

DAFTAR PUSTAKA

- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analysing the Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company. *Procedia - Social and Behavioral Sciences*, *143*, 822–826. <https://doi.org/10.1016/j.sbspro.2014.07.483>
- Acharya, A. (2021). The impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth. *South Asian Journal of Business Studies*, *10*(1), 29–48. <https://doi.org/10.1108/SAJBS-07-2019-0126>
- American Marketing Association. (n.d.). *Marketing Communications*. Retrieved November 22, 2020, from <https://www.ama.org/topics/marcom/>
- Bapat, D. (2017). Impact of brand familiarity on brands experience dimensions for financial services brands. *International Journal of Bank Marketing*, *35*(4), 637–648. <https://doi.org/https://doi.org/10.1108/IJBM-05-2016-0066>
- Bosnjak, M., Galesic, M., & Tuten, T. (2007). Personality determinants of online shopping: Explaining online purchase intentions using a hierarchical approach. *Journal of Business Research*, *60*(6), 597–605. <https://doi.org/10.1016/j.jbusres.2006.06.008>
- Briliana, V., Deitiana, T., & Mursito, N. (2020). Peran Keterlibatan Hijabers Di Media Sosial Terhadap Perilaku Belanja Online Busana Muslim. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, *4*(1), 194. <https://doi.org/10.24912/jmieb.v4i1.7769>
- Budiman, S. (2012). Analysis of consumer attitudes to purchase intentions of counterfeiting bag product in Indonesia. *International Journal of Management, Economics and ...*, *1*(1), 1–12.
- Cheah, I., Phau, I., & Liang, J. (2015). Marketing Intelligence & Planning Article

- information : *Marketing Intelligence & Planning*, 32(4), 413–435.
- Chung, C., & Muk, A. (2012). Online Shoppers' Social Media Usage and Shopping Behavior. *The Customer Is NOT Always Right? Marketing Orientations in a Dynamic Business World. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 66, 37–39.
https://doi.org/10.1007/978-3-319-50008-9_35
- Danaher, P. J., Wilson, I. W., & Davis, R. A. (2003). A Comparison of Online and Offline Consumer Brand Loyalty. *Marketing Science*, 22(4).
<https://doi.org/10.1287/mksc.22.4.461.24907>
- Dedeoglu, B. B. (2019). Are information quality and source credibility really important for shared content on social media?: The moderating role of gender. *International Journal of Contemporary Hospitality Management*, 31(1), 513–534. <https://doi.org/10.1108/IJCHM-10-2017-0691>
- Degeratu, A. M., Rangaswamy, A., & Wu, J. (2000). Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. *International Journal of Research in Marketing*, 17(1), 55–78.
[https://doi.org/10.1016/s0167-8116\(00\)00005-7](https://doi.org/10.1016/s0167-8116(00)00005-7)
- Delloite. (2019). *Sudahkah Pola Belanja Orang Indonesia Bergeser Menuju Digital ?* September, 42–58.
- GDILAB. (2017). *Infografis: Industri Kosmetik Lokal di Twitter*.
<https://www.gdilab.com/read/2385/infografis-industri-kosmetik-lokal-di-twitter/>
- Ghozali, I. (2017). *Structural Equation Modeling Konsep dan Aplikasi dengan Program Amos 24 (7th ed.)* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Gunelius, S. (2011). *30-Minutes SOCIAL MEDIA Marketing*.
- Hair, J. F., Black, B., Babin, B., Anderson, R. E., & Tatham, R. L. (2006).

Multivariate Data Analysis (6th Edition) (6th ed.). Pearson Prentice Hall.

- Heinonen, K. (2018). Positive and negative valence influencing consumer engagement. *Journal of Service Theory and Practice*, 28(2), 147–169.
<https://doi.org/10.1108/JSTP-02-2016-0020>
- Huang, C. Y., Chou, C. J., & Lin, P. C. (2010). Involvement theory in constructing bloggers' intention to purchase travel products. *Tourism Management*, 31(4), 513–526. <https://doi.org/10.1016/j.tourman.2009.06.003>
- Huda, L. (2020). *Perubahan Gaya Hidup Dorong Industri Kosmetik*.
<https://koran.tempo.co/read/ekonomi-dan-bisnis/449594/perubahan-gaya-hidup-dorong-industri-kosmetik>
- Husnain, M., Qureshi, I., Fatima, T., & Akhtar, W. (2016). The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior: The Moderating role of Big 5 Personality Traits. *Journal of Accounting & Marketing*, 05(04).
<https://doi.org/10.4172/2168-9601.1000190>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, 22(5), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Indrawati. (2015). *Metodologi Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22.
<https://doi.org/10.1016/j.dsm.2021.02.004>
- Jones, C., & Kim, S. (2010). Influences of retail brand trust, off-line patronage,

- clothing involvement and website quality on online apparel shopping intention. *International Journal of Consumer Studies*, 34(6), 627–637.
<https://doi.org/10.1111/j.1470-6431.2010.00871.x>
- Jung, N. Y., & Seock, Y. K. (2016). The impact of corporate reputation on brand attitude and purchase intention. *Fashion and Textiles*, 3(1).
<https://doi.org/10.1186/s40691-016-0072-y>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Prentice Hall.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands? *Management Research Review*, 36(7), 700–719.
- Kunjana, G. (2018). *Industri Kosmetik Nasional Tumbuh 20%*.
<https://investor.id/archive/industri-kosmetik-nasional-tumbuh-20#:~:text=Pada 2017%2C nilai ekspor produk,30 juta%2C%22 jelas dia.>
- Kurniawan, R., & Yuniarto, B. (2016). *Analisis Regresi : Dasar dan Penerapannya dengan R. Kharisma Putra Utama*.
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 13–18.
<https://www.econjournals.com/index.php/irmm/article/download/5838/pdf>
- Lee, E. B., Lee, S. G., & Yang, C. G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management and Data Systems*, 117(6), 1011–1036.
<https://doi.org/10.1108/IMDS-06-2016-0229>

- Lim, X. J., Radzol, A. R. bt M., Cheah, J.-H., & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2), 19–36.
<https://doi.org/10.14707/ajbr.170035>
- Lonergan, P., & Lonergan, P. (2016). Social Media in Theatre. In *Theatre & Social Media*. https://doi.org/10.1007/978-1-137-46371-5_3
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53(November 2019), 101975.
<https://doi.org/10.1016/j.jretconser.2019.101975>
- Priansa, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Alfabeta.
- Priyono. (2016). *Metode Penelitian Kuantitatif* (T. Chandra (ed.); Vol. 4, Issue 1). ZIFATAMA PUBLISHING.
- Putri, A. S. (2020). *Apa Itu Kosmetik?*
<https://www.kompas.com/skola/read/2020/03/22/203000769/apa-itu-kosmetik?page=all>
- Rudyanto. (2018). Pengaruh Pemasaran Jejaring Media Sosial Dan Keterkaitan. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 177–200.
<http://dx.doi.org/10.25105/jmpj.v11i2.3126%5C>
- Saini, Y. K., & Lynch, J. G. (2016). The effects of the online and offline purchase environment on consumer choice of familiar and unfamiliar brands. *International Journal of Research in Marketing*, 33(3), 702–705.
<https://doi.org/10.1016/j.ijresmar.2016.02.003>
- Santoso, S. (2018). *Konsep Dasar dan Aplikasi SEM dengan Amos 24*. PT Elex

Media Komputindo.

Saputri, M. E. (2016). Pengaruh Perilaku Konsumen Terhadap Pembelian Online Produk Fashion Pada Zalora Indonesia the Effect of Consumer Behavior Toward the Online Purchase of Fashion Product of Zalora Indonesia. *Sosioteknologi*, 15(2), 291–297.

Sarwono, Y. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), 98528.

Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>

Sedarmayanti, & Hidayat, S. (2011). *Metodologi Penelitian*. Mandar Maju.

Sekaran, U., & Bougie, R. (2016). *Research methods for business : a skill-building approach* (7th ed.). John Wiley & Sons.

Seock, Y.-K., & McBride, J. (2012). The Impact of Consumer Knowledge/Familiarity with Private Label Brands (PLBs) and Store Image on Perceptions and Preferences toward PLBs and Patronage Intentions: Case of Midscale Department Store PLBs. *Journal of the Korean Society of Clothing and Textiles*, 36(6), 616–630. <https://doi.org/10.5850/jksct.2012.36.6.616>

Sharma, S. (1995). *Applied Multivariate Techniques*. John Wiley and Sons.

Solomon, M. R. (2017). (12th Edition) Solomon, Michael R-Consumer Behavior_ Buying, Having, and Being-Pearson (2017).pdf. In *Pearson Education Limited 2018*. www.pearsonglobaleditions.com

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Toor, A., Husnain, M., & Hussain, T. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a

- mediator. *Asian Journal of Business and Accounting*, 10(1), 167–199.
- Tranggono, R. I., & Latifah, F. (2007). *Buku Pegangan Ilmu Pengetahuan Kosmetik* (J. Djajadisastra (ed.)). PT Gramedia Pustaka Utama.
- Uly, Y. A. (2020). *Industri Kosmetik Berlomba Banting Harga di Tengah Pandemi*.
<https://money.kompas.com/read/2020/11/05/182301326/industri-kosmetik-berlomba-banting-harga-di-tengah-pandemi?page=all>
- Waluyo, M. (2016). Mudah Cepat Tepat Penggunaan Tools Amos dalam Aplikasi (SEM). In *Penerbit UPN "Veteran" Jawa Timur*.
- Wang, X., Yu, C., & Wei, Y. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, 26(4), 198–208.
<https://doi.org/10.1016/j.intmar.2011.11.004>
- We Are Social, Hootsuite, & Kemp, S. (2020). *DIGITAL 2020: INDONESIA*.
<https://datareportal.com/reports/digital-2020-indonesia>
- Wijanto, S. H. (2015). *Metode Penelitian menggunakan Structural Equation Modeling dengan Lisrel 9*. Lembaga Penerbit Fakultas Ekonomi UI.
- Wijayanto. (2020). *Gaya Hidup Milenial Dongkrak Industri Kosmetik*.
<https://radarsurabaya.jawapos.com/read/2020/01/14/174764/gaya-hidup-milenial-dongkrak-industri-kosmetik>
- Yang, T. (2012). The decision behavior of facebook users. *Journal of Computer Information Systems*, 52(3), 50–59.
<https://doi.org/10.1080/08874417.2012.11645558>
- Zaid, S. (2020). The Role of Familiarity in Increasing Repurchase Intentions in Online Shopping. *Journal of Economics, Business, & Accountancy Ventura*, 23(1), 12–18. <https://doi.org/10.14414/jebav.v23i1.2132>

ZAP Clinic Index, & MarkpPlus. (2020). ZAP Beauty Index 2020. *Zap Clinic Index*, 1–36. <https://zapclinic.com/zapbeautyindex>

Zhang, K. Z. K., Benyoucef, M., & Zhao, S. J. (2016). Building brand loyalty in social commerce: The case of brand microblogs. *Electronic Commerce Research and Applications*, 15, 14–25. <https://doi.org/10.1016/j.elerap.2015.12.001>

Zhao, H. (2019). Information quality or entities' interactivity? Understanding the determinants of social network-based brand community participation. *Future Internet*, 11(4). <https://doi.org/10.3390/fi11040087>