limited DOI 10.1108/IJCHM-10-2017-0691
- Cantalops, A. S. dan Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. International Journal of Hospitality Management. 36(1), pp: 41-51.
- Carlsona et al. (2020). *A customer-focused approach to improve celebrity endorser effectiveness.* Elsevier, Journal of Business Research 109 (2020) 221–235.
- Carolina Herrando, Julio Jimenez-Martinez and M.J. Martin-De Hoyos. (2019). *Tell me your age and I tell you what you trust: the moderating effect of generations.* Internet Research © Emerald Publishing Limited DOI 10.1108/IntR-03-2017-0135.
- Chananchida Ngarmwongnoi, João S. Oliveira, Majd AbedRabbo and Sahar Mousavi. (2020). *The implications of eWOM adoption on the customer journey.* Journal of Consumer Marketing © Emerald Publishing Limited. Journal of Consumer Marketing © Emerald Publishing Limited DOI 10.1108/JCM-10-2019-3450.
- Chia-Lin Hsu, Yen-Jung Pan, Qiao-Wen Yan and Min-Ren Yan. (2020). *Key factors influencing word-of-mouth intentions: the case of college freshmen in Taiwan.* Measuring Business Excellence. © Emerald Publishing Limited DOI 10.1108/MBE-02-2020-0033
- Christina Whidya Utami. (2014). Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia, edisi 2. Jakarta: Salemba Empat.
- Christina, M. J. (2012). Assessing The Effectiveness Of The Adapted Adversity Quotient Program In A Special Education School. Journal of Arts, Science & Commerce.
- Cláudia Rodrigues Maia, Guilherme Lerch Lunardi, Décio Dolci, Lívia Castro D'Avila. (2019). *Competitive Price and Trust as Determinants of Purchase*

- Intention in Social Commerce*. BAR – Brazilian Administration Review Vol.16.No.4,Art.3,e190074,2019 <http://dx.doi.org/10.1590/18077692bar2019190074>
- Daisy Lee, Peggy M. L. Ng and Svetlana Bogomolova. (2019). *The impact of university brand identification and eWOM behaviour on students' psychological well-being: a multigroup analysis among active and passive social media users*. Journal Of Marketing Management <https://doi.org/10.1080/0267257x.2019.1702082>
- Dam Tri Cuong. (2020). *The role of brand trust as a mediator in the relationship between brand satisfaction and purchase intention*. International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 06.
- Danniswara dan Munajat. 201 .7*The Impact of EWOM Referral, Celebrity Endorsement, and Information Quality on Purchase Decision: A Case of Instagram*. Information Resources Management Journal Volume 30, Issue 2.
- Daowd, A., Hasan, R., Eldabi, T., Rafi-Ul-Shan, P. M., Cao, D. & Kasemsarn, N. (2021). *Factors Affecting eWOM Credibility, Information Adoption, and Purchase Intention on Generation Y: A Case from Thailand*. Journal of Enterprise Information Management, vol. 34, no. 3, pp. 838-859 © Emerald Publishing Limited <https://dx.doi.org/>.
- Darianto, Mulyanto Nugroho dan Abdul Halik. 2022. e-Customer Relationship Management and Service Quality as Intervening Trust variables, Brand Image and Behavioral Control on Student Satisfaction in the Accounting S1 Study Program” (Case Study on Accounting S1 Study Program Students at Private Universities in Lamongan Regency). *Technium Business and Management (TBM) Vol. 2, No. 3, pp.75-88 (2022) ISSN: 2821-4366 [www.techniumscience.com](http://www.techniumscience.com)*.
- Diandra Faiz Purnamabroto, Nanis Susanti<sup>2</sup>, I.B. Cempena. 2022. The Influence of Word of Mouth, Service Quality, and Brand Image on Consumer Loyalty through Brand Trust in PT. Virama Karya (Persero) Surabaya. International Journal of Economics, Business and Management Research Vol. 6, No.08; 2022 ISSN: 2456-7760. 2022.
- Dedi dkk. (2017). Pengaruh Reputasi Lembaga pendidikan Terhadap Keputusan Siswa Memilih Studi Di Lembaga pendidikan Islam Sumatera Utara. PROSIDING SEMINAR NASIONAL & KONFERENSI Forum Manajemen Indonesia (FMI 9), Semarang ISBN : 978-602-8557-31-3 Patra Semarang Hotel & Convention, 8-10 November 2017.
- Dedy Ansari Harahap & Dita Amanah. (2019). *Assessment in Choosing Higher Education: A Case of Indonesia*. Journal of International Business, Economics

- and Entrepreneurship ISSN :2550-1429 Volume 4, (1) June 2019.
- Dedy Ansari Harahap, Ratih Hurriyatib, Vanessa Gaffarc and Dita Amanah. (2018). *The impact of electronic word of mouth and university reputation on student decision to study at university*. Management Science Letters Vol 8, p. 649–658. doi: 10.5267/j.msl.2018.4.027.
- Dharmmesta, Basu Swastha dan Handoko, T. Hani. (2012). Manajemen Pemasaran: Analisis Perilaku Konsumen. Yogyakarta: BPFE.
- Effendi, Muh. Arief. (2016). “The Power of Good Corporate Governance: Teori dan Implementasi.” Jakarta.
- Eli Fianu and Craig Blewett, George Oppong Ampong. (2020). *Toward the development of a model of student usage of MOOCs*. Education þ Training Vol. 62 No. 5, pp. 521-541. © Emerald Publishing Limited. DOI 10.1108/ET-11-2019-0262.
- Elika Kordrostami, Yuping Liu-Thompkins dan Vahid Rahmani. (2020). *Investigating the influence of regulatory focus on the efficacy of online review volume versus valence*. European Journal of Marketing. © Emerald Publishing Limited DOI 10.1108/EJM-04-2019-0346.
- 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>
- Etta Mamang Sangadji dan Sopiiah. Perilaku Konsumen. (2013). Andi Offset Yogyakarta.
- Eunyoung (Christine) Sung. (2020). *Consumers’ responses to mobile app advertisements during holiday periods*. Journal of Consumer Marketing. 37/3 (2020) 341–352 © Emerald Publishing Limited DOI 10.1108/JCM-03-2019-3137.
- Fangxuan (Sam) Li, Hongxia Qi, & Qiang Guo. (2020). *Factors influencing Chinese tourism students’ choice of an overseas PhD program*. Journal of Hospitality, Leisure, Sport & Tourism Education, <https://doi.org/10.1016/j.jhlste.2020.100286>
- Farah et al. (2018). *Online Shopping Behavior Among University Students: Case Study Of Must University*. Advances in Social Sciences Research Journal – Vol.5, No.4. DoI:10.14738/assrj.54.4429
- Fatmawati dan Fauzan. (2021). *Building Customer Trust through Corporate Social Responsibility: The Effects of Corporate Reputation and Word of Mouth*. Journal of Asian Finance, Economics and Business Vol 8 No 3 (2021) 0793–0805. doi:10.13106/jafeb.2021. vol8.no3.0793

- Febrina Mahliza. (2020). *Customer Trust in Online Purchase Decision*. International Journal of Multidisciplinary Research (IJMR). Volume 6 Issue 2 DOI: 10.36713/epra2013.
- Ferdinand, Augusty. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro. Semarang.
- Gefen, David. (2002). Customer Loyalty in E-Commerce. *Journal of the Association for Information Systems*: Vol. 3: Iss. 1, Article 2.
- Ghozali, Imam. (2015). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang : Badan Penerbit Lembaga pendidikan Diponegoro.
- Ghozali, Imam. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Dengan Program AMOS 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goyette, I., Ricard,L.,Bergeron,J. & Marticotte, F (2010). e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context, *Canadian Journal of Administrative Sciences*,27(1),5-23
- Gruen,T.W., Osmonbekov,T.,Czaplewski,A.J (2006). eWOM: the impact of customer-to-customer online know-how exchange on customer value and loyalty, *Journal of Business Research*,59(4),449-456.
- Guled Aden Farah, Mushtaq Ahmad, Hassan Muqarrab, Jamshid Ali Turi dan Shahid. (2018). *Online Shopping Behavior Among University Students: Case Study of Must University*. *Advances in Social Sciences Research Journal*– Vol.5, No.4. DoI:10.14738/assrj.54.4429.
- Hanyang Lou, Wei Huang, Chen Chen, Kangqiang Xie, &Yingying Fan. (2018). *An Empirical Study on the Impact of Negative electronic Word-of-mouth on Consumer's Purchase Intention*. *International Conference on Service Systems and Service Management (ICSSSM)*. DOI:10.1109/ICSSSM.2018.8465093.
- Hardiawan, Anandya Cahya. (2013). *Pengaruh Kepercayaan, Kemudahan, dan Kualitas Informasi terhadap Keputusan Pembelian Secara Online pada Pengguna Situs Jual Beli Online tokobagus.com*. Skripsi Tidak Diterbitkan. Semarang: UNDIP.
- Haron et al.(2017). *Students' Decision Factors in Choosing Private Higher Education Institutions* : BAR – *International Journal of Academic Research in Business and Social sciences* Vol. 7, No. 11
- Hasan. (2013). *Marketing dan khusus-khusus pilihan*. Caps Center ForAcademic, Yogyakarta. Publishing Service).
- Hazliza Haron, Nur Azlin Abdul Hamid, Jasmalina Jamaludin1 and Ku Nazirah Ku Azan. (2017). *Students' Decision Factors in Choosing Private Higher Education Institutions*. *BAR*– *International Journal of Academic Research in Business and Social Sciences* Vol. 7, No. 11.

- Heesup Han, Jongsik Yu, Bee-Lia Chua, Sanghyeop Lee dan Wansoo Kim.(2019). *Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase Full-service vs low-cost carriers in South Korea*. International Journal of Contemporary Hospitality Management © Emerald Publishing Limited DOI 10.1108/IJCHM-05-2018-0376.
- Helm, S. (2007). One reputation or many? of corporate reputation. *Corporate Communications An International Journal*, 12 (3), 238–254. <https://doi.org/10.1108/13563280710776842>
- Hennig- Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, dan Dwayne D. Gremler. (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.
- Hilgers, M. G., Flachsbart, B. B., & Elrod, C. C. (2012). Collaborative international education : reaching across borders. *Multicultural Education & Technology Journal*, 6(1), 45–56. <https://doi.org/10.1108/17504971211216319>
- Imam Ghozali. (2004). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Universitas Diponegoro
- Indrawati. (2017). *Perilaku Konsumen Individu Dalam Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi*. Cetakan Kesatu. Bandung: Refika Aditama.
- Irfam Fahmi. (2016). *Perilaku Konsumen Teori dan Aplikasi*. Alfabeta Bandung.
- Isaac Kofi Mensah. (2019). *Factors Influencing the Intention of University Students to Adopt and Use E-Government Services: An Empirical Evidence in China*. SAGE Open April-June 2019: 1–19 © The Author(s) 2019 DOI: 10.1177/2158244019855823 [journals.sagepub.com/home/sgo](https://journals.sagepub.com/home/sgo).
- Ismail Acun. (2020). *The Relationship among University Students' Trust, Self-Esteem, Satisfaction with Life and Social Media Use*. *International Journal of Instruction*. Vol. 13, No. 1, p. 35-52.
- Ismulyana Djan, Siti Rubbiah Adawiyyah. (2020). *The Effect of Convenience and Trust to Purchase Decision and Its Impact to Customer Satisfaction*. *International Journal of Business and Economics Research* 2020; 9(4): 263-269. doi: 10.11648/j.ijber.20200904.23.
- Ivana Kursan Milaković, Ivan-Damir Anić & Mirela Mihić. (2020). *Drivers and consequences of electronic word of mouth communication from the senders' and receivers' perspectives: the evidence from the Croatian adult population*. *Economic Research-Ekonomska Istraživanja*, 33:1, 1667-1684, DOI: 10.1080/1331677X.2020.1756373.
- Jamie M. Addy. (2019). *The art of the real: fact checking as information literacy*

- instruction*. Reference Services Review Vol. 48 No. 1, pp. 19-31 © Emerald Publishing Limited DOI 10.1108/RSR-09-2019-0067.
- Jasfar, Farida. (2009). *Manajemen Jasa Pendekatan Terpadu*. Bogor: Ghalia Indonesia,
- Jensen dan Zhang.(2009). *Twitter Power : Tweets as electronic word of mouth*
- Jhanghiz Syahrivar dan Andy Muhammad Ichlas. (2018). *The Impact of Electronic Word of Mouth (E-WoM) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions?* The Asian Journal of Technology Management. Vol. 11, No.1, p. 57-69.
- Jialiang Huang. (2018). *The dual roles of web personalization on consumer decision quality in online shopping the perspective of information load*. Internet Research Vol. 29 No. 6, 2019 pp. 1280-1300 © Emerald Publishing Limited 1066-2243 DOI 10.1108/INTR-11-2017-0421.
- Jing Peng and Xia Li. (2018). *Empirical Analysis and Hypothesis Testing of EWOM on Consumer's Purchase Intention*. International Conference on Management and Computer Science, Advances in Computer Science Research, volume 77.
- Joseph Kaswengi, Mbaye Fall Diallo, Houcine Akrouf dan Pierre Valette-Florence. (2020). *Choosing high-equity cosmetic brands in bad macroeconomic conditions: evidence from panel data*. International Journal of Retail & Distribution Management. Vol. 48 No. 4, pp. 305-325 © Emerald Publishing Limited DOI 10.1108/IJRDM-01-2019-0003.
- Judith Partouche, Saedeh Vessal, Insaf Khelladi, Sylvaine Castellano dan Gerogia Sakka. (2019). *Effects of cause-related marketing campaigns on consumer purchase behavior among French millennials A regulatory focus approach*. International Marketing Review. © Emerald Publishing Limited DOI 10.1108/IMR-12-2018-0348.
- Jung, N. Y., & Seock, Y. K. (2016). The impact of corporate reputation on brand attitude and purchase intention. *Fashion and Textiles*, 3(20), 1–15. <https://doi.org/10.1186/s40691-016-0072-y>.
- Jun-Hwa Cheah, Hiram Ting, Tat Huei Cham dan Mumtaz Ali Memon. (2019). *The effect of selfie promotion and celebrity endorsed advertisement on decision-making processes A model comparison*. Internet Research © Emerald Publishing Limited DOI 10.1108/IntR-12-2017-0530.
- Jun-Hyuk Kwon, Seung-Hye Jung, Hyun-Ju Choi dan Joonho Kim.(2020). *Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers*. Journal of Product & Brand Management. © Emerald Publishing Limited DOI 10.1108/JPBM-02-2020-



2763.

- Khawaja Fawad Latif, Louise Bunce dan Muhammad Shakil Ahmad. (2021). *How can universities improve student loyalty? The roles of university social responsibility, service quality, and "customer" satisfaction and trust*. International Journal of Educational Management © Emerald Publishing Limited 0951-354X DOI 10.1108/IJEM-11-2020-0524.
- Khoiriyah, D., Susilawati, M., & Nilakusumawati, D. P. E. (2013). Faktor-Faktor Yang Mempengaruhi Minat Siswa Asal Luar Bali Kuliah di FMIPA Lembaga pendidikan Udayana Bali. *EJurnal Matematika*, 2(1), 24–32.
- Kim and Park. (2017). *A Study on the Impact of Online Word-of-Mouth for Airlines on Customer Behavior*. The Open Transportation Journal. Vol. 11, p. 81-89. DOI: 10.2174/1874447801711010081
- Kotler, Philip., and Keller, Kevin Lane. (2016). *Marketing Management* 15th edition. Harlow: Pearson Education.
- Kuncoro, M. (2010). *Masalah, Kebijakan, dan Politik, Ekonomika Pembangunan*. Jakarta: Penerbit Erlangga.
- Kuncoro, Mudrajad. (2013). *Metode Riset Untuk Bisnis dan Ekonomi*. Edisi 3. Jakarta: Erlangga
- Kurniawan Gogi. (2021). *The Image Influence, Service Quality and Opinion Leadership on Students Decision of Choosing Study Programs through electronic Word of Mouth and Customer Value*. International Journal of Economics & Management Sciences. Vol. 10, No. 4
- Laila Al-Omairi, Hosam Al-Samarraie, Ahmed Ibrahim Alzahrani and Nasser Alalwan. (2020). *Students' intention to adopt e-government learning services: a developing country perspective*. Library Hi Tech © Emerald Publishing Limited 0737-8831 DOI 10.1108/LHT-02-2020-0034.
- Leonard Ong. (2017). *Effects of Reputations and Satisfactions on Positive electronic Word of Mouth Intentions and Switching Behaviors*. International Journal of Business Studies, Vol. 1, No. 1, p. 1-7.
- Lingli Wang, Qiang Yan dan Wenjing Chen. (2019). *Drivers of purchase behavior and post-purchase evaluation in the Singles' Day promotion*. Journal of Consumer Marketing, 36/6 (2019) 835–845 © Emerald Publishing Limited DOI 10.1108/JCM-08-2017-2335.
- Luis V. Casalo dan Jaime Romero. (2019). *Social media promotions and travelers' value-creating behaviors: the role of perceived support*. International Journal of Contemporary Hospitality Management Vol. 31 No. 2, pp. 633-650 © Emerald Publishing Limited. DOI 10.1108/IJCHM-09-2017-0555.
- Luo et al. (2018). *An Empirical Study on the Impact of Negative Online Word-of-*

- mouth on Consumer's Purchase Intention*. International Conference on Service Systems and Service Management (ICSSSM). DOI:10.1109/ICSSSM.2018.8465093
- Lupioyadi. (2016). *Manajemen Pemasaran Jasa Berbasis Kompetensi*, Penerbit Salemba Empat, Jakarta.
- Lupiyoadi, Rambat. (2014). *Manajemen Pemasaran Jasa*. Edisi 3. Salemba Empat: Jakarta
- Małgorzata Dzimińska, Justyna Fijałkowska and Łukasz Sułkowski. (2018). *Trust-Based Quality Culture Conceptual Model for Higher Education Institutions Sustainability* 2018, 10, 2599; doi:10.3390/su10082599
- Manohar, Mittal dan Marwah. (2019). *Service innovation, corporate reputation and word-of-mouth in the banking sector*. *Benchmarking: An International Journal* Vol. 27 No. 1, 2020 pp. 406-429 © Emerald Publishing Limited 1463-5771 DOI 10.1108/BIJ-05-2019-0217
- Manullang, M. Esterlina Hutabarat, (2016). *Manajemen Pemasaran*. Yogyakarta : Indomedia Pustaka.
- Mardi. (2011). *Sistem informasi akuntansi*. Jakarta: Ghalia Indonesia
- Masri et al. (2020). *Assessing the Effects of Information System Quality and Relationship Quality on Continuance Intention in E-Tourism*: International Journal of Environmental Research and Public Health. 17, 174; doi:10.3390/ijerph17010174.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An Integrative Typology. *Information Systems Research*, 334–359.
- MethaAryska. (2017). Pengaruh Reputasi Perusahaan Dan Kualitas Pelayanan Terhadap Kepuasan Pasien (Kasus Rumah Sakit Islam Ibnu Sina Pekanbaru). *JOM FISIP* Vol. 4 No. 1 – Februari
- Mohamad Isa Abd Jalil, Sofri Yahya, Anwar Allah Pitchay. (2019). *Building committed Waqif: the role of information disclosure*. *Journal of Islamic Accounting and Business Research* © Emerald Publishing Limited <https://doi.org/10.1108/JIABR-05-2016-0058>.
- Mohamad Saifudin Mohamad Saleh, Normalini Md Kassim, Naziru Alhaji Tukur, Sharifah Nadiah Syed Mukhiar dan Rani Ann Balaraman. (2021). *Sustainable Universities as Brand Marketing for Universities: A Case of Universiti Sains Malaysia*. *Media Watch*. Vol. 12, No. 1, p. 127-148. © Emerald Publishing Limited. DOI: 10.15655/mw/2021/v12i1/205463.
- Mohammad Mokhtari, Seyyed Morteza Ghayoor dan Behzad Hassannezhad Kashani. (2018). *Factors Affecting Islamic Clothing Purchase Decision by the*

- Mediating Role of Electronic Word of Mouth*. International Journal of Management, Accounting and Economics Vol. 5, No. 12
- Mohd Shuaib Siddiqui, Urooj Ahmad Siddiqui, Mohammed Arshad Khan 3, Ibrahim Ghazi Alkandi, Anoop Krishna Saxena and Jaziba Haroon Siddiqui. (2021). *Creating Electronic Word of Mouth Credibility through Social Networking Sites and Determining Its Impact on Brand Image and Online Purchase Intentions in India*. Journal of Theoretical and Applied Electronic Commerce Research. 16, 1008–1024. <https://doi.org/10.3390/jtaer16040057>
- Mokhtari, Ghayoor dan Kashani. (2018). *Factors Affecting Islamic Clothing Purchase Decision by the Mediating Role of Word of Mouth*. International Journal of Management, Accounting and Economics Vol. 5, No. 12.
- Muhammad Ashraf, Jamil Ahmad, Wareesa Sharif, Arslan Ali Raza, Muhammad Salman Shabbir, Mazhar Abbas dan Ramayah Thursasamy. (2020). *The role of continuous trust in usage of online product recommendations*. Online Information Review Vol. 44 No. 4, pp. 745-766 © Emerald Publishing Limited DOI 10.1108/OIR-05-2018-0156
- Muhammad Sohaib, Umair Akram, Peng Hui, Hassan Rasool, Zohaib Razzaq dan Muhammad Kaleem Khan. (2020). *Electronic word-of-mouth generation and regulatory focus*. Asia Pacific Journal of Marketing and Logistics Vol. 32 No. 1 pp. 23-45 © Emerald Publishing Limited. DOI 10.1108/APJML-06-2018-0220.
- Mulyanto Nugroho, Donny Arif and Abdul Halik. 2021. The effect of financial distress on stock returns, through systematic risk and profitability as mediator variables. Accounting 7 (2021) 1717–1724.
- Muneer Alrwashdeha, Okechukwu Lawrence Emeagwalia and Hasan Yousef Aljuhman. (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, Vol. 9, p. 505-518. doi: 10.5267/j.msl.2019.1.011.
- Muruganantham, G. and Bhakat, Ravi Shankar, (2013), An Empirical Study of Impulse Buying Behavior in Online Bookstores, International Journal of Online Marketing (IJOM), 3, issue 3, p. 1-17.
- Musa Pinar, Tulay Girarda dan Cigdem Basfirinci. (2020). *Examining the relationship between brand equity dimensions and university brand equity an empirical study in Turkey*. International Journal of Educational Management. Vol. 34 No. 7, pp. 1119-1141 © Emerald Publishing Limited DOI 10.1108/IJEM-08-2019-0313

- Mustapha Ismail, Erbug Celebi dan Halil Nadiri. (2019). *How Student Information System Influence Students' Trust and Satisfaction Towards the University?: An Empirical Study in a Multicultural Environment*. Multidisciplinary Rapid Revies. IEEE Access Vol. 7. Doi. 10.1109/ACCESS.2019.
- Nathaniel Discepoli Line, Lydia Hanks and Tarik Dogru. (2020). *A reconsideration of the EWOM construct in restaurant research: what are we really measuring?* International Journal of Contemporary Hospitality Management. © Emerald Publishing Limited. DOI 10.1108/IJCHM-06-2020-0561.
- Ngoma and Ntale. (2019). *Word of mouth communication: A mediator of relationship marketing and customer loyalty*. Cogent Business & Management, 6:1, 1580123, DOI: 10.1080/23311975.2019.1580123
- Ni Wayan Masri, Jun Jer You, Athapol Ruangkanjanases, Shih-Chih Chen and Chia-I Pan. (2020). *Assessing the Effects of Information System Quality and Relationship Quality on Continuance Intention in E-Tourism*. International Journal of Environmental Research and Public Health. 17, 174; doi:10.3390/ijerph17010174.
- Nugroho J. Setiadi, (2013), *Perilaku Konsumen*, Prenada Media, Jakarta
- Olaleye et al. (2018). *The Role of Reputation on Trust and Loyalty: A Cross-Cultural Analysis of Tablet E-Tailing* International Journal of E-Business Research Volume 14, Issue 2.
- Ong, Leonard. (2017). *Effects of Reputations and Satisfactions on Positive Word of Mouth Intentions and Switching Behaviors*. International Journal of Business Studies, Vol. 1, No. 1, p. 1-7.
- Peter dan Olson. (2013). *Perilaku Konsumen dan Strategi Pemasaran*. Edisi Kesembilan. Diterjemahkan oleh: Diah Tantri Dwiandani. Penerbit Salemba Empat: Jakarta
- Pinar Ozkan, Seda Suer, İstem Köymen Keser and İpek Deveci Kocakoç. (2020). *The effect of service quality and customer satisfaction on customer loyalty the mediation of perceived value of services, corporate image, and corporate reputation*. International Journal of Bank Marketing. 38(2), p. 384-405. © Emerald Publishing Limited. DOI 10.1108/IJBM-03-2019-0096.
- Po-Lin Pan. (2020). *Connecting sponsor brands through sports competitions: an identity approach to brand trust and brand loyalty*. Sport, Business and Management: An International Journal © Emerald Publishing Limited 2042-678X DOI 10.1108/SBM-01-2019-0003.
- Pour, Darani, Rahnama. (2020). *The role of brand trust as a mediator in the relationship between brand satisfaction and purchase intention*. International Journal of Tourism & Hospitality in Asia Pasific. Vol. 3. DOI:

- 10.32535/ijthap.v3i2.818.
- Pourabedin, Z. dan Migin, M. W. (2015). Hotel Experience and Positive Electronic Word of Mouth (e-WOM)”. *International Business Management*. 9(4), pp: 596–600
- Pouyan Esmailzadeh. (2020). *The impacts of the privacy policy on individual trust in health information exchanges (HIEs)*. *Internet Research* Vol. 30 No. 3, pp. 811-843 © Emerald Publishing Limited DOI 10.1108/INTR-01-2019-0003.
- Rahmani et al. (2021). *The role of company reputation in mitigating negative word of mouth*. *Business: Theory and Practice*, Vol. 22, No. 1, p. 109-120. <https://doi.org/10.3846/btp.2021.12983>.
- Ramadhani, B. (2015). Pengaruh Electronic Word Of Mouth (EWOM) terhadap keputusan pembelian di Surabaya (studi terhadap toko online Zalora dan Berry Benka). Artikel Ilmiah Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya.
- Ramo Palalic, Veland Ramadani, Syedda Mariam Gilani, Shqipe Gerguri-Rashiti, Leo-Paul Dana. (2020). *Social media and consumer buying behavior decision: what entrepreneurs should know?* *Management Decision* © Emerald Publishing Limited DOI 10.1108/MD-10-2019-1461.
- Ridwan Adetunji Raji, Sabrina Rashid dan Sobhi Ishak.(2019). *The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behaviuoral intention*. *Journal of Research in Interactive Marketing*. Vol. 13 No. 3, pp. 302-330 © Emerald Publishing Limited DOI 10.1108/JRIM-01-2018-0004
- Rinaldo de Castro Oliveira; Elaine Christina Gonçalves Dá Rós Baldam; Fábio Reis da Costa; Anderson; Soncini Pelissari. (2020). *The effect of perceived usefulness of online reviews on hotel booking intentions*. *Brazilian Journal of Tourism Research*. Vol. 14, No. 2, p. 30-45.
- Rolan Patrada and Erna Andajani. (2020). *Effect and Consequence e-Customer Satisfaction for e-Commerce Users*. *International Conference on Business and Engineering Management*. *Journal of Proceedings Series* No. (1) (2020), ISSN (2354-6026).
- Roy, Marthin Tarigan. (2014). Pengaruh Citra Merek dan Reputasi Perusahaan Terhadap Keputusan Pembelian, (Jurnal Program Studi Strata-1 Manajemen Ekstensi Departemen Manajemen Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara
- Roya Sadat Alavi Pour, Hadi Rafiei Darani, Ali Rahnama. (2020). *The role of brand trust as a mediator in the relationship between brand satisfaction and purchase intention*. *International Journal of Tourism & Hospitality in Asia Pasific*. Vol. 3. DOI: 10.32535/ijthap.v3i2.818.

- Sandip Sanyal dan Manish Kumar. (2019). *Online (eWOM) and Offline (WOM) Channel Evaluation by Indian Higher Education (HE) Students, for Choosing Business Administration Degree in the UK*. BHU Management Review. Vol. 7, No. 1.
- Sangeeta Singh dan Lola C. Duque. (2020). *Familiarity and format: cause related marketing promotions in international markets*. International Marketing Review © Emerald Publishing Limited DOI 10.1108/IMR-10-2018-0307.
- Sanjida Amin and Md Touhiduzzaman Tarun.(2020). *Effect of consumption values on customers' green purchase intention: a mediating role of green trust*. Social Responsibility Journal. © Emerald Publishing Limited DOI 10.1108/SRJ-05-2020-0191.
- Sanjit Kumar Roy, Vaibhav Shekhar, Ali Quazi dan Mohammed Quaddus. (2020). *Consumer engagement behaviors: do service convenience and organizational characteristics matter?* Journal of Service Theory and Practice Vol. 30 No. 2, pp. 195-232 © Emerald Publishing Limited DOI 10.1108/JSTP-03-2018-0049.
- Sari, A.N (2016). Pengaruh Kepercayaan, Kemudahan, dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online di Situs Shopee. IOSR J Bus Manag, 20(9):21 – 27. doi:10.9790/487X-2009072127
- Schiffman, L. G., & Kanuk, L. L.(2015). *Perilaku Konsumen*. Jakarta: PT. Indeks Kelompok Gramedia.
- Selin Turkel, Ebru Uzuno € glu and Sema Misci Kip. (2020). *Shared meaning at the intersection of NPO reputation and trust: a personification perspective*. Corporate Communications: an International Journal. © Emerald Publishing Limited. DOI 10.1108/CCIJ-01-2020-0018.
- Setiadi, Nugroho. (2014). *Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta : Kencana Prenada Group.
- Shantanu Prasad, Arushi Garg dan Saroj Prasad. (2019). *Purchase decision of generation Y in an online environment*. Marketing Intelligence & Planning.©Emerald Publishing Limited DOI 10.1108/MIP-02-2018-0070.
- Sharifah Alwi, Norbani Che-Ha, Bang Nguyen, Ezlika M. Ghazali, Dilip M. Mutum dan Philip J. Kitchen. (2020). *Projecting university brand image via satisfaction and behavioral response Perspectives from UK-based Malaysian students*. Qualitative Market Research: An International Journal. Vol. 23 No. 1, 2020 pp. 47-68. © Emerald Publishing Limited DOI 10.1108/QMR-12-2017-0191.
- Sheellyana Junaedi and Jason Harjanto. (2020). *Examining The Effect of Destination Awareness, Destination Image, Tourist Motivation, And Word Of Mouth On Tourists Intention To Revisit* International Symposia in Economic Theory and

- Econometrics, Volume 27, 27–38 Copyright © 2020 by Emerald Publishing Limited doi:10.1108/S1571-038620200000027003.
- Shimp, & T. A. (2003). *Periklanan dan Promosi*. Jakarta: Penerbit Erlangga.
- Shinta Rahmani, Rizal E. Halim, Gita Gayatri dan Asnan Furinto. (2021). *The role of company reputation in mitigating negative electronic word of mouth*. Business: Theory and Practice, Vol. 22, No. 1, p. 109-120. <https://doi.org/10.3846/>
- Shruti Gulati. (2021). *Social and sustainable: exploring social media use for promoting sustainable behaviour and demand amongst Indian tourists*. International Hospitality Review Emerald Publishing Limited. © Emerald Publishing Limited DOI 10.1108/IHR-12-2020-0072
- Sidra Shehzadi, Qasim Ali Nisar, Muhammad Sajjad Hussain, Muhammad Farhan Basheer, Waseem Ul Hameed dan Naveed Iqbal Chaudhry.(2020). *The role of digital learning toward students' satisfaction and university brand image at educational institutes of Pakistan: a post-effect of Covid-19*. Asian Education and Development Studies. Vol. 10 No. 2, pp. 276-294. © Emerald Publishing Limited DOI 10.1108/AEDS-04-2020-0063.
- Slamet Riyadi, Mulyanto Nugroho and Donny Arif. 2021. The effect of supply network and management control system on the efficiency and profitability of manufacturing companies. *Uncertain Supply Chain Management* 9 (2021) 963–972.
- Soud Al-khinji, Weifeng Chen, and Tillal Eldabi. (2019). *Effect and Consequence e-Customer Satisfaction for e-Commerce Users*. International Conference on Business and Engineering Management. Journal of Proceedings Series No. (1) (2020), ISSN (2354-6026).
- Sridhar Manohar, Amit Mittal dan Sanjiv Marwah. (2019). *Service innovation, corporate reputation and electronic word-of-mouth in the banking sector*. Benchmarking: An International Journal Vol. 27 No. 1, 2020 pp. 406-429 © Emerald Publishing Limited 1463-5771 DOI 10.1108/BIJ-05-2019-0217.
- Sterrett D, Malato D, Benz J, Kantor L, Tompson T, Rosenstiel T, Sonderman J & Loker K.(2019). Who Shared It?: Deciding What News to Trust on Social Media, *Digital Journalism*,7:6,783-801
- Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabet.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung. Alfabeta
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung. Alfabeta

- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung. Alfabeta.
- Sunday Adewale Olaleye, Jari Salo dan Dandison C. Ukpabi. 2018. *The Role of Reputation on Trust and Loyalty: A Cross-Cultural Analysis of Tablet E-Tailing*. *The Role of Reputation on Trust and Loyalty: A Cross-Cultural Analysis of Tablet E-Tailing*
- Suryani, Tatik. (2013). *Perilaku Konsumen di Era Internet*. Graha Ilmu: Yogyakarta.
- Sussman, S. W., & Siegal, W. S. 2003. Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*. 14 (1): 47–65
- Sutabri, T. (2012) *Analisis Sistem Informasi, Analisa Sistem Informasi*. Edited by T. Sutabri. CV Andi Offset.
- Swastha, B., & Handoko, T. H. (2014). *Manajemen Pemasaran, Analisa Perilaku Konsumen (Edisi Pert)*. Yogyakarta: BPF.
- Swati Panda, Satyendra C Pandey, Andrea Bennett, Xiaoguang Tian. (2019). *University brand image as competitive advantage: a twocountry study*. *International Journal of Educational Management*. © Emerald Publishing Limited. <https://doi.org/10.1108/IJEM-12-2017-0374>.
- Syahriwar dan Ichlas. (2018). *The Impact of Electronic Word of Mouth (E-wom) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions?* *The Asian Journal of Technology Management*. Vol. 11, No.1, p. 57-69.
- Syed Munawar Shah dan Mariani Abdul-Majid. (2020). *Reciprocity, self-interest and reputation: debt vs equity contracts*. *Islamic Economic Studies* Vol. 27 No. 1, 2019 pp. 53-64 © Emerald Publishing Limited DOI 10.1108/IES-05-2019-0004
- T.C. Melewar, Pantea Foroudi, Suraksha Gupta, Philip J. Kitchen dan Mohammad M. Foroudi. (2017). *Integrating identity, strategy and communications for trust, loyalty and commitment*. *European Journal of Marketing* Vol. 51 No. 3, 2017 pp. 572-604 Emerald Publishing Limited 0309-0566 DOI 10.1108/EJM-08-2015-0616.
- Tasin, Nadiyah Binti. (2017). *Factors Influencing Customer's Trust in Online Shopping Among Executives in a Bank*: *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, Volume 2, Issue 3, (page 46 - 59)
- Terence, S. (2003). *Periklanan dan Promosi*. Jakarta: Erlangga.
- Teresa Gajewska, Dominik Zimon, Grzegorz Kaczor dan Peter Madzik. (2020). *The impact of the level of customer satisfaction on the quality of e-commerce services*. *International Journal of Productivity and Performance Management*



- Vol. 69 No. 4, pp. 666-684 © Emerald Publishing Limited DOI 10.1108/IJPPM-01-2019-0018
- Tien, Duong Hanh, Adriana A. Amaya Rivas, and Ying Kai Liao. 2019. "Examining the Influence of Customer-to-Customer Electronic Word-of-Mouth on Purchase Intention in Social Networking Sites." *Asia Pacific Management Review* 24 (3): 238–49. <https://doi.org/10.1016/j.apmr.2018.06.003>.
- Tjiptono, Fandy. (2014), *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian, Andi*. Offset, Yogyakarta
- Tri D. Le, Linda J. Robinsona and Angela R. Dobeles. (2019). *Understanding high school students use of choice factors and word-of-mouth information sources in university selection*. *Studies in Higher Education*, DOI: 10.1080/03075079.2018.1564259
- Troy Heffernan, Stephen Wilkins dan Muhammad Mohsin Butt. (2018). *Transnational higher education: The importance of institutional reputation, trust and student-university identification in international partnerships*. *International Journal of Educational Management*, 32(2), 227-240.
- Tulay Girard dan Musa Pinar. (2020). *An empirical study of the dynamic relationships between the core and supporting brand equity dimensions in higher education*. *Journal of Applied Research in Higher Education* © Emerald Publishing Limited. DOI 10.1108/JARHE-04-2020-0097.
- Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, Abdul Sami. (2020). *Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust*. *International Journal of Entrepreneurial Research Online* ISSN: 2663-7588. Print ISSN: 2663-757X Volume. 3, No. 2, 2020, pp 41 – 48. Doi: 10.31580/ijer.v3i2.1386.
- Upasnaa Agarwal and Sushmita A. Narayana. (2020). *Building committed Waqif: the role of information disclosure*. *Journal of Islamic Accounting and Business Research* © Emerald Publishing Limited <https://doi.org/10.1108/JIABR-05-2016-0058>.
- Vivi Iswanti Nursyirwan, Sasmita Sari Ardaninggar. (2018). *The Factor Analysis That Influence the Student Purchase Intention in Shopee e-Commerce*. *Economics and Accounting Journal*. Vol. 3, No. 2
- Wulandari, N. M. R. dan Nurcahya, I K. (2015). Pengaruh Celebrity Endorser, Brand Image, Brand Trust Terhadap Keputusan Pembelian Clear Shampoo di Kota Denpasar. *E-Jurnal Manajemen Unud*. 4(11), h: 3909-3935.
- Yan Wan, Yifan Zhang and Mengling Yan.(2020). What influences patients' willingness to choose in online health consultation? An empirical study with PLS–SEM. *Industrial Management & Data Systems*. © Emerald Publishing

Limited DOI 10.1108/IMDS-11-2019-0633.

- Yan Yu, Ben Qianqian Liu, Jin-Xing Hao dan Chuanqi Wang. (2019). *Complicating or simplifying? Investigating the mixed impacts of online product information on consumers' purchase decisions*. Internet Research Vol. 30 No. 1, pp. 263-287 © Emerald Publishing Limited DOI 10.1108/INTR-05-2018-0247.
- Yang Li, Hefu Liu, Matthew Lee dan Qian Huang.(2020). *Information privacy concern and deception in online retailing the moderating effect of online–offline information integration*. Internet Research Vol. 30 No. 2, pp. 511-537 © Emerald Publishing Limited DOI 10.1108/INTR-02-2018-0066.
- Yang, Huijuan. (2019) *Analysis of the Influence of Internet Negative Word-of-mouth on CollegeStudents' tourism Product Negative Purchase Intention*. Advances in Social Science, Education and Humanities Research (ASSEHR), volume 314. 4th International Conference on Social Sciences and Economic Development.
- Yong-Sook Kim and Jin-Woo Park.(2017). *A Study on the Impact of Online Word-of-Mouth for Airlines on Customer Behavior*. The Open Transportation Journal. Vol. 11, p. 81-89. DOI: 10.2174/1874447801711010081.
- Yunalysa Wongso, Nanis Susanti, I.B. Cempena. 2022. The Effect of Marketing Mix on Purchase Decision with Brand Image as Intervening Variable on Sippol Brand Hand Sanitizer Products. International Journal of Economics, Business and Management Research. Vol. 6, No.08; 2022 ISSN: 2456-7760
- Yunjeong Kim dan Yuri Lee. (2020). *Cross-channel spillover effect of price promotion in fashion*. International Journal of Retail & Distribution Management © Emerald Publishing Limited DOI 10.1108/IJRDM-12-2019-0393.
- Zaini, Bahtiar & Mansor, Rosnalini & Yusof, Norhayati & Sarkawi, Mohammad. (2020). Satisfaction and Loyalty Model for University Students Based on Industrial Revolution 4.0 Management. Talent Development and Excellence. 12. 1087-1100.

Website

<https://ekoprobo.wordpress.com/2020/06/09/perlukah-sekolah-pramugari/>