

## DAFTAR PUSTAKA

- Abriya, W., Simadibrata, M., & Soemantri, D. (2022). Adaptasi Kuesioner Satisfaction Scale for E-Learning Process Versi Indonesia: Evaluasi Kepuasan Mahasiswa terhadap Pembelajaran 4C/ID. *EJournal Kedokteran Indonesia*, 9(3), 169–177. <https://doi.org/10.23886/ejki.9.72.169-77>
- Abu-Alkeir, N. I. (2020). Factors Influencing Consumers Buying Intentions Towards Electric Cars: The Arab Customers' Perspective. *International Journal of Marketing Studies*, 12(2), 127. <https://doi.org/10.5539/ijms.v12n2p127>
- Ahmad Tajuddin, U. N. R., Abu Hassan, L. F., Othman, A. K., & Razak, N. A. (2020). Electronic Word-of-Mouth (E-WOM), Brand Image and Consumer Purchase Intention on Healthcare Products. *Journal of Accounting Research, Organization and Economics*, 3(1), 73–83. <https://doi.org/10.24815/jaroe.v3i1.16823>
- Amarullah, D., & Handriana, T. (2022). Ewom Credibility , Trust , Perceived Risk , and Purchase Intention in the Context of E-Commerce : Moderating Role of Online Intention in the Context of E-Commerce : Moderating Role. *Jurnal Ekonomi Bisnis Dan Kewirausahaan (JEBIK)*, 11(April), 61–83. <https://doi.org/10.26418/jebik.v11i1.50594>
- Andari, N. (2022). Spesifikasi Wuling Air EV Dan Harga Terbaru. *Carmudi*.
- Annur, C. M. (2022). Apa kelemahan motor dan mobil listrik? *Katadata.Co.Id*. <https://databoks.katadata.co.id/datapublish/2022/04/19/apa-kelemahan-motor-dan-mobil-listrik>
- Atmowardoyo, H. (2018). Research Methods in TEFL Studies : Descriptive. *Journal of Language Teaching and Research*, 9(1), 197–204. <http://dx.doi.org/10.17507/jltr.0901.25>
- Aylward, D., New, T. T., D, B. J. S. T., Wg, B., Kok, S., Rj, C., Zhao, S., M, C. K. S. F., Flynn, M., Dooley, L., & Sullivan, O. D. (2019). *The Effect of Product Quality and Price on Buying Interest with Risk As Intervening Variables (Study on Lazada.com Site Users)*. 7(November), 527–528.
- Baskoro, F. M. (2022). Mobil listrik, masa depan otomotif Indonesia dan dunia. *Beritasatu.Com*. <https://www.beritasatu.com/fokus/menuju-net-zero-emission-dengan-mobil-listrik>
- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Bhandari, M., & Rodgers, S. (2019). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125–141. <https://doi.org/10.1080/02650487.2017.1349030>
- Bulut, Z. A., & Karabulut, A. N. (2019). Examining the role of two aspects of eWOM in online repurchase intention: An integrated trust–loyalty perspective. *Journal of Consumer Behaviour*, 17(4), 407–417. <https://doi.org/10.1002/cb.1721>

- Carfora, V., Cavallo, C., Caso, D., Del Giudice, T., De Devitiis, B., Viscecchia, R., Nardone, G., & Cicia, G. (2019). Explaining consumer purchase behavior for organic milk: Including trust and green self-identity within the theory of planned behavior. *Food Quality and Preference*, 76(March), 1–9. <https://doi.org/10.1016/j.foodqual.2019.03.006>
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120(November), 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- Dananjaya, D. (2022). Alasan konsumen Indonesia masih ragu pakai mobil listrik. *Kompas.Com*. <https://otomotif.kompas.com/read/2022/07/29/152100515/alasan-konsumen-indonesia-masih-ragu-pakai-mobil-listrik>
- Dewi, P. S. A., & Suprapti, N. W. S. (2018). Membangun loyalitas pelanggan melalui kepuasan yang dipengaruhi oleh kualitas produk, persepsi harga dan citra merek (studi pada produk smartphone merek Oppo). *Matrik: Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 12(2), 87.
- Dudziak, A., Drozdziel, P., Stoma, M., & Caban, J. (2022). Market electrification for BEV and PHEV in relation to the level of vehicle autonomy. *Energies*.
- Edison Hulu et.al. (2020). Brand Image , Perceived Quality , Ease of Use , Trust , Price , Service Quality on Customer Satisfaction and Purchase Intention of Blibli Website With Digital Technology As Dummy Variable in the Use. *Journal of Critical Reviews*, 7(11), 3987–4000.
- Enda. (2022). Cukup disayangkan ini 5 kekurangan Wuling Air EV yang menyita perhatian. *Autofun*. <https://www.autofun.co.id/berita/cukup-disayangkan-ini-5-kekurangan-wuling-air-ev-yang-menyita-perhatian-54237>
- Ezzat, M., & Ebraheem, M. A. E. M. (2022). Impact of Electronic Word of Mouth on Purchase Intention: Mediating Role of Brand Image and Brand Trust of Tourist Destinations and Hospitality Establishments in Egypt. *Minia Journal of Tourism and Hospitality Research*.
- Fazli-Salehi, R., Torres, I. M., Madadi, R., & Zúñiga, M. Á. (2022). The impact of interpersonal traits (extraversion and agreeableness) on consumers' self-brand connection and communal-brand connection with anthropomorphized brands. *Journal of Brand Management*, 29(1), 13–34. <https://doi.org/10.1057/s41262-021-00251-9>
- Febransyah, A. (2021). Predicting purchase intention towards battery electric vehicles: A case of Indonesian market. *World Electric Vehicle Journal*, 12(4). <https://doi.org/10.3390/wevj12040240>

- Ghali-Zinoubi, Z., & Toukabri, M. (2019). The antecedents of the consumer purchase intention: Sensitivity to price and involvement in organic product: Moderating role of product regional identity. *Trends in Food Science and Technology*, 90(December 2017), 175–179. <https://doi.org/10.1016/j.tifs.2019.02.028>
- Granić, A., & Marangunić, N. (2019). Technology acceptance model in educational context: A systematic literature review. *British Journal of Educational Technology*, 50(5), 2572–2593. <https://doi.org/10.1111/bjet.12864>
- Gunawan, I., Redi, A. A. N. P., Santosa, A. A., Maghfiroh, M. F. N., Pandyaswargo, A. H., & Kurniawan, A. C. (2022). Determinants of Customer Intentions to Use Electric Vehicle in Indonesia: An Integrated Model Analysis. *Sustainability (Switzerland)*, 14(4), 1–22. <https://doi.org/10.3390/su14041972>
- Huang, X., & Ge, J. (2019). Electric vehicle development in Beijing: An analysis of consumer purchase intention. *Journal of Cleaner Production*, 216, 361–372. <https://doi.org/10.1016/j.jclepro.2019.01.231>
- Ihsan, M. A. F. (2022). Ini Daerah dengan Populasi Mobil Terbanyak, Ternyata Bukan Jakarta. *Kompas.Comm*. <https://otomotif.kompas.com/read/2022/01/15/170100415/ini-daerah-dengan-populasi-mobil-terbanyak-ternyata-bukan-jakarta>
- Ika Septiani, D., & Chaerudin, R. (2020). The Effect of Customers' Price Perception, Perceived Quality and Brand Image Toward Purchasing Intention in Bandung Local Shoe Brand. *KnE Social Sciences*, 2020, 1242–1254. <https://doi.org/10.18502/kss.v4i6.6674>
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. *Journal of Hospitality Marketing and Management*, 29(7), 787–811. <https://doi.org/10.1080/19368623.2020.1715317>
- Jebb, A. T., Ng, V., & Tay, L. (2021). A Review of Key Likert Scale Development Advances: 1995–2019. *Frontiers in Psychology*, 12(May), 1–14. <https://doi.org/10.3389/fpsyg.2021.637547>
- Kala, D., & Chaubuey, V. S. (2019). Impact of electronic word of mouth on brand image and purchase intention toward lifestyle product in India. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY*.
- Khory Alfaridzi, M. (2020). Mobil listrik mulai ramai, masyarakat keluhkan pengisian daya baterai. *Tempo.Com*. <https://otomotif.tempo.co/read/1408336/mobil-listrik-mulai-ramai-masyarakat-keluhkan-pengisian-daya-baterai>
- Konuk, F. A. (2018). Price fairness, satisfaction, and trust as antecedents of purchase intentions towards organic food. *Journal of Consumer Behaviour*, 17(2), 141–148. <https://doi.org/10.1002/cb.1697>
- Kristina, T., & Sugiarto, C. (2020). The role of trust mediates in the influence of social media marketing and Electronic Word-of-Mouth on purchase intention. *Management and Entrepreneurship: Trends of Development*, 4(14), 102–113. <https://doi.org/10.26661/2522-1566/2020-4/14-08>

- Kurniawan, R. (2021). Masih lambat, ini kendala penjualan mobil listrik di Indonesia. *Kompas.Com*. <https://otomotif.kompas.com/read/2021/07/29/154100215/masih-lambat-ini-kendala-penjualan-mobil-listrik-di-indonesia>
- Kurniawan, R. (2022). Harga yang mahal, kendala mobil listrik di Indonesia. *Kompas.Com*. <https://otomotif.kompas.com/read/2022/05/29/132100215/harga-yang-mahal-kendala-mobil-listrik-di-indonesia>
- Lee, Y. I., Phua, J., & Wu, T. Y. (2020). Marketing a health Brand on Facebook: Effects of reaction icons and user comments on brand attitude, trust, purchase intention, and eWOM intention. *Health Marketing Quarterly*, 37(2), 138–154. <https://doi.org/10.1080/07359683.2020.1754049>
- Lkhaasuren, M., & Nam, K.-D. (2018). The Effect of Electronic Word of Mouth (eWOM) on Purchase Intention on Korean Cosmetic Products in the Mongolian Market. *Korea International Trade Research Institute*, 14(4), 161–175. <https://doi.org/10.16980/jitc.14.4.201808.161>
- Maduretno, R. B. E. H. P., & Junaedi, S. (2021). The Importance of eWOM Elements on Online Repurchase Intention: Roles of Trust and Perceived Usefulness. *Jurnal Ekonomi Indonesia*, 10(1), 55–69. <https://doi.org/10.52813/jei.v10i1.59>
- Mehyar, H., Saeed, M., Baroom, H., Afreh, A. L. I. A., & Al-adaileh, R. (2020). Definition purchasing intention. *Journal of Theoretical and Applied Information Technology*, 98(02).
- Müller, J. M. (2019). Comparing technology acceptance for autonomous vehicles, battery electric vehicles, and car sharing-A study across Europe, China, and North America. *Sustainability (Switzerland)*, 11(16). <https://doi.org/10.3390/su11164333>
- Naszariah, R., Naseri, N., Mohd Esa, M., Abas, N., Zamratul, N., Ahmad, A., Azis, R. A., & Norazmi Bin Nordin, M. (2021). An Overview Of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia. *Turkish Journal of Computer and Mathematics Education*, 12(10), 7674–7681.
- Ndung'u, G. M., & Obuba, R. (2022). Effect of Sales Promotion on Sales Performance of Kenya Tea Packers Ltd. *Asian Journal of Economics, Business and Accounting*, 22(20), 110–117. <https://doi.org/10.9734/ajeba/2022/v22i2030680>
- Ng, M., Law, M., & Zhang, S. (2018). Predicting purchase intention of electric vehicles in Hong Kong. *Australasian Marketing Journal*, 26(3), 272–280. <https://doi.org/10.1016/j.ausmj.2018.05.015>
- Nugroho Adi, S. (2022). Tantangan mobil listrik di Indonesia, dari value hingga harga. *Oto.Com*. <https://www.oto.com/berita-mobil/tantangan-mobil-listrik-di-indonesia-dari-value-hingga-harga>
- 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>
- Park, C. W., Sutherland, I., & Lee, S. K. (2021). Effects of online reviews, trust, and picture-superiority on intention to purchase restaurant services. *Journal of*

- Hospitality and Tourism Management*, 47(April), 228–236.  
<https://doi.org/10.1016/j.jhtm.2021.03.007>
- Peraturan Presiden Nomor 55 Tahun 2019 tentang Percepatan Program Kendaraan Bermotor Listrik Berbasis Baterai (Battery Electric Vehicle/BEV) untuk Transportasi Jalan, (2019).  
<https://peraturan.bpk.go.id/Home/Details/116973/perpres-no-55-tahun-2019>
- Prastya, M. (2022). Jajal Mobil Listrik Wuling Air Ev, Ketahuan Kelebihan Kekurangannya. *Carmudi*. <https://www.carmudi.co.id/journal/jajal-mobil-listrik-wuling-air-ev-ketahuan-kelebihan-kekurangannya/>
- Pratama, R. (2018). Kendaraan listrik di mata masyarakat Indonesia. *Detik.Com*. <https://oto.detik.com/mobil/d-4243167/kendaraan-listrik-di-mata-masyarakat-indonesia>
- Priyantoro, D. D. (2022). Bahas Kelebihan dan Kekurangan Mobil Listrik Wuling Air ev. *Kompas.Com*.  
<https://otomotif.kompas.com/read/2022/10/31/080200915/bahas-kelebihan-dan-kekurangan-mobil-listrik-wuling-air-ev?page=all>
- Putra, P. Y., & Ningrum, S. (2019). The Influence of Celebrity Endorser, Brand Image, and Brand Trust on Consumer Purchasing Decisions of Nike Brand Sport Shoes In Surabaya. *Journal of World Conference (JWC)*, 1(1), 208–218.  
<https://doi.org/10.29138/prd.v1i1.61>
- Putra, T. R. I., Ridwan, & Calvin, M. (2020). How Electronic Word of Mount (E-Wom) Affects Purchase Intention with Brand Image As A Mediation Variable: Case of Xiaomi Smartphone in Student. *Journal of Physics: Conference Series*, 1500(1).  
<https://doi.org/10.1088/1742-6596/1500/1/012094>
- Rafdinal, W., & Amalia, F. A. (2019). *Increasing Purchase Decisions on Palm Oil Seeds Through Marketing Mix and Trust*. 354(iCASTSS), 192–198.  
<https://doi.org/10.2991/icastss-19.2019.41>
- Rafqi Ilhamalimy, R., & Ali, H. (2021). Model Perceived Risk and Trust: E-Wom and Purchase Intention (the Role of Trust Mediating in Online Shopping in Shopee Indonesia). *Dinasti International Journal of Digital Business Management*, 2(2), 204–221. <https://doi.org/10.31933/dijdbm.v2i2.651>
- Rahardiansyah, R. (2021). Mobil listrik masih mahal, peminatnya sedikit. *Detik.Com*. <https://oto.detik.com/mobil/d-5868362/mobil-listrik-masih-mahal-peminatnya-sedikit>
- Rahardiansyah, R. (2022). 95% Orang Indonesia belum bisa beli mobil listrik karena harganya mahal. *Detik.Com*. <https://oto.detik.com/mobil/d-6214573/95-orang-indonesia-belum-bisa-beli-mobil-listrik-karena-harganya-mahal>
- Rahmanullah, E. S., & Nurjanah, S. (2018). Influence of product quality, price and supporting infrasturcture to perceived value and interest in buying of electric motorcycle. *MATEC Web of Conferences*, 215(2018).  
<https://doi.org/10.1051/matecconf/201821502006>
- Riyanti, D. (2022). 80% pemilik mobil di Indonesia beli Rp 300-an juta, gimana nasib mobil listrik? *Detik.Com*.

- Rosara, N. A., & Luthfia, A. (2020). Factors influencing consumer's purchase intention on beauty products in youtube. *Journal of Distribution Science*, 18(6), 37–46. <https://doi.org/10.15722/jds.18.6.202006.37>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Santia, T. (2022). 47 persen masyarakat pilih pakai kendaraan pribadi saat mudik lebaran. *Merdeka.Com*. <https://www.merdeka.com/uang/47-persen-masyarakat-pilih-pakai-kendaraan-pribadi-saat-mudik-lebaran.html>
- Schiemann, S. J., Mühlberger, C., Schoorman, F. D., & Jonas, E. (2019). Trust me, I am a caring coach: The benefits of establishing trustworthiness during coaching by communicating benevolence. *Journal of Trust Research*, 9(2), 164–184.
- Seo, K. H. (2020). A study on the application of as the workplace flexibility: The determinant. *Sustainability (Switzerland)*, 12(21), 1–16.
- Septiari, E. D. (2018). The Effect of eWOM as Mediation of Website Quality and Trust. *Kinerja*, 22(2), 142–155. <https://doi.org/10.24002/kinerja.v22i2.1810>
- Setiawan, E. B., Wati, S., Wardana, A., & Ikhsan, R. B. (2020). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10(5), 1095–1102. <https://doi.org/10.5267/j.msl.2019.10.033>
- Shahsnaz, K. (2022). Daftar harga mobil listrik di Indonesia, ada yang dibanderol mulai Rp75 juta? *Bisnis.Com*. <https://otomotif.bisnis.com/read/20220624/46/1547485/daftar-harga-mobil-listrik-di-indonesia-ada-yang-dibanderol-mulai-rp75-juta>
- Sideridis, G. D., & Jaffari, F. (2022). An R Function to Correct Fit Indices and Omnibus Tests in Confirmatory Factor Analysis. *Measurement and Evaluation in Counseling and Development*, 55(1), 48–70. <https://doi.org/10.1080/07481756.2021.1906159>
- Soengeng Wahyoedi, Saparso, & Miki Effendi. (2021). The Role Of Brand Image As Mediating Variable In The Influence Of Price And Promotion On Buying Interest (Study Case On Hyundai Electric Car). *International Journal of Science, Technology & Management*, 2(5), 1743–1754. <https://doi.org/10.46729/ijstm.v2i5.296>
- Song, H. J., Ruan, W. J., & Jeon, Y. J. J. (2021). An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *International Journal of Hospitality Management*, 95(April), 102943. <https://doi.org/10.1016/j.ijhm.2021.102943>
- Suhaily, L., & Darmoyo, S. (2019). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japanese brand electronic product). *Jurnal Manajemen*, 21(2), 179–194. <https://doi.org/10.24912/jm.v21i2.230>
- 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.
- Surjoputro, C., & Melinda, T. (n.d.). the Influence of Ability, Benevolence, and Integrity on Consumer Trust in Yao2Shop. *Held By Ciputra University Collaborated With*, 193.
- Svare, H., Gausdal, A. H., & Möllering, G. (2020). The function of ability, benevolence, and integrity-based trust in innovation networks. *Industry and Innovation*, 27(6), 585–604.
- Taherdoost, H. (2019). What Is the Best Response Scale for Survey and Questionnaire Design; Review of Different Lengths of Rating Scale / Attitude Scale / Likert Scale. *International Journal of Academic Research in Management (IJARM)*, 8(1), 2296–1747.
- Tendur, S. T. ., Hutabarat, V. V., & Tumbelaka, S. S. . (2021). Price Perception, Service Quality and Customer Satisfaction (Empirical Study on Cafes at Tondano City). *International Journal of Tourism and Hospitality in Asia Pasific*, 4(3), 19–31. <https://doi.org/10.32535/ijthap.v4i3.1196>
- Ting, H., Tan, K. L., Lim, X. J., Cheah, J. H., Ting, Q. H., & Ting, H. B. (2020). What determines customers' loyalty towards telecommunication service? Mediating roles of satisfaction and trust. *International Journal of Services, Economics and Management*, 11(3), 234–255. <https://doi.org/10.1504/IJSEM.2020.111179>
- Tong, X., & Su, J. (2018). Exploring young consumers' trust and purchase intention of organic cotton apparel. *Journal of Consumer Marketing*, 35(5), 522–532. <https://doi.org/10.1108/JCM-04-2017-2176>
- Umah, A. (2021). PPnBM 0%, begini target penggunaan mobil listrik RI. *Cnbcindonesia.Com*. <https://www.cnbcindonesia.com/news/20210708151141-4-259329/ppnbm-0-begini-target-penggunaan-mobil-listrik-ri>
- van Laar, S., & Braeken, J. (2022). Caught off Base: A Note on the Interpretation of Incremental Fit Indices. *Structural Equation Modeling*, 29(6), 935–943. <https://doi.org/10.1080/10705511.2022.2050730>
- Wang, M. Y., Zhang, P. Z., Zhou, C. Y., & Lai, N. Y. (2019). Effect of emotion, expectation, and privacy on purchase intention in wechat health product consumption: The mediating role of trust. *International Journal of Environmental Research and Public Health*, 16(20). <https://doi.org/10.3390/ijerph16203861>
- Wang, S., Wang, J., Li, J., Wang, J., & Liang, L. (2018). Policy implications for promoting the adoption of electric vehicles: Do consumer's knowledge, perceived risk and financial incentive policy matter? *Transportation Research Part A: Policy and Practice*, 117(May), 58–69. <https://doi.org/10.1016/j.tra.2018.08.014>
- Wang, X., Wang, Y., Lin, X., & Abdullat, A. (2021). The dual concept of consumer value in social media brand community: A trust transfer perspective. *International Journal of Information Management*, 59(February 2020), 102319. <https://doi.org/10.1016/j.ijinfomgt.2021.102319>
- Wendi, W., & Chandra, R. (2020). EFFECT OF SERVICE QUALITY, PRICE ON SATISFACTION AND LOYALTY CUSTOMER (Study on Born Fit Thamrin,

- Central Jakarta). *EFFECT OF SERVICE QUALITY, PRICE ON SATISFACTION AND LOYALTY CUSTOMER (Study on Born Fit Thamrin, Central Jakarta)*, 1–16.
- Willson, G., & Suhud, U. (2019). Low-cost green car purchase intention: Measuring the role of brand image on perceived price and quality. *International Journal of Economics and Business Administration*, 7(3), 238–249. <https://doi.org/10.35808/ijeba/322>
- Yahia, I. Ben, Al-Neama, N., & Kerbache, L. (2018). Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage. *Journal of Retailing and Consumer Services*, 41(September 2017), 11–19. <https://doi.org/10.1016/j.jretconser.2017.10.021>
- Yohana, N. K. Y., Dewi, K. A. P., & Giantari, I. G. A. K. (2020). The Role of Brand Image Mediates the Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 97–105. [www.ajhssr.com](http://www.ajhssr.com)
- Yosep Mali, P. (2020). Kaum Milenial Disebut Jadi Pembeli Potensial Mobil Baru. *Viva.Co.Id*.
- Zhong, Y., Zhang, Y., Luo, M., Wei, J., Liao, S., Tan, K. L., & Yap, S. S. N. (2022). I give discounts, I share information, I interact with viewers: a predictive analysis on factors enhancing college students' purchase intention in a live-streaming shopping environment. *Young Consumers*, 23(3), 449–467. <https://doi.org/10.1108/YC-08-2021-1367>
- Zhu, W., Mou, J., & Benyoucef, M. (2019). Exploring purchase intention in cross-border E-commerce: A three stage model. *Journal of Retailing and Consumer Services*, 51(July), 320–330. <https://doi.org/10.1016/j.jretconser.2019.07.004>