

DAFTAR PUSTAKA

- Benowati, S.G., dan Purba T. 2020. Pengaruh Citra Merek dan Electronic Word Of Mouth Terhadap Minat Beli Kosmetik Wardah di Kota Batam. *Journal Of Management, Accounting, Economic and Business (TRIANGLE)*, Vol. 1, No. 2, pp 356-370
- Cheng, X., & Zhou, M. 2010. Study on Effect of eWOM: A Literature Review and Suggestions for Future Research. 2010. *International Conference on Management and Service Science*, pp 1-4, IEEE
- Darmatama, M., & Erdiansyah, R. 2021. The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions. *Advances in Social Science, Education and Humanities Research*, Vol 570, pp 888-892
- Danniswara, R., Sandhyaduhita, P., Munajat, Q. 2017. The Impact of EWOM Referral, Celebrity Endorsement, and Information Quality on Purchase Decision” A Case of Instagram”. *Information Rescources Management Journal*, Vol.30, Issue 2, pp 23-43
- Febyane, K. & Lestari, B. 2022. Pengaruh Iklan Media Sosial dan Brand Image Terhadap Minat Beli Produk Kosmetik Make Over. *Jurnal Aplikasi Bisnis*, Vol. 8, No.2, pp 151-156
- Ferdinand, Agusty. 2014. *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro
- Ghozali, I. 2008. *Structural Equation Modeling*. Edisi II. Semarang: Badan Penerbit Universitas Diponegoro
- Ghozali. I., Latan, H. 2015. *Partial Least Square: Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 untuk Penelitian Empiris*. 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), pp 5-23
- Guarda, T., Augusto, M.F., Victor, J.A., Mazon, L.M., Lopes, I., Oliveira, P. 2021. The Impact of TikTok on Digital Marketing. *Marketing and Smart Technologies, Smart Innovation, Systems and Technologies 205*, pp 34-44
- Hayuningtyas, W. H., & Widiyanto, I. (2015). Antecedent kepercayaan dan keputusan pembelian. *Diponegoro Journal of Management*, Vol. 4(4), pp 1–11
- Hennig-Thurau, T., Kevin P.G, Gianfranco W and Dwayne D.G. 2004. Electronic word-of mouth via consumer opinion platform: what motives consumer to articulates themselves on the internet. *Journal of Interactive Marketing*, Vol 18, pp 38-5
- Indahsari, B., Heriyadi, Afifah, Nur., Listiana, E., dan Fauzan, R. 2023. The Effect of Online Advertising and Electronic Word of Mouth on Purchase Intention through Brand Image as Mediating Variable. *South Asian Research Journal of Business and Manangement*, Vol. 5 (1), pp 1-9
- Ismagilova, E., Dwivedi, Y. K., Slade, E., dan Williams, M. D. 2017. *Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions*. Switzerland: Springer
- Kaplan, A. M., & Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, Vol. 53(1), pp 59–68
- Keller, Kevin Lane. 2013. *Strategic Brand Management Building, Measuring, and Managing Brand Equity Fourth Edition*. England: Pearson Education Limited
- Kotler, Philip dan Keller, Kevin Lane. 2016. *Marketing Manajemen*. England: Pearson Education Limited

- Kotler, Philip dan Armstrong, G. 2018. *Principles of Marketing*. 17th Edition. Pearson Education
- Lkhaasuren, M., & Nam Kyung Doo. 2018. The Effect of Electronic Word of Mouth (eWOM) on Purchase Intention on Korean Cosmetic Product in the Mongolian Market. *Journal of International Trade & Commerce*, Vol. 4, No. 4, pp 161-175
- Luthfiyatullah, L., Millatina, A.N., Mujahidah, S.H., & Herianingrum, S. 2020. Efektifitas Media Instagram dan E-WOM (Electronic Word of Mouth) Terhadap Minat Beli Serta Keputusan Pembelian. *Jurnal Penelitian IPTEKS*, Vol 5(1), pp 101-115
- Mangold, W. G., & Faulds, D. J. 2009. Social media: The new hybrid element of the promotion mix. *Business Horizons*, Vol. 52(4), pp 357-365
- Mowen, John C., dan Minor, M. 2003. *Perilaku Konsumen*, Jakarta: Erlangga
- Mughoffar, M., Sumarwan, U, dan Tinaprilla, N. 2019. The Effect of e-WOM and Brand Image on The Interest In Buying The Heavenly Blush Yogurt Product. *Indonesian Journal of Business and Entrepreneurship*, Vol. 5, No. 2, pp 158-167
- Nushra, Mohamed N.F., & Mubarak, Mohamed K. 2022. Influence of Customer Generated e-WOM on Purchase Intention of Cosmetic Products in Sri Lanka. *Sri Lanka Journal of Marketing by Department of Marketing Management*, Vol. 8, Special Issue, pp 93-112
- Pasharibu, Y., & Nurhidayah, A. 2021. Digitalization Strategis Through Brand Image, Celebrity Endorser, and E-WOM of Indonesian Halal Product Towards a Purchase Decision. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, Vol. 5, Issue 3, pp 732-743
- Perkasa, D. H., Suhendar I.A., Randyantini V., dan Andrini, E.M. 2020. The Effect Of Electronic Word Of Mouth (EWOM), Product Quality and Price on

- Purchase Decisions. *Dinasti International Journal of Education Management and Social Science*, Vol. 1, Issue 5, pp 695-706
- Peter, J. Paul & Jerry C. Olson. 2010. *Perilaku Konsumen dan Strategi Pemasaran*. Edisi 9. Buku 2. Jakarta: Salemba Empat
- Raji, R.A., Rashid, S., & Ishak, S. 2019. The Mediating Effect of Brand Image on the Relationships Between Social Media Advertising Content, Sales Promotion Content and Behavioural Intention. *Journal of Research in Interactive Marketing*, Vol. 13, No. 3, pp 302-330
- Romadhoni, B., Akhmad, Naldah, dan Rosanty, N.P.E. 2023. Purchasing Decision Effect of Social Media Marketing, Electronic Word of Mouth (e-WOM), Purchase Intention. *Dinasti Research Journal of Accounting and Finance Management*, Vol.4, No. 1, pp 74-86
- Salsabila, H. F., & Harti. 2021. Pengaruh Iklan Media Sosial, Electronic Word Of Mouth, dan Persepsi Kualitas Terhadap Keputusan Pembelian. *Journals of Economics and Business Mulawarman (JEBM)*, Vol. 18(4), pp 722-732
- Sangadji, Mamang Etta & Sopiah. 2013. *Perilaku Konsumen*. Yogyakarta: Penerbit ANDI
- Schiffman, Leon G. & Leslie L. Kanuk. 2007. *Perilaku Konsumen*. Jakarta : PT. Indeks
- Schiffman, Leon G. & Wisenblit, Joseph L. 2015. *Consumer Behavior Eleventh Edition*. England: Pearson
- Sitorus, O. F., & Utami, N. 2017. *Strategi Promosi Pemasaran*. Jakarta: FKIP UHAMKA
- Sugiyono. 2018. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sugiyono. 2018. *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta
- Tjiptono, F. 2008. *Strategi Pemasaran*. Edisi III. Yogyakarta: Penerbit ANDI

Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. 2018. Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, Vol 47(1), pp 38–54

Winarno, Kania O., dan Indrawati. 2022. Impact of Social Media Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention. *Jurnal Aplikasi Manajemen*, Vol. 20, No. 3, pp 668-683. Malang: Universitas Brawijaya

Website

Adisty, Naomi. 2022. *Tumbuh Pesat, Pemakaian Produk Kecantikan di Indonesia Kian Meningkat*. Diakses pada 24 November 2022, dari <https://goodstats.id/article/menilik-meningkatnya-konsumsi-produk-kecantikan-di-indonesia-LcQed%20>

Annur, Cindy M. 2022. *Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022*. Diakses pada 22 November 2022, dari <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>

Annur, Cindy M. 2022. *Jumlah Pengguna TikTok Terus Bertambah*. Diakses pada 23 Januari 2023, dari <https://databoks.katadata.co.id/datapublish/2022/09/06/jumlah-pengguna-tiktok-terus-bertambah-ini-data-terbarunya>

Annur, Cindy M. 2023. *Pengguna TikTok di Indonesia Terbanyak Kedua di Dunia per April 2023, Nyaris Salip AS?*. Diakses pada 14 Juli 2023, dari <https://databoks.katadata.co.id/datapublish/2023/05/24/pengguna-tiktok-di-indonesia-terbanyak-kedua-di-dunia-per-april-2023-nyaris-salip-as>

Asosiasi Pengguna Jasa Internet Indonesia (APJII). 2022. *Profil Internet Indonesia 2022*. Diakses pada 22 November 2022, dari <https://www.apjii.or.id/>

Compas.co.id. 2022. *5 Brand Skincare Indonesia dan Popularitasnya di E-Commerce*.

Dikases pada 1 Januari 2023, dari <https://compas.co.id/article/brand-skincare-indonesia/>

Female Daily. __. *Review Somethinc*. Diakses pada 27 November 2022, dari

<https://reviews.femaledaily.com/search?q=somethinc&tab=all>

Lembaga Layanan Pendidikan Tinggi Wilayah V Yogyakarta. __. *Sebaran Perguruan Tinggi dan Program Studi*. Diakses pada 28 Desember 2022, dari

<https://lldikti5.kemdikbud.go.id/>

Populix. 2022. *Unveiling Indonesian Beauty & Dietary Lifestyle*. Diakses pada 24

November 2022, dari <https://info.populix.co/en/report/unveiling-indonesian-beauty-dietary-lifestyle/>

Somethinc Official. __. *Somethinc*. Diakses pada 30 Maret 2023, dari

<https://somethinc.com/en/>