

THE INFLUENCE OF SOURCE CREDIBILITY AND ARGUMENT QUALITY OF 'JOVI ADHIGUNA' ON PURCHASE INTENTION OF LUXURY BAGS ON HERMESIEN CLOSET'S INSTAGRAM ACCOUNT THROUGH INFORMATION

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Abstract

This study investigates the influence of source credibility and argument quality of fashion influencer Jovi Adhiguna on consumers' purchase intention of luxury bags via Hermesien Closet's Instagram account, mediated by perceived information usefulness. Applying the Elaboration Likelihood Model (ELM), the study surveyed 100 Instagram users fitting Hermesien Closet's target audience using a structured questionnaire. Data analysis was performed using Partial Least Squares (PLS) path modelling. Findings reveal that both source credibility and argument quality positively influence purchase intention, with information usefulness playing a significant mediating role. Practical implications suggest the importance of selecting credible influencers and crafting strong message arguments in digital marketing strategies targeting luxury consumers.

Keywords: Source Credibility, Argument Quality, Purchase Intention, Instagram Marketing, Fashion Influencer.



A. Introduction

In the contemporary digital landscape, marketing practices have undergone significant transformation, primarily driven by the rapid rise of social media platforms. Brands, both large and small, have shifted their marketing strategies to leverage the power of digital influencers individuals who have amassed considerable followings and who are perceived as credible and relatable sources of information. Particularly in the fashion industry, influencer marketing has emerged as a central promotional strategy due to its ability to connect directly with target audiences, foster engagement, and enhance brand visibility.¹

Luxury fashion brands, traditionally reliant on exclusivity and heritage-based marketing, are increasingly recognizing the potential of social media influencers to augment their digital presence.² However, marketing within the luxury segment demands a more nuanced approach, as the products themselves embody aspirational value, exclusivity, and prestige. Unlike mass-market products, luxury goods must maintain their aura of sophistication even in digital promotions. Thus, the selection of influencers and the construction of marketing messages require meticulous consideration. The credibility of the influencer and the quality of the content disseminated significantly affect consumer perceptions, brand image, and, ultimately, purchase intentions.

¹ Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617-644.

² Zacheo, A., Caratù, M., & Mainolfi, G. (2024). The Paths of Heritage Luxury Brands in the Digital Age: Italian Case Studies from the Fashion Industry. *Micro & Macro Marketing*, 1-26.



Jovi Adhiguna represents a compelling example of an effective fashion influencer within Indonesia's luxury segment. Known for his androgynous aesthetic and innovative fashion sense, Jovi Adhiguna has cultivated a personal brand that resonates with diverse audiences, extending beyond conventional gender norms and traditional fashion categories.³ His unique presence on Instagram, combined with his knowledge of fashion trends and authenticity in self-expression, positions him as a credible influencer whose endorsements hold considerable sway over followers' purchasing behaviors. Hermesien Closet, a luxury retailer specializing in high-end bags, has strategically partnered with Jovi Adhiguna to tap into his engaged follower base, thereby amplifying its brand message and reaching new market segments.

The theoretical foundation of this study rests on the Elaboration Likelihood Model (ELM) of persuasion, which provides a dual-route framework central and peripheral for understanding how consumers process persuasive messages.⁴ In the context of influencer marketing, source credibility often functions as a peripheral cue, influencing attitudes when consumers do not engage in extensive cognitive elaboration. Conversely, argument quality stimulates the central route of processing, wherein consumers critically evaluate message content. Both pathways contribute to attitude formation and behavioral intentions, underscoring the need for brands to

³ Talitha, S. J., & Satiti, N. L. U. (2020). *Reception Analysis of Androgyny According to College Student* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).

⁴ Kim, M. J., Chung, N., Lee, C. K., & Preis, M. W. (2016). Dual-route of persuasive communications in mobile tourism shopping. *Telematics and Informatics*, 33(2), 293-308.



optimize both influencer selection (source credibility) and content development (argument quality).

A critical yet often overlooked factor mediating these relationships is perceived information usefulness. Consumers increasingly rely on digital content not only for entertainment but also for functional information that assists in their decision-making processes. Content that is perceived as helpful, accurate, and relevant can significantly enhance consumers' evaluations of both the message and the messenger. Thus, perceived information usefulness may serve as a crucial link between the independent variables—source credibility and argument quality—and the dependent variable, purchase intention.

Despite the burgeoning popularity of influencer marketing, academic exploration of its mechanisms within the luxury fashion sector, particularly in Southeast Asia, remains limited. Much of the extant research has focused on Western contexts, overlooking the distinctive cultural, social, and economic dynamics that shape consumer behavior in markets like Indonesia. As Southeast Asia witnesses rapid digitalization and an expanding middle class with increasing disposable income, understanding how local consumers engage with influencer marketing within the luxury segment becomes imperative for both practitioners and scholars.⁵

This study, therefore, seeks to fill this gap by systematically examining the influence of Jovi Adhiguna's source credibility and the

⁵ Pangarkar, A., & Shukla, P. (2023). Conspicuous and inconspicuous consumption of luxury goods in a digital world: insights, implications, and future research directions. *International Journal of Advertising*, 42(7), 1226-1238.



quality of his promotional arguments on consumers' intention to purchase luxury bags from Hermesien Closet's Instagram account. Additionally, the study explores the mediating role of perceived information usefulness in these relationships. By applying the ELM framework and integrating the mediating variable, the research aims to offer both theoretical insights and practical recommendations for optimizing influencer marketing strategies in the luxury fashion industry.

To structure the investigation, the remainder of this paper is organized as follows. Section B elaborates on the research methodology, including details of the research design, sampling strategy, data collection procedures, measurement instruments, and data analysis techniques. Section C presents the empirical findings and provides a comprehensive discussion, situating the results within the broader literature. Section E concludes the paper with a summary of key insights, managerial implications, theoretical contributions, study limitations, and avenues for future research.

By advancing knowledge in the area of luxury influencer marketing, this study not only contributes to academic discourse but also offers actionable insights for brand managers, marketing strategists, and influencers aiming to enhance their impact within the digital luxury marketplace.

B. Method

Research Design

This study adopts a quantitative research approach to systematically investigate the relationships between source



credibility, argument quality, perceived information usefulness, and purchase intention within the context of luxury fashion marketing on Instagram.⁶ A cross-sectional survey design was employed to collect empirical data, allowing for the examination of causal relationships and the generalizability of findings to a broader population of Instagram users familiar with luxury fashion brands.

Quantitative research methods are particularly suitable for identifying statistical patterns and testing hypotheses. In this study, a structured approach ensures consistency in data collection and analysis.⁷ By focusing on numerical data and objective measurement, the study aims to reduce potential biases and enhance the reliability of results. The choice of quantitative methods also facilitates comparison with similar studies in related fields, contributing to the academic robustness of the findings.

Population and Sampling

The target population for this study comprises Instagram users who actively engage with fashion-related content and are potential consumers of luxury fashion products. Given the study's focus on the influence of Jovi Adhiguna's endorsements on Hermesien Closet's Instagram account, purposive sampling was utilized to select respondents who fit specific criteria:⁸ (1) following Hermesien Closet's official Instagram account; (2) having prior

⁶ Barbarisque, M. (2024). Impact of Social Media Influencer's Characteristics on Consumer Purchase Intention and Behavior in French Luxury Fashion Brands.

⁷ Curry, L. A., Nembhard, I. M., & Bradley, E. H. (2009). Qualitative and mixed methods provide unique contributions to outcomes research. *Circulation*, 119(10), 1442-1452.

⁸ Rahayu, I. E. (2020). *An Audience Studies Toward Androgyny Celebgram On@ Joviadiguna Instagram Account* (Doctoral dissertation, UNIVERSITAS AIRLANGGA).



awareness or exposure to Jovi Adhiguna's fashion-related posts; and (3) expressing interest in luxury fashion products, particularly luxury bags.

A total sample of 100 respondents was deemed adequate based on minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. Sampling adequacy was determined using G*Power software to ensure sufficient statistical power for hypothesis testing. Data collection was conducted over a four-week period, during which participants were invited via Instagram direct messages and online community postings related to luxury fashion enthusiasts. To enhance response quality, participants were screened to confirm that they met inclusion criteria.

Data Collection Procedures

Primary data were collected using a structured online questionnaire developed using Google Forms. The questionnaire consisted of five main sections:⁹ (1) demographic information; (2) perceived source credibility of Jovi Adhiguna; (3) perceived argument quality of promotional content; (4) perceived information usefulness; and (5) purchase intention toward luxury bags marketed through Hermesien Closet's Instagram account. The structured nature of the questionnaire facilitated standardized data collection, enabling meaningful analysis.

⁹ Radhaswati, I. D. A. A., & Santosa, M. H. (2022). Teachers' perceptions: The use of Google Form as a media to assess primary school students. *EDUTECH: Journal of Education And Technology*, 5(4), 910-924.



Prior to data collection, the questionnaire underwent a pilot test involving 20 respondents to evaluate the clarity, relevance, and reliability of the measurement items. Necessary revisions were made based on feedback to improve question phrasing and minimize ambiguity. Ethical considerations were adhered to throughout the data collection process, ensuring respondent anonymity and informed consent. Participants were informed about the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses.

Measurement Instruments

Measurement items were adapted from established scales validated in previous research. Source credibility was assessed using items adapted from Ohanian (1990) and Hovland et al. (1953),¹⁰ encompassing three dimensions: expertise (e.g., "Jovi Adhiguna is knowledgeable about fashion trends"), trustworthiness (e.g., "I trust the recommendations made by Jovi Adhiguna"), and homophily (e.g., "Jovi Adhiguna shares similar values with me"). Each dimension was measured using five-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree).

Argument quality was measured using items adapted from Cheung and Thadani (2012),¹¹ focusing on four key attributes: relevance, timeliness, accuracy, and comprehensiveness. Sample items included statements such as "The promotional content shared

¹⁰ Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52.

¹¹ Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision support systems*, 54(1), 461-470.



by Jovi Adhiguna is relevant to my fashion preferences" and "The arguments provided in the promotional messages are timely and up-to-date." Likert-scale responses facilitated quantification of perceptions.

Perceived information usefulness was evaluated using measurement items from Dodds et al. (1991) and Sussman and Siegal (2003), including items such as "The information shared by Jovi Adhiguna helps me make informed purchase decisions" and "I find the information provided by Jovi Adhiguna to be useful when considering luxury fashion purchases." These items were similarly measured using five-point Likert scales.

Purchase intention was assessed using a scale comprising items adapted from Park et al. (2007) and Mishra and Satish (2016),¹² capturing respondents' likelihood to purchase luxury bags from Hermesien Closet following exposure to influencer-endorsed content. Example items include "I am likely to purchase a luxury bag from Hermesien Closet based on Jovi Adhiguna's recommendation." The cumulative approach ensures a comprehensive understanding of respondents' purchase intentions.

Data Analysis Techniques

Collected data were analyzed using SmartPLS 3.0 software, which facilitates PLS-SEM analysis suitable for complex models with multiple constructs and indicators. Preliminary data screening involved checking for missing values, outliers, and normality to ensure data quality. Reliability and validity of measurement

¹² Mishra, A., & Satish, S. M. (2016). eWOM: Extant research review and future research avenues. *Vikalpa*, 41(3), 222-233.



constructs were assessed through Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). These steps are crucial to confirm the internal consistency and convergent validity of the measurement model.

Structural model assessment involved evaluating path coefficients, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) to determine the strength and significance of hypothesized relationships. Bootstrapping procedures with 5,000 resamples were conducted to assess the statistical significance of direct and mediating effects. Model fit indices such as Standardized Root Mean Square Residual (SRMR) were examined to evaluate overall model adequacy. In addition, multi-group analysis (MGA) was conducted to assess potential differences in responses based on demographic variables such as age and gender.

In summary, the methodological approach adopted in this study ensures rigorous and systematic examination of the research hypotheses. By employing established measurement scales, ensuring careful data collection, and using advanced analytical techniques, this study aims to produce reliable and valid findings that contribute meaningfully to understanding the role of influencer marketing in the luxury fashion industry.

C. Result and Discussion

The findings affirm that influencer marketing within the luxury segment is significantly driven by both the credibility of the influencer and the persuasiveness of promotional content. These results align with prior studies utilizing the Elaboration Likelihood



Model,¹³ which emphasize the central role of message elaboration in shaping consumer attitudes and behaviors.

The observed dominance of the expertise dimension within source credibility suggests that consumers place considerable emphasis on influencers' knowledge and skill set when evaluating luxury fashion endorsements. This contrasts with certain mainstream product categories, where homophily may exert a stronger influence. Consequently, for luxury brands, collaborating with influencers who project industry knowledge and refined fashion acumen is vital to enhancing brand trust and stimulating purchase intentions.

The significant role of argument quality corroborates that consumers in the luxury segment engage in more cognitively demanding evaluations when exposed to promotional content. High-quality arguments, featuring relevant, accurate, and comprehensive information, resonate with consumers seeking validation for high-involvement purchases. This reflects a central route of message processing, where thoughtful evaluation of message content, rather than reliance on peripheral cues alone, drives decision-making.

Interestingly, the mediation analysis highlights perceived information usefulness as a key facilitator of message effectiveness. When consumers perceive influencer content as useful in informing their purchase decisions, the impact of both source credibility and argument quality is amplified. This finding underscores the necessity

¹³ Petty, R. E., & Cacioppo, J. T. (1986). Message elaboration versus peripheral cues. In *Communication and persuasion: Central and peripheral routes to attitude change* (pp. 141-172). New York, NY: Springer New York.



for luxury brands to not only select credible influencers and craft strong arguments but also ensure that the content offers tangible informational value that assists consumers in their decision-making processes.

Culturally, the results suggest that Indonesian consumers, while influenced by aspirational imagery associated with luxury brands, value substance and informativeness in influencer content. This underscores the need for localized influencer marketing strategies that balance aspirational appeals with informative content, tailored to regional consumer expectations.

In comparison to prior studies focusing primarily on Western markets or non-luxury products, this study advances understanding by contextualizing influencer marketing strategies within the Southeast Asian luxury segment. The results emphasize that in high-involvement, prestige-driven markets, consumers process marketing messages more critically and rely on both content quality and source credibility to guide purchase intentions.

Collectively, these findings contribute to a more nuanced understanding of digital consumer behavior and the mechanics of luxury influencer marketing. They reinforce that achieving effectiveness in digital luxury promotions requires a dual focus: selecting industry-relevant, credible influencers and producing high-quality, useful content that facilitates consumer decision-making.

D. Conclusion



This study examined the influence of source credibility and argument quality on purchase intention for luxury bags promoted via Hermesien Closet's Instagram account, emphasizing the mediating role of perceived information usefulness. Drawing on the Elaboration Likelihood Model (ELM), the study contributes to both theoretical understanding and practical applications within the realm of influencer marketing, especially in the luxury fashion sector.

The findings revealed that both source credibility and argument quality significantly influence consumers' purchase intentions, with information usefulness acting as a crucial mediating factor. The strong effect of source credibility underscores the importance of selecting influencers who embody both expertise and trustworthiness. In the case of Hermesien Closet, Jovi Adhiguna's perceived expertise in fashion and alignment with the values of potential consumers fostered enhanced engagement and influenced purchasing decisions. This highlights that an influencer's reputation and personal branding extend beyond follower counts, directly shaping consumer trust and intentions.

Simultaneously, the quality of promotional arguments significantly impacts consumer purchase intention. The luxury fashion segment, characterized by highly involved consumers, demands more than superficial promotional messages. Consumers expect detailed, accurate, timely, and relevant information to evaluate products rationally. Well-crafted promotional content enhances not only message clarity but also consumer confidence in decision-making processes.



The mediating role of perceived information usefulness is particularly insightful. Content perceived as valuable and informative acts as a conduit through which source credibility and argument quality exert their effects on purchase intention. Therefore, influencers serve a dual role: they function as trusted endorsers and as key providers of information that aids consumer decision-making. Luxury brands must recognize the dual nature of influencers' roles in marketing strategies and facilitate content that combines persuasive appeal with informative substance.

This study's implications extend to digital marketing strategists and brand managers operating within the luxury sector. Firstly, collaborations with influencers must be strategically designed, prioritizing credibility, expertise, and alignment with brand values over superficial popularity. Secondly, brands should invest in ensuring that influencer-generated content meets high standards of quality, offering relevant, accurate, and comprehensive information to consumers. Thirdly, brands should empower influencers to serve not just as trendsetters but as reliable sources of valuable product information, enhancing content utility and driving purchase intentions.

From a theoretical standpoint, this study enriches the application of the Elaboration Likelihood Model in luxury fashion influencer marketing, highlighting that both central (argument quality) and peripheral (source credibility) routes are instrumental in shaping consumer behavior. Additionally, introducing perceived information usefulness as a mediating variable offers a novel



perspective on how consumers process influencer-endorsed content in luxury contexts.

While the study offers valuable insights, it is not without limitations. The sample size, though statistically adequate, limits generalizability across broader geographic or demographic contexts. Furthermore, the study focuses exclusively on Instagram and a single influencer-brand collaboration, which may constrain applicability across different social media platforms or influencer archetypes. Future research could explore comparative analyses across different social media platforms, influencer categories (e.g., micro vs. macro influencers), or product types within and beyond the luxury segment.

Further exploration of psychological factors such as consumer motivation, involvement level, and cultural variables could enrich understanding of how consumers interpret and respond to influencer marketing strategies. Additionally, qualitative research methods such as interviews or focus groups could provide deeper insights into the cognitive and emotional processes underpinning consumer responses to luxury influencer marketing.

In conclusion, the study affirms that effective luxury influencer marketing requires a strategic blend of credible influencer partnerships and the creation of high-quality, informative content. By understanding and leveraging these factors, luxury brands can foster meaningful consumer engagement, enhance information processing, and drive positive purchase decisions within the competitive digital landscape. The findings of this study not only contribute to academic literature but also provide actionable



guidelines for practitioners seeking to navigate the evolving landscape of luxury marketing in the digital era.

This study examined the influence of source credibility and argument quality on purchase intention for luxury bags promoted via Hermesien Closet's Instagram account, emphasizing the mediating role of perceived information usefulness.

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