

Daftar Pustaka

- Aaker, D. A., & Biel, A. L. (2009). *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*. Lawrence Erlbaum Associates, Inc.
- Agriesta, D. (2015). *CEO Twitter: Bebas Berpendapat adalah Keunggulan Twitter*. 26 Maret. https://www.medcom.id/teknologi/news-teknologi/VNnWMqAb-ceo-twitter-bebas-berpendapat-adalah-keunggulan-twitter?__cf_chl_jschl_tk__=9b084da0776ae7cdac80da6411778a11102fac
- Ahmad, F. (2009). *All About Twitter*. Yureka.
- Arikunto, S. (2006). *Prosedur Penelitian: Suatu Pendekatan Praktek*. Rineka Cipta.
- Bae, S., & Lee, T. (2011). Gender differences in consumers' perception of online consumer reviews. *Electronic Commerce Research*, 11, 201–214. <https://doi.org/10.1007/s10660-010-9072-y>
- Baek, H., Ahn, J., & Choi, Y. (2012). Helpfulness of Online Consumer Reviews: Readers' Objectives and Review Cues. *International Journal of Electronic Commerce*, 17, 99–126. <https://doi.org/10.2307/41739513>
- Barker, George P. & Sandra, G. (1987). Developmental study of praise and blame as attributional cues. *Journal of Educational Psychology*, 79(1), 62–66.
- Bataineh, A. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7. <https://doi.org/10.5539/ijms.v7n1p126>
- Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15(3), 31–40. <https://doi.org/https://doi.org/10.1002/dir.1014>
- Bungin, B. (2005). *Metodologi Penelitian Kuantitatif ed 2*. Prenadamedia Group.
- Cheung, C., Lee, M., & Rabjohn, N. (2008). The impact of electronic word-of-mouth - The adoption of online opinions in online customer communities. *Internet Research*, 18, 229–247. <https://doi.org/10.1108/10662240810883290>
- Cheung, C. M. K., & 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. <https://doi.org/https://doi.org/10.1016/j.dss.2012.06.008>
- Chrisprastika. (2016). *Cosmetic Purchasing Trend*. Agustus 16. <https://blog.jakpat.net/cosmetic-purchasing-trends-survey-report/>
- Clinic, Z. (2018). *Hasil Survey Zap Beauty Index Terkait Industri Kecantikan*. <https://www.kirani.id/hasil-survey-zap-beauty-index-terkait-industri-kecantikan/>

- Compas.co.id. (2021). *Top 5 Brand Perawatan Wajah di E-commerce Indonesia dengan Penjualan di atas Rp 10 Miliar*. <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
- databoks.katadata.co.id. (2022). *Pengguna Twitter Indonesia Masuk Daftar Terbanyak di Dunia, Urutan Berapa?* 22 March. [https://databoks.katadata.co.id/datapublish/2022/03/23/pengguna-twitter-indonesia-masuk-daftar-terbanyak-di-dunia-urutan-berapa#:~:text=Jumlah pengguna Twitter terbanyak \(per Januari 2022\)&text=Twitter merupakan salah satu jejaring,Aair per Januari 2022](https://databoks.katadata.co.id/datapublish/2022/03/23/pengguna-twitter-indonesia-masuk-daftar-terbanyak-di-dunia-urutan-berapa#:~:text=Jumlah pengguna Twitter terbanyak (per Januari 2022)&text=Twitter merupakan salah satu jejaring,Aair per Januari 2022) 1
- Díaz, Manuel Rodríguez & Rodríguez, T. F. E. (2017). Determining the reliability and validity of online reputation databases for lodging: Booking. com, TripAdvisor, and HolidayCheck. *Journal of Vacation Marketing*, XX(X), 1–14.
- Dominanto, N. N. (2008). Perbedaan Sikap terhadap Iklan, Merk, dan Niat Beli Konsumen pada Iklan Dean Fear Appeal Tinggi dan Rendah pada Partisipan Wanita. *Jurnal Ekonomi & Bisnis*, 2, 24.
- Ferrinadewi, E. (2008a). *Merek & Psikologi Konsumen: Implikasi pada Strategi Pemasaran*. Graha Ilmu.
- Ferrinadewi, E. (2008b). *Merek dan Psikologi Konsumen, Implikasi pada Strategi Pemasaran*. Graha Ilmu.
- Flavian, C., & Guinalíu, M. (2005). The influence of virtual communities on distribution strategies in the Internet. *International Journal of Retail & Distribution Management*, 33, 405–425. <https://doi.org/10.1108/09590550510600843>
- Griffin, E. A. (2011). *A First Look at Communication Theory* (8th ed.). McGraw-Hill.
- Hajli, M., & Khani, F. (2013). Establishing trust in social commerce through social word of mouth. In *2013 7th International Conference on e-Commerce in Developing Countries: With Focus on e-Security, ECDC 2013* (Vol. 11). <https://doi.org/10.1109/ECDC.2013.6556738>
- Hamid, F., & Budianto, H. (2011). *Ilmu Komunikasi Sekarang dan Tantangan Masa Depan*. Kencana.
- J. Keegan, W., & C. Green, M. (2011). *Global Marketing 7th Edition*. Pearson Prentice Hall.
- Katadata.id. (2020). *Somethinc dan Wardah jadi Brand Kosmetik Paling Populer di TikTok*. <https://katadata.co.id/ekarina/brand/5fe0791e076e6/somethinc-dan-wardah-jadi-brand-kosmetik-paling-populer-di-tiktok>
- Kompasiana.com. (2019). *Apa Pentingnya Sebuah Review Online untuk Bisnis Anda?*

<https://www.kompasiana.com/idmetafora/5c91ef2f0b531c0fe92a6983/apapentingnya-sebuah-review-online-untuk-bisnis-anda>

- Kotler, P., & Amstrong, G. (2003). *Dasar-Dasar Pemasaran, Jilid 1, Edisi Kesembilan*. PT Indeks Gramedia.
- Kotler, Philip, & Keller, K. L. (2012a). *Manajemen Pemasaran Jilid 2 Edisi ke 13*. Erlangga.
- Kotler, Philip, & Keller, K. L. (2012b). *Marketing management* (14th editi). Pearson Prentice Hall.
- Lee, J., Park, D.-H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, 7, 341–352. <https://doi.org/10.1016/j.elerap.2007.05.004>
- López, M., & Sicilia, M. (2014). Determinants of E-WOM Influence: The Role of Consumers' Internet Experience. *Journal of Theoretical and Applied Electronic Commerce Research*, 9, 28–43. <https://doi.org/10.4067/S0718-18762014000100004>
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 08, 419–424. <https://doi.org/10.4236/jssm.2015.83043>
- Mudambi, S., & Schuff, D. (2010). What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com. *MIS Quarterly*, 34, 185–200. <https://doi.org/10.2307/20721420>
- Nazir, M. (2013). *Metode Penelitian*. Ghalia Indonesia.
- Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial*. Media Sahabat Cendekia.
- Park, D.-H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce - INT J ELECTRON COMMER*, 11, 125–148. <https://doi.org/10.2753/JEC1086-4415110405>
- pelakubisnis.com. (2020). *Indonesia Pasar Potensial Produk Kosmetik*. <https://pelakubisnis.com/2020/02/indonesia-pasar-potensial-produk-kosmetik/>
- Permana, M. S., & Haryanto, J. O. (2014). Pengaruh Country of Origin, Brand Image Dan Persepsi Kualitas Terhadap Intensi Pembelian. *Jurnal Manajemen Untar*, 18(3).
- Petty, R., & Cacioppo, J. (1984). The effects of involvement on responses to argument quantity and quality: Central and peripheral routes to persuasion. *Journal of Personality and Social Psychology*, 46, 69–81. <https://doi.org/10.1037/0022-3514.46.1.69>

- Priyono. (2016). *Metode Penelitian Kuantitatif*. Zifatama Publishing.
- Ruslan, R. (2008). *Manajemen Public Relations & Media Komunikasi*. PT Raja Grafindo Persada.
- Salsabil, Z., & Arfa, M. (2018). Efektifitas website Femaledaily.com dalam memenuhi kebutuhan informasi pengguna. *Jurnal Ilmu Perpustakaan - Universitas Diponegoro*, 8(2), 199–210.
- Singarimbun, Masri & Effendi, S. (1995). *Metode Penelitian Survey*. PT Pustaka LP3ES.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif & RND*. Alfabeta.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Pendidikan (Pendidikan Kuantitatif, Kualitatif dan R&D)*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Susetyarsi, T. (2012). Membangun Brand Image Produk Melalui Promosi Event Sponsorship dan Publisitas. *Jurnal STIE Semarang*, 4, 3.
- Sutanto, M. A., & Aprianingsih, A. (2016). He Effect of Online Consumer Review Toward Purchase Intention: a Study in Premiumcosmetic in Indonesia. *International Conference on Ethics OfBusiness, Economics, and Social Science*, 53(2), 1689–1699.
- Swasty, W. (2016). *Branding: Memahami dan Merancang Strategi Merek*. PT Remaja Rosdakarya.
- Syahrum, & Salim. (2012). *Metodologi Penelitian Kuantitatif*. Citrapustaka Media.
- Syarif, E. (2020). Pengaruh Media Sosial Terhadap Sikap Dan Pendapat Pemuda Mengenai Ujaran Kebencian. *Jurnal Common*, 3(2), 120–141.
<https://doi.org/10.34010/common.v3i2.2602>
- Tjiptono, F. (2005). *Pemasaran Jasa*. Bayu Media Publishing.
- Vardiansyah, D. (2004). *Pengantar Ilmu Komunikasi*. Ghalia Indonesia.
- We Are Social. (2021). *Digital 2020 Indonesia: All the Data, Trends, and Insights You Need to Help You Understand How People Use the Internet, Mobile, Social Media, and Ecommerce*. <https://datareportal.com/reports/digital-2021-indonesia>
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *The International Journal of Management Science and Business Administration*, 1, 69–80.
<https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.15.1006>

ZAP Beauty Clinic & Markplus Inc. (2020). ZAP Beauty Index 2020. *Mark Plus Inc*, 1–36.

Zhu, F. (2010). Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. *Journal of Marketing - J MARKETING*, 74, 133–148. <https://doi.org/10.1509/jmkg.74.2.133>