

DAFTAR PUSTAKA

- Aaker, D. A., Kumar, V., Leone, R. P., & Day, G. S. (2013a). *Marketing research: International student version*. Newyork: Wiley & Sons Inc.
- Aaker, D. A., Kumar, V., Leone, R. P., & Day, G. S. (2013b). *Marketing Research: International Student Version*. Newyork: Wiley & Sons Inc.
- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS)*. Yogyakarta: Penerbit : Andi.
- Asmaradewi, Y. (2019). Peran Instagram Sebagai Media Promosi Dalam Meningkatkan Jumlah Pengunjung Pada Cafe Mas Bro. *Http://Repository.Usm.Ac.Id/Files/Skripsi/B11A/2015/B.131.15.0140/B.131.15.0140-15-File-Komplit-20190214121456.Pdf*.
- Assael, H. (2012). *Consumer Behaviour and Marketing Action* (fifth Edit). Cincinnati Ohio: South-Western College Publishing.
- Bella Syana, A. (2018). LIFESTYLE Kata Innisfree Soal Pasar Kecantikan Korea dan Indonesia. Retrieved from <https://www.marketeers.com/kata-innisfree-soal-pasar-kecantikan-korea-dan-indonesia/>
- Daily, F. (2021). Review Femaledaily Product Lipstick MadameGie. Retrieved November 10, 2021, from Members Review Famale Daily website: <https://reviews.femaledaily.com/products/lips/lipstick/madame-gie/madam-gie?tab=reviews>
- Datareportal. (2021). Digital 2021: Indonesia. Retrieved November 5, 2021, from <https://datareportal.com/reports/digital-2021-indonesia>
- Debora, Y. (2016). Hati-Hati Dengan Ulasan Palsu di Ecommerce. Retrieved November 5, 2021, from <https://tirto.id/hati-hati-dengan-ulasan-palsu-di-e-commerce-b8pZ>
- Drover, W., Wood, M. S., & Corbett, A. C. (2018). Toward a cognitive view of signalling theory: Individual attention and signal set interpretation. *Journal of Management Studies*. *Journal of Management Studies*.
- Dwi, R. A. (2021). Hootsuite (We are Social): Indonesian Digital Report 2021.

- Escalas, J. E., & Stern, B. B. (2003). Sympathy and Empathy: Emotional Responses to Advertising Dramas. *Journal of Consumer Research*.
- Farki, A., Baihaqi, I., & Wibawa, M. (2016). Pengaruh Online Customer Review Rating Terhadap Kepercayaan Place di Indonesia. *Jurnal Teknik ITS*, 5(2).
- Ghozali, P. . D. H. I. (2014). *Structural Equal Modeling Metode Alternatif dengan Patrial Least Square (PLS)*. Semarang: Universitas Diponegoro Semarang.
- Ghozali, P. . D. H. I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, Dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris* (2nd ed.). Semarang: Universitas Diponegoro Semarang.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective (7th ed)*. New Jersey: Pearson Education, Inc.
- Hair, J. F., Hult, G. T. M., & Ringle, C. M. (2017). *Joseph F. Hair, G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt - A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [2nd ed.]-Sage (2017).pdf*.
- Hanaysha, J. (2018). *An Examination of The Factors Affecting Consumer's Purchase Decision in The Malaysian Retail Market*. <https://doi.org/http://dx.doi.org/10.1108/PRR-08-2017-0034>
- Handayani, S. (2021). Ternyata Begini Kisah Sukses Madam Gie Pasarkan Produknya di Pasar Online. Retrieved from <https://www.netralnews.com/ternyata-begini-kisah-sukses-madam-gie-pasarkan-produknya-di-pasar-online-fhy9qb/STlzTkJMakN0bklxdFJvWUdVS2ppZz09>
- Hawkins, & Mothersbaugh, D. (2010). *Consumer Behavior: Building Marketing Strategy*. (11th Edition, Ed.). McGraw-Hill, Irwin.
- Hussein, A. S. (2015). Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares dengan SmartPLS 3.0. *Universitas Brawijaya*, 1, 1–19. <https://doi.org/10.1023/A:1023202519395>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Karinka, E., & Firdausy, C. M. (2019). Faktor Yang Mempengaruhi Niat Membeli Konsumen

- Melalui Shopee Di Universitas Tarumanagara. *Jurnal Manajemen Dan Kewirusahaan*.
<https://doi.org/10.24912/jmk.v1i4.6544>
- Khatib, F. (2016). The Impact of Social Media Characteristics on Purchase Decision Empirical Study of Saudi Customers in Aseer Region. *International Journal of Business and Social Science*, 7(4), 41–50.
- Kotler, P., & Amstrong, G. (2012). *Dasar-Dasar Pemasaran Jilid I*. Jakarta: Prenhalindo.
- Kotler, P., & Amstrong, G. (2014). *Principles of Marketing* (Ed 16 Glob). England: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (Edisi 12). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2014). *Manajemen Pemasaran* (13 Jilid 1). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (12th jilid). Jakarta: PT. Indeks.
- Kuan, K. K., Hui, K.-L., Prasarnphanich, P., & Lai, H.-Y. (2015). “What makes a review voted? An empirical investigation of review voting in online review systems.” *Journal of the Association for Information Systems*, 16.
- Latan, H. (2012). *Structural Equation Modeling: Konsep dan Aplikasi Menggunakan Program LISREL 8.80*.
- Lin, Y., Wang, X., & Zhou, A. (2016). Opinion Analysis for Online Reviews. *Opinion Analysis for Online Reviews*, (May), 79–94. https://doi.org/10.1142/9789813100459_0007
- Madamegie. (2021). About us Madame Gie. Retrieved November 5, 2021, from <https://www.madamegie.com/about>
- Mehta, Y., & Funde, Y. C. (2014). Effect of Social Media on Purchase Decision. *Business Review International*, 6.
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*.
- Moon, S., Park, Y., & Kim, Y. S. (2014). “The Impact of Text Product.

- Motyka, S., Grewal, D., Aguirre, E., Mahr, D., de Ruyter, K., & Wetzels, M. (2018). The emotional review–reward effect: how do reviews increase impulsivity? *Journal of the Academy of Marketing Science*, 46(6), 1032–1051. <https://doi.org/10.1007/s11747-018-0585-6>
- Noor, J. (2014). *Metodologi Penelitian*. Jakarta: Kencana Prenada Media Group.
- Nurmansyah. (2018). *Pengantar Manajemen Pemasaran*. Jakarta: Unilak.
- Nurul, M., Soewarno, N., & Isnalita, I. (2019). Pengaruh Jumlah Pengunjung, Ulasan Produk, Reputasi Toko Dan Status Gold Badge pada Penjualan Dalam Tokopedia. *E-Jurnal Akuntansi*, 28(3), 1855. <https://doi.org/10.24843/eja.2019.v28.i03.p14>
- Pee, L. G., Jiang, J., & Klein, G. (2018). Signaling effect of website usability on repurchase intention. *International Journal of Information Management*, 39, 228–241. <https://doi.org/10.1016/j.ijinfomgt.2017.12.010>
- Peng, C. H., Yin, D., Wei, C. P., & Zhang, H. (2014). How and when review length and emotional intensity influence review helpfulness: Empirical evidence from Epinions.com. *35th International Conference on Information Systems “Building a Better World Through Information Systems”, ICIS 2014*, 1–16.
- Rahmawati, D. (2021). Mengenal Produk Kosmetik Lokal Madame Gie, Dirilis oleh Artis Cantik Gisella Anastasia. Retrieved November 10, 2021, from Ladiestory website: <https://www.ladiestory.id/produk-kosmetik-lokal-madame-gie-57932>
- Ramadhani, F. (2021). Intip Data Penjualan Kosmetik Wajah Terlaris di Shopee dan Tokopedia: Brand Makeup Lokal Kuasai Pasar! Retrieved November 11, 2021, from Compass website: <https://compas.co.id/article/brand-makeup-lokal/>
- Rehmani, M., & Ishfaq, M. (2011). The Impact of E-Media on Customer Purchase Intention. *International Journal of Advanced Computer Science and Applications*, 2(3), 100–103. <https://doi.org/10.14569/ijacsa.2011.020317>
- Riyanto, G. P. (2021). Jumlah Pengguna Internet Indonesia 2021 Tembus 202 juta. Retrieved November 6, 2021, from <https://tekno.kompas.com/read/2021/02/23/16100057/jumlah-pengguna-internet-indonesia-2021-tembus-202-juta#:~:text=KOMPAS.com>

- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen*. Yogyakarta: Andi.
- Sheth, J. N., & Mittal, B. (2004). *Customer Behavior, A Managerial Perspective*. Mason, ohio: South-Western College Publishing.
- Sholihin, M., & Ratmono, D. (2013). *Analisis SEM-PLS dengan WarpPLS 3.0*. Yogyakarta: Penerbit : Andi.
- Sudjatmika, F. V. (2017). Pengaruh Harga Ulasan Produk, Kemudahan, Keamanan Terhadap Keputusan Pembelian. *Jurnal Manajemen Bisnis*, 5(1). Retrieved from <http://publication.petra.ac.id/index.php/manajemenbisnis/article/view/522>
- Sugiyono. (2016a). *Metode Penelitian Pendidikan: (Pendekatan Kuantitatif, Kualitatif dan R & D)*. Bandung: Alfabeta.
- Sugiyono, P. D. (2013). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Sugiyono, P. D. (2016b). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono, P. D. (2019). *Statistika untuk Penelitian*. Bandung: Alfabeta.
- Suprajang, S. E. (2016). Analisis Keputusan Konsumen Membeli Indomie Melalui Atribut Produk (Studi Pada Konsumen Di Kecamatan Sananwetan Kota Blitar). *Jurnal Kompilasi Ilmu Ekonomi*, 3(2), 57–68.
- Sutisna, & Sunyoto, D. (2013). *Perilaku Konsumen & Perilaku Pemasaran*.
- Ujang, S. (2011). Perilaku Konsumen. In *Teori dan Penerapannya Dalam Pemasaran*. Bogor: Ghalia Indoensia.
- Ulum, I., Ghozali, I., & Agus, P. (2014). Intellectual Capital Performance of Indonesian Banking Sector: A Modified VAIC (M-VAIC) Perspective. *Asian Journal of Finance & Accounting*, 6.
- Vachon, F., Allard, T., & Rivard, S. (2011). “An e-retailer’s dilemma: the dual influence of information presentation.” *Social Science Electronic Publishing*, 48.
- Wang, Q., Wang, L., Zhang, X., Mao, Y., & Wang, P. (2017). *The Impact Research of Online Reviews’ Sentiment Polarity Presentation on Consumer Purchase Decision*.

<https://doi.org/http://dx.doi.org/10.1108/ITP-06-2014-0116>

- Wang, X., Guo, J., Wu, Y., & Liu, N. (2019). Emotion as signal of product quality: Its effect on purchase decision based on online customer reviews. *Internet Research*, 30(2), 463–485. <https://doi.org/10.1108/INTR-09-2018-0415>
- Welss, J. D., Valacich, J. S., & Traci, J. H. (2011). What signals are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS Quarte*, Vol. 35 No.
- Widodo, T. (2017). *Metodologi Penelitian, Populer & Praktis*. Jakarta: PT. Raja Grafindo Persada.
- Widyastutir, S., & Said, M. (2017). Consumer consideration in purchase decision of SPECS sports shoes product through brand image, product design and price perception. *International Journal of Supply Chain Management*, 6(4), 199–207.
- Woodham, O. P., Hamilton, M. L., & Leak, R. L. (2017). “I know what I like, I like what I know: how breadth of brand experience and cognitive effort influence brand switching.” *Journal of Marketing Theory and Practice*, 25.
- You, Y., Vadakkepatt, G. G., & Joshi, A. M. (2015). *A Meta-Analysis of Electronic Word-of-Mouth Elasticity*. 79(March), 19–39.