



The influence of credibility and social capital on e-wom with attitude as a mediation variable by Gen Z Tiktok users in Padang City

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ARTICLE INFO	ABSTRACT
<p>Received 2 October 2021 Accepted 12 November 2021 Published 8 December 2021</p>	<p><i>This study aims to analyze how the influence of credibility and social capital on EWOM with attitude as a mediation variable by gen Z TikTok users in Padang City (study on brand Somethinc). This research was conducted using quantitative methods. The population of this research is gen Z TikTok users in Padang City who ever sees or reviews about brand Somethinc. The research sample was 200 respondents. This study uses a structural equation model (SEM) test with smart-PLS 3.0 software. The results of this study include: (1) Credibility has a positive significant effect on Attitude. (2) Social Capital has a positive significant effect on Attitude. (3) Attitude has a positive significant effect on EWOM. (4) Social Capital has a positive significant effect on Credibility. (5) Credibility has a significant indirect effect on EWOM with Attitude as a mediating variable. (6) Social Capital has a significant indirect effect on EWOM with Attitude as a mediating variable.</i></p>
<p>Keywords: Credibility; social capital; attitude; ewom</p>	<p>ABSTRAK</p>
<p>Kata Kunci: Credibility; social capital; attitude; ewom</p>	<p>Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh credibility dan social capital pada EWOM dengan attitude sebagai variabel mediasi oleh pengguna TikTok gen Z di Kota Padang (studi tentang brand Somethinc). Penelitian ini dilakukan dengan menggunakan metode kuantitatif. Populasi penelitian ini adalah pengguna TikTok Gen Z di Kota Padang yang pernah melihat atau mengulas tentang brand Somethinc. Sampel penelitian adalah 200 responden. Penelitian ini menggunakan uji model persamaan struktural (SEM) dengan perangkat lunak smart-PLS 3.0. Hasil penelitian ini meliputi: (1) Credibility memiliki efek signifikan positif pada attitude. (2) Social capital memiliki efek signifikan positif pada attitude. (3) Attitude memiliki efek signifikan positif pada EWOM. (4) Social capital memiliki efek signifikan positif pada credibility. (5) Credibility memiliki efek tidak langsung yang signifikan pada EWOM dengan attitude sebagai variabel mediasi. (6) Social capital memiliki efek tidak langsung yang signifikan pada EWOM dengan attitude sebagai variabel mediasi.</p>



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INTRODUCTION

Dynamic interactive offerings to internet users as a medium of communication, has advantages over television and radio at this time (Dakwah et al., 2010). It cannot be denied that the internet has become a primary need, in this fast-paced world the internet has an important role where to access social media alone must use the internet, as well as to get information. According to a research report issued by (App

Annie, n.d.), a mobile app analysis stated that in the third quarter of 2020, Gen Z in Indonesia was loved by the TikTok application.

TikTok is a platform that contains short-duration videos that can be combined with music to encourage users to be creative and imaginative (Ahlse et al., 2020). TikTok application at this time is very popular because it can channel various user expressions in a positive way. TikTok content that is much in demand by TikTok users, especially generation Z, is content about reviews about skincare products or skin care products (Skincare et al., n.d.). On TikTok social media, many users do reviews from various skincare brands both skincare from Indonesia itself, as well as Korean skincare and skincare from the west. In terms of local brands themselves, users comment a lot about Somethinc local brands. As reported by iprice skincare products that are widely watched on TikTok local brand category is Somethinc.

Somethinc was born in 2019 with the aim of meeting people's needs for halal-certified and high-quality beauty products at affordable prices. Somethinc produces more than 20 products. TikTok's generation Z users do many reviews about the products launched by Somethinc, reviews are colored with positive, neutral and negative reviews, because as is known products such as skincare have a different reaction to each user. An initial survey was conducted on 32 gen Z TikTok users in Padang City who ever sees or review about brand Somethinc to assess their use of electronic word of mouth. The results of the initial survey showed as many as 50% of respondents stated that they would not share their thought about brand Somethinc after using that product, which indicated that there was still a lack of electronic word of mouth, therefore it needed to be improved and this became a phenomenon in this study which discussed electronic word of mouth.

Electronic word of mouth can form subjective statements, objective statements, and share a wide range of knowledge. According to (Hennig-Thurau et al., 2004) electronic word of mouth is a positive or negative statement or review made by a customer who has had experience with the product or provider company, the statement can be accessed by many people over the internet. Word of mouth from friends and family has a great influence and is trusted as a source of information to make purchases called earned advertising, purchasing decisions through this can reach 84%. To measure variables from broadcast channels, channel attributes have several dimensions namely credibility and social capital.

Credibility is very attached to eWOM practices because consumers trust people's experiences and opinions more than they trust the market. Can be seen from the research conducted by (Gvili & Levy, 2018) there is a close relationship between credibility and eWOM as well as the relationship between social capital and attitude towards eWOM.

LITERATURE REVIEW

Electronic Word of Mouth

EWOM is personal communication between the target buyer and neighbors, friends, family members, and their association regarding a product, (Kotler & Keller, 2016). According to (Humaira & Wibowo, 2017), eWOM is the digitization of traditional WOM. WOM is delivered directly from one party to another while the delivery of eWOM requires intermediary media through electronic media.

Information provided by the public through EWOM comes directly from people who personally describe their experience of a product or service (Mowen & Minor, n.d.). EWOM that has a positive impact will help the company to grow with a positive public perception of the products issued by the company. One type of Electronic Word of Mouth that has an important role today is online review which is considered to provide important and reliable information (Huete-Alcocer, 2017).

Attitude

According to (Malhotra & Krosnick, 2007) attitude is a summary of evaluation of an object or thought. Attitudes can be formed for any object or phenomenon (Bohner & Wanke, 2002) in which a person can have a positive, negative, or neutral opinion and show an attitude of support or not support (Rahayu et al., 2017). Each individual has a variety of attitudes, although not all are clearly indicated, some attitudes are very subjective and personal which makes it difficult to measure them (Rahayu et al., 2017). Attitude is a response to social stimulation that has been conditioned. Attitude is a state in humans that move to act or act in certain circumstances with certain feelings in response to the object of the situation or conditions in the surrounding environment. Factors that can influence attitude according to (Lee et al., 2008) are the object of attitude, attitudes related to learned tendencies, attitudes related to firmness, and attitudes that can appear under certain conditions.

Channel Attributes

The quality of channel attributes depends on the consumer's view of the dimensions that exist such as credibility and social capital available, the quality of the channel users and the level of credibility to social capital owned by the channel users. (Flanagin & Metzger, 2008) defines the term credibility as trust of a source or message. Credibility itself is defined as the extent to which one can perceive an information online, as reliable, factual, and (Cheng & Ho, 2015) In line with understanding (Yan et al., 2016) states that, eWOM credibility is the extent to which consumers trust the eWOM as true and reliable information material. Social capital has network value because structural, relational, and cognitive resources are inherent in social networking and can help group members gain personal benefits and achieve common goals (Nahapiet & Goshal, 1998). Structural resources of social capital refer to the relationship between people (Bolino et al., 2002). Structural resources include network characteristics such as social interaction ties, tie strength, and centrality (Chiu et al., 2006).

Relationship Between Variables

The Influence of Attitude on Electronic Word of Mouth

According to (Gvili & Levy, 2018) there is a positive relationship between Attitude and Electronic Word of Mouth. To support these findings (Casaló et al., 2011), (Ayeh et al., 2013) found that the attitude of travelers in his research had a direct positive effect on the goal of adopting eWOM.

The Influence of Credibility on Attitude

From research conducted by (Kim et al., 2018) credibility plays an important role in the decision-making process that influences an individual's attitude towards the eWOM review and information website, as well as its purchase intentions. It also reinforces the finding that credibility has a positive effect on the attitude of (Levy & Gvili, 2020) Credibility is also considered a fundamental cue in the decision-making process that not only impacts the attitude of individuals as a whole but also their behavioral intentions (Ayeh et al., 2013).

The Influence of Social Capital on Attitude

According to (Levy & Gvili, 2015) the importance of channel attributes that social media capital in the process of consumer engagement is also reflected in the profound impact on attitudes and direct influence on attitudes. It also supports the findings of (Shaqrah et al., 2013) that social capital has a significant positive effect on attitude.

The Influence of Social Capital on Credibility

In research conducted by (Gvili & Levy, 2016) found that social capital is strongly associated with credibility, track analysis shows that a direct relationship with respect to bridging social capital with credibility. This reinforces the research conducted by (Gvili & Levy, 2018) then social capital (bridging and bonding) in this case social capital bridging positively affects credibility but is inversely proportional to bonding that does not have a significant influence.

The Influence of Credibility on Electronic Word of Mouth with Attitude as Mediation Variable

Based on previous research from (Gvili & Levy, 2018) there is a positive relationship between Credibility eWOM and Attitude toward eWOM. Consumers feel the information received on TikTok is enough to make a trust, thus affecting the willingness of consumers to accept eWOM.

The Influence of Social Capital on Electronic Word of Mouth with Attitude as Mediation Variable

Previous research from (Levy & Gvili, 2020) provides an overview of the positive relationship of social capital bridging with attitude toward EWOM. Consumers are willing to accept eWOM as a positive thing that comes from a new environment, opening contact with new people, and other worlds that exist into a connected unity.

In this study, we will examine the independent variables, namely channel attributes and attitude as a mediating variable that influences the dependent variable, namely electronic word of mouth. To facilitate research, we propose a conceptual scheme for research guidelines, as shown in Figure 1 below:

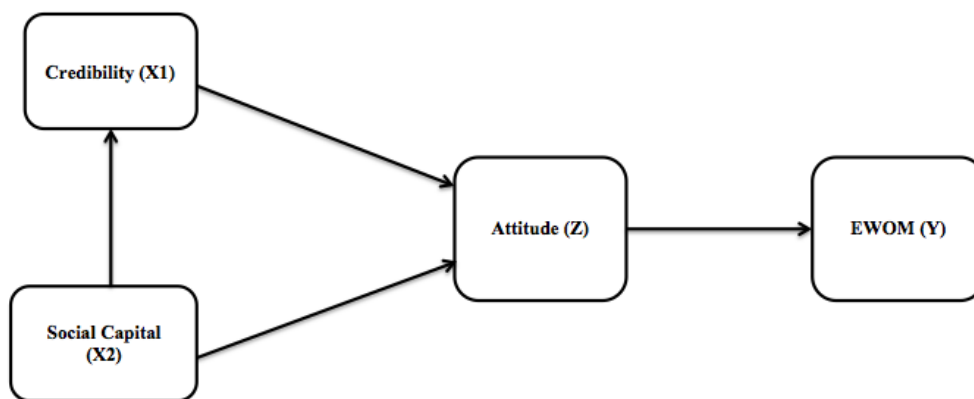


Figure 1. Conceptual-Framework

Based on the picture above, the author reveals the conceptual framework of this research as follows:

- H1 : *Attitude* has a significant influence on *electronic word of mouth*
- H2 : *Credibility* has a significant influence on *attitude*
- H3 : *Social capital* has a significant influence on *attitude*
- H4 : *Social Capital* has a significant influence on *credibility*
- H5 : *Credibility* has a significant influence on *electronic word of mouth* with *attitude* as mediation variable
- H6 : *Social Capital* has a significant influence on *electronic word of mouth* with *attitude* as mediation variable

METHOD

The type of research we use is a quantitative research method. The population of this research is gen Z TikTok users in Padang City who ever sees or review about brand Somethinc, and the study was conducted in August 2021. In calculating the number of samples in this study, it can be determined using the formula Hair et al., (2018) so that the number of samples used is 200 people. The method used for this sample is a non-probability sampling method and a purposive sampling technique, namely taking samples that are used on the basis of consideration of several research criteria to improve sample accuracy (Sugiyono, 2013). The analytical technique used is the SEM analysis method using the Smart-PLS software.

Table 1. Table of Operational Variable

No	Variable	Variable Dimensions	Indicators	Measurement Scale	Source
1.	EWOM (Y)		1. Read product recommendations on social media 2. It's nice to see someone else's experience 3. Open to accepting the opinions of others 4. Share their experiences with others 5. Forward valuable information on social media 6. Reviewing something	Likert	(Gvili & Levy, 2018)
2.	Attitude (Z)		1. eWOM has good things. 2. Likes to receive eWOM from other users 3. eWOM has positive things.	Likert	(Gvili & Levy, 2018)
3.	Credibility (X1) Social Capital (X2)		1. Believable 2. Accurate 3. Trustworthy 1. Interested in things that happen. 2. Want to try new things 3. Interested in what people dislike. 4. Curious 5. Feel like part of a larger community 6. Feel connected 7. Everyone in the world is connected 8. Willing to spend time 9. Interacting 10. Contact with new people	Likert	(Gvili & Levy, 2018)

RESULT AND DISCUSSION

Characteristics of Respondents

The primary data that we collected using the questionnaire instrument has been distributed via google form to gen Z TikTok users in Padang City who ever sees or review about brand Somethinc as many as 267 questionnaires. From the number of questionnaires distributed, there are 200 questionnaires that meet the criteria as shown in the following table:

Table 2. Characteristic of Respondent

Characteristic	Category	Amount	Percentage
Gender	Male	52	26%
	Female	148	74%
Age	11 - 15 years old	-	-
	16 - 20 years old	97	48.5%
	21- 26 years old	103	51.5%
Education Level	Junior High School	0	0.0%
	Senior High School	95	47.5%
	Diploma	15	7.5%
	Bachelor	86	43%
	Master	4	2%
Profession	Student	81	40.5%
	College Student	105	52.5%
	Self employed	4	2%
	Private Employees	1	0.5%
	SOEs	2	1%
	Bank Employees	1	0.5%
	Analyst	2	1%
	Employee	1	0.5%
	Businessman	1	0.5%
	Freelance	2	1%
Expend per month	< Rp.1.500.000	89	44.5%
	Rp. 1.500.000 – Rp. 2.500.000	55	27.5%
	>Rp. 2.500.000	56	28%

Source: Data Processing Result (2021)

Validity Test

Validity testing aims to prove that each variable is different from one another. According to (Hair et al., 2018) a measurement can be declared valid if it meets the criteria, namely the AVE value is the same or more than 0.5. The following is the value of the average variance extracted (AVE):

Table 3. Discriminant Validity Result - AVE

Variable	AVE
Channel Attributes (X)	
Credibility (X1)	0.741
Social Capital (X2)	0.733
Attitude (Z)	0.681
Electronic Word of Mouth (Y)	0.612

Source: Data Processing Result with SmartPLS 3.0 (2021)

In table 3 above, it can be seen that the AVE value in each variable has met the required rule of thumb, namely the AVE value > 0.50. So, this research can be said to be valid and meet convergent validity.

Reliability Test

According to (Sekaran & Bougie, 2016) reliability testing is an indication of the stability and consistency of the instrument measuring the concept and helps assess the certainty of a measurement. A variable is said to be real if the Cronbach alpha value is > 0.6 . Like the following table:

Table 4. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Attitude	0,825	0,895
Credibility	0,818	0,892
EWOM	0,907	0,928
Social Capital	0,873	0,904

Source: Data Processing Result with SmartPLS 3.0 (2021)

Based on the table above, it can be seen that the output of the Cronbach alpha and composite reliability values for each variable has exceeded the number 0.6. This is in accordance with the rule of thumb where the value of Cronbach alpha and composite reliability, each of which must be greater than 0.6, means that the data in the table above can be declared reliable.

R-Square

The R-square value can be used to measure how far the influence of certain independent variables on the dependent variable. The estimated value of R-square can be seen in the following table:

Table 5. R-Square Analysis Result

Variable	R Square	R Square Adjusted
Attitude	0,711	0,708
EWOM	0,371	0,368
Social Capital	0,680	0,679

Source: Data Processing Result with SmartPLS 3.0 (2021)

Based on the Table 5, we can see that the value of R-Square on the Electronic Word of Mouth variable is 0.371. We can indicate that the magnitude of the influence of credibility variables, social capital and attitude explained by 37% on electronic word of mouth variables while the remaining 63% was influenced by other factors. Another factor in question is a factor that can explain the Electronic Word of Mouth variable, a factor that is not found in this research model.

While the Attitude variable has an R-Square value of 0.711. Through this it can be concluded that Attitude gets contributions from Credibility and Social Capital as much as 71% with the remaining percentage described by other variables outside of this study. The social capital variable has an R-Square of 0.680. Through this it can be concluded that Social Capital gets a contribution from Credibility as much as 68% with the remaining percentage described by other variables outside of this study.

Hypothesis Test

Hypothesis testing was carried out after all the data had met the measurement requirements using the bootstrapping method on the SmartPLS 3.0 software. According to (Hair et al., 2018) a hypothesis can be accepted if the level of significance < 0.05 or the t-value exceeds the critical value of 1.96. So, it can be seen the influence of the independent variable on the dependent variable as follows:

Direct Effect Hypothesis**Table 6. Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Hypothesis
Attitude (Z) -> EWOM (Y)	0,609	0,618	0,071	8,591	0,000	Accepted
Credibility (X1) -> Attitude (Z)	0,551	0,541	0,077	7,195	0,000	Accepted
Social Capital (X2) -> Attitude (Z)	0,330	0,339	0,078	4,212	0,000	Accepted
Social Capital (X2) -> Credibility (X1)	0,825	0,824	0,028	29,836	0,000	Accepted

Source: Data Processing Result with SmartPLS 3.0 (2021)

Based on the summary of the results of the direct effect test, it is known that all hypotheses can be accepted as shown in the table above that the p-values of each hypothesis are below the significance level <0.05.

1. Attitude has a significant positive effect on Electronic Word of Mouth with a t-statistic of 8.591 which is greater than t-table (1.96).
2. Credibility has a significant positive effect on attitude with a t-statistic of 7.195 which is greater than t-table (1.96).
3. Social Capital has a significant positive effect on attitude with a t-statistic of 4.212 which is greater than t-table (1.96).
4. Social Capital has a significant positive effect on credibility with a t-statistic of 29.836 which is greater than t-table (1.96).

Indirect Effect Hypothesis**Table 7. Calculation of Coefficients of Indirect Variables**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Hypothesis
Credibility (X1) -> Attitude (Z) -> EWOM (Y)	0,336	0,336	0,066	5,047	0,000	Accepted
Social Capital (X2) -> Attitude (Z) -> EWOM (Y)	0,201	0,209	0,052	3,864	0,000	Accepted

Source: Data Processing Result with SmartPLS 3.0 (2021)

1. Credibility has a significant indirect effect on electronic word of mouth through attitude with a t-statistic of 5.047 which is greater than t-table (1.96).
2. Social capital has a significant indirect effect on electronic word of mouth through attitude with a t-statistic of 3.864 which is greater than t-table (1.96).

Based on the results of hypothesis testing above, we can write a discussion that discusses the results and purposes of this study, as follows:

DISCUSSION

The Influence of Attitude on Electronic Word of Mouth

The results for attitude (Z) have a significant effect on electronic word of mouth with the results of the track coefficient 0.609 with t-statistics $> t\text{-table} > 1.96$, which is 8.591. Then the conclusion of the hypothesis is accepted. This proves that customer service and support affect customer loyalty.

The Influence of Attitude on Electronic Word of Mouth

According to (Gvili & Levy, 2018) there is a positive relationship between Attitude and Electronic Word of Mouth. To support these findings (Casaló et al., 2011), (Ayeh et al., 2013) found that the attitude of travelers in his research had a direct positive effect on the goal of adopting eWOM.

The Influence of Credibility on Attitude

Credibility has a significant positive effect on Attitude with a path coefficient of 0.551 with a t-statistic greater than $t\text{-table} > 1.96$ which is 7.195. Therefore, the hypothesis is accepted.

From research conducted by (Kim et al., 2018) credibility plays an important role in the decision-making process that influences an individual's attitude towards the eWOM review and information website, as well as its purchase intentions. It also reinforces the finding that credibility has a positive effect on the attitude of (Gvili & Levy, 2018) Credibility is also considered a fundamental cue in the decision-making process that not only impacts the attitude of individuals as a whole but also their behavioral intentions (Ayeh et al., 2013).

The Influence of Social Capital on Attitude

Social Capital had a significant positive effect on Attitude with a path coefficient of 0.330 and a t-statistic greater than the $t\text{-table} > 1.96$ which is 4.212. Therefore, the hypothesis is accepted.

According to (Levy & Gvili, 2020) the importance of channel attributes that social media capital in the process of consumer engagement is also reflected in the profound impact on attitudes and direct influence on attitudes. It also supports the findings of (Shaqrah et al., 2013) that social capital has a significant positive effect on attitude.

The Influence of Social Capital on Credibility

Social Capital has a significant positive effect on Credibility with a path coefficient of 0.825 and a t-statistic greater than the $t\text{-table} > 1.96$ which is 29.836. Thus, the hypothesis is accepted.

In research conducted by (Levy & Gvili, 2015) found that social capital is strongly associated with credibility, track analysis shows that a direct relationship with respect to bridging social capital with credibility. This reinforces the research conducted by (Levy & Gvili, 2020) then social capital (bridging and bonding) in this case social capital bridging positively affects credibility but is inversely proportional to bonding that does not have a significant influence.

The Influence of Credibility on Electronic Word of Mouth with Attitude as Mediation

Credibility has a significant positive effect on EWOM through Attitude as a mediation variable due to its path coefficient of 0.336 with a t-statistic greater than $t\text{-table} > 1.96$ which is 5.047. Thus, the hypothesis is accepted. Based on previous research from (Gvili & Levy, 2016) there is a positive relationship between Credibility eWOM and Attitude toward eWOM. Consumers feel the information received on TikTok is enough to make a trust, thus affecting the willingness of consumers to accept eWOM. Not only that, it is reinforced by research conducted by (Chih et al., 2020) that discusses customer endorsement, where there is a positive relationship between credibility and eWOM mediated by attitude. Attitude plays an important role in mediation between these two variables because attitude can minimize or enlarge the relationship between the two.

The Influence of Social Capital on Electronic Word of Mouth with Attitude as Mediation

Social Capital has a significant positive effect on EWOM through Attitude as a mediation variable because the path coefficient is 0.201 with a t-statistic greater than the t-table >1.96 which is 3.864. Thus the hypothesis is accepted. Previous research from (Gvili & Levy, 2018) provides an overview of the positive relationship of social capital bridging with attitude toward EWOM. Consumers are willing to accept eWOM as a positive thing that comes from a new environment, opening contact with new people, and other worlds that exist into a connected unity.

CONCLUSION

Based on the research conducted, we can draw several conclusions from the discussion and processing of the tested data:

1. Attitude has positive and significant influence on Electronic Word of Mouth of gen Z TikTok users in Padang City.
2. Credibility has a positive and significant influence on Attitude of Gen Z TikTok users in Padang City.
3. Social Capital has a positive and significant influence on Attitude of Gen Z TikTok users in Padang City.
4. Social Capital has a positive and significant influence on Credibility of Gen Z TikTok users in Padang City.
5. Credibility has a positive and significant influence on Electronic Word of Mouth of Gen Z TikTok users in Padang City through Attitude as a mediating variable.
6. Social Capital has a positive and significant influence on Electronic Word of Mouth of gen Z TikTok users in Padang City through Attitude as a mediating variable.

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