

## BIBLIOGRAPHY

- AdornThemes. (n.d.-a). FAQs. INGLOT. Retrieved July 3, 2023, from <https://inglot.id/pages/faqs>
- AdornThemes. (n.d.-b). Sertifikasi Halal INGLOT Cosmetics. INGLOT. Retrieved July 3, 2023, from <https://inglot.id/pages/inglot-halal>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Albab Al Umar, A. U., Mustofa, M. T. L., Fitria, D., Jannah, A. M., & Arinta, Y. N. (2021). Pengaruh Label Halal dan Tanggal Kadaluarsa Terhadap Keputusan Pembelian Produk Sidomuncul. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 4(1), 641–647. <https://doi.org/10.36778/jesya.v4i1.348>
- Alfanur, F., & Kadono, Y. (2019, August). Analysis on e-commerce purchase intention and decision in Java and Sumatra. 2019 International Conference on Information Management and Technology (ICIMTech). <http://dx.doi.org/10.1109/icimtech.2019.8843731>
- Armawan, I., Sudarmiatin, S., Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>
- Asnawati, A., Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 6(1), 81–90. <https://doi.org/10.5267/j.ijdns.2021.10.001>
- Bae, G., & Kim, H.-J. (2019). Relation between early e-WOM and average TV ratings. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 135–148. <https://doi.org/10.1108/apjml-10-2018-0402>

- Bueno, S., & Gallego, M. D. (2021). eWOM in C2C Platforms: Combining IAM and Customer Satisfaction to Examine the Impact on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1612–1630. <https://doi.org/10.3390/jtaer16050091>
- Chowdhury, R. R., & Deshpande, A. (2020). An analysis of the impact of reviews on the hotel industry. *Annals of Tropical Medicine and Public Health*, 23(17). <https://doi.org/10.36295/asro.2020.231742>
- Chusnaini, A. C., & Rasyid, R. A. (2022). SOCIAL MEDIA MARKETING: SOCIAL MEDIA CONTENT, BRAND IMAGE, BRAND AWARENESS AND PURCHASE INTENTION. *Accounting and Management Journal*, 6(2), 46–53. <https://doi.org/10.33086/amj.v6i2.3028>
- Edi Wibowo, D., & Diah Madusari, B. (2018). Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Oleh Konsumen Muslim Terhadap Produk Makanan di Kota Pekalongan. *Indonesia Journal of Halal*, 1(1), 73. <https://doi.org/10.14710/halal.v1i1.3400>
- Fachrurazi, Silalahi, S. A. F., Hariyadi, & Fahham, A. M. (2022). Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2021-0289>
- Firmansyah, M. A. (2019). *Buku Pemasaran Produk dan Merek*.
- Geddes, J. (2015, December 31). Elaboration likelihood model theory: How to use ELM. *Interaction Design Foundation*. <https://www.interaction-design.org/literature/article/elaboration-likelihood-model-theory-using-elm-to-get-inside-the-user-s-mind>
- Ghozali, I. (2006). *Structural equation modeling : metode alternatif dengan partial least square (PLS)*. Program S3 Ilmu Ekonomi, Program Magister Manajemen Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis (8th ed.)*. United Kingdom: Hampshire.
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Ayu Aryani, M. G., & Wandira, R. K. (2020). Purchase behavior of millennial female generation on Halal

- cosmetic products. *Journal of Islamic Marketing*, 12(7), 1295–1315.  
<https://doi.org/10.1108/jima-11-2019-0235>
- hannahcurrey. (2022, October 20). THE GLOBAL STATE OF DIGITAL IN OCTOBER 2022. We Are Social USA. <https://wearesocial.com/us/blog/2022/10/the-global-state-of-digital-in-october-2022/>
- Hasibuan, L. (2022, November 4). Industri kecantikan tahan krisis, laris manis meski pandemi. Cnbcindonesia.Com. <https://www.cnbcindonesia.com/lifestyle/20221104104902-33-385138/industri-kecantikan-tahan-krisis-laris-manis-meski-pandemi>
- Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention - The case of Instagram. *Independent Journal of Management & Production*, 12(4), 1019–1033. <https://doi.org/10.14807/ijmp.v12i4.1336>
- Huang, L., Clarke, A., Heldsinger, N., & Tian, W. (2019). The communication role of social media in social marketing: A study of the community sustainability knowledge dissemination on LinkedIn and Twitter. *Journal of Marketing Analytics*, 7(2), 64–75. <https://doi.org/10.1057/s41270-019-00053-8>
- Idea, L. (n.d.). Fenomena “Halal Boom” di Indonesia. IDEApers. <https://www.ideapers.com/2020/01/fenomena-halal-boom-di-indonesia.html>
- Indrasari, Dr. M. (2019). PEMASARAN DAN KEPUASAN PELANGGAN: Pemasaran dan kepuasan pelanggan. Unitomo Press.
- Indrawati. (2015). *Metode Penelitian Manajemen Dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati, Ph. D. (2017a). *Perilaku konsumen individu dalam mengadopsi layanan berbasis teknologi informasi dan komunikasi*. Refika Aditama.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>

- Irawan, P. A. P., & Suprapti, N. W. S. (2020). The Effect of Brand Image on Purchase Intention Mediated By Trust. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, Volume-4(Issue-6, pp-243-250).
- Kang, J.-W., & Namkung, Y. (2019). The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*, 78, 189–198. <https://doi.org/10.1016/j.ijhm.2018.10.011>
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Harlow: Pearson Education Limited.
- Kusnandar, V. B. (2021, March 11). RISSC: Populasi Muslim Indonesia Terbesar di Dunia. Databoks. <https://databoks.katadata.co.id/datapublish/2021/11/03/rissc-populasi-muslim-indonesia-terbesar-di-dunia>
- Lazaris, C., Vrechopoulos, A., Sarantopoulos, P., & Doukidis, G. (2022). Additive omnichannel atmospheric cues: The mediating effects of cognitive and affective responses on purchase intention. *Journal of Retailing and Consumer Services*, 64, 102731. <https://doi.org/10.1016/j.jretconser.2021.102731>
- Lie, C., Riantini, R. E., & Tjhin, V. U. (2022, April 27). The influence of brand image on consumer purchase intention and its impact on portable wi-fi modem online purchase decision. 2022 6th International Conference on E-Commerce, E-Business and E-Government. <http://dx.doi.org/10.1145/3537693.3537753>
- Mitra, S., & Jenamani, M. (2020). OBIM: A computational model to estimate brand image from online consumer review. *Journal of Business Research*, 114, 213–226. <https://doi.org/10.1016/j.jbusres.2020.04.003>
- Model fit. (n.d.). SmartPLS. Retrieved July 5, 2023, from <https://www.smartpls.com/documentation/algorithms-and-techniques/model-fit/>
- Mohd Suki, N., & Abang Salleh, A. S. (2016). Does Halal image strengthen consumer intention to patronize Halal stores? *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/jima-12-2014-0079>
- Moslehpour, M., Ismail, T., Purba, B. I., & Lin, P.-K. C. (2020, February 25). The effects of social media marketing, trust, and brand image on consumers' purchase intention of

- GO-JEK in Indonesia. Proceedings of the 2020 The 6th International Conference on E-Business and Applications. <http://dx.doi.org/10.1145/3387263.3387282>
- Muflih, M., & Juliana, J. (2020). Halal-labeled food shopping behavior: The role of spirituality, image, trust, and satisfaction. *Journal of Islamic Marketing*, 12(8), 1603–1618. <https://doi.org/10.1108/jima-10-2019-0200>
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/jcm-10-2019-3450>
- Park, M.-S., Shin, J.-K., & Ju, Y. (2016, July). ATTACHMENT STYLES AND ELECTRONIC WORD OF MOUTH (E-WOM) ADOPTION IN SOCIAL NETWORKING SITES. *Global Marketing Conference Proceeding*. <http://dx.doi.org/10.15444/gmc2016.03.02.03>
- PENGGUNAAN TAM ( TECHNOLOGY ACCEPTANCE MODEL ) UNTUK KEPERLUAN PENELITIAN. (n.d.). School of Information Systems. Retrieved July 6, 2023, from <https://sis.binus.ac.id/2016/12/13/penggunaan-tam-technology-acceptance-model-untuk-keperluan-penelitian/>
- Petty, R. E., Cacioppo, J. T., & Abraham, C. (1986). The elaboration likelihood model of persuasion.
- Prasetyo, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, Moh. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Pratiwi, R. D. (2021, November 8). Menjadi Brand Kuteks Halal Pertama di Dunia Fashion, Simak Review Inglot O2M Breathable Nail Enamel. *Tribunshopping.Com*. <https://shopping.tribunnews.com/2021/11/08/menjadi-brand-kuteks-halal-pertama-di-dunia-fashion-simak-review-inglot-o2m-breathable-nail-enamel>
- Rachmawati, D., Shukri, S., Azam, S. M. F., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 1341–1348. <https://doi.org/10.5267/j.msl.2019.5.016>

- Ruiz-Mafe, C., Chatzipanagiotou, K., & Curras-Perez, R. (2018). The role of emotions and conflicting online reviews on consumers' purchase intentions. *Journal of Business Research*, 89, 336–344. <https://doi.org/10.1016/j.jbusres.2018.01.027>
- Samsuri, S. (2023). Pengaruh Label Halal, Citra Merek dan Kualitas Produk Terhadap Loyalitas Pelanggan Mie-Sedap pada Konsumen Toko Basmalah Cabang Muncar. *RIBHUNA : Jurnal Keuangan Dan Perbankan Syariah*, 2(1), 21–32.
- Sari, M. I., & Keni, K. (2019). PENGARUH INFORMATION QUALITY DAN RELATIONSHIP QUALITY TERHADAP UNCERTAINTY REDUCTION DAN PURCHASE INTENTION. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 112. <https://doi.org/10.24912/jmie.v3i1.3490>
- Schiffman, L., & Wisenblit, J. L. (2019). *Consumer Behavior* (12th ed.). Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Siagian, H., Tarigan, Z. J. H., & Ubud, S. (2022). The effect of electronic word of mouth on online customer loyalty through perceived ease of use and information sharing. *International Journal of Data and Network Science*, 6(4), 1155–1168. <https://doi.org/10.5267/j.ijdns.2022.7.004>
- Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1008–1024. <https://doi.org/10.3390/jtaer16040057>
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: An extended information adoption model. *Young Consumers*, 22(4), 521–538. <https://doi.org/10.1108/yc-03-2021-1288>
- Sugiyono. (2017b). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

- Sujarweni, V. W. (2015). Metodologi penelitian bisnis ekonomi. Pustaka Baru.
- Sujarweni, V. W. (2020). Metodologi Penelitian : Lengkap, Praktis, Dan Mudah Dipahami. Pustaka Baru Press.
- Sulistiyarningsih, R. (2021, December 29). Mengulik 6 Kelebihan Kuteks inglot O2M breathable nail enaMels. Tribunshopping.Com. <https://shopping.tribunnews.com/2021/12/29/mengulik-6-kelebihan-kuteks-inglot-o2m-breathable-nail-enamels>
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>
- What is Marketing? — The Definition of Marketing — AMA. (2019, February 22). American Marketing Association. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Winarno, K. O., & Indrawati, I. (2022). IMPACT OF SOCIAL MEDIA MARKETING AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE INTENTION. *Jurnal Aplikasi Manajemen*, 20(3). <https://doi.org/10.21776/ub.jam.2022.020.03.15>
- Zulfikar, F. (n.d.). Daftar Urutan Agama Terbanyak di Dunia, Islam Nomor Berapa? Detikcom. Retrieved July 3, 2023, from <https://www.detik.com/edu/detikpedia/d-6271846/daftar-urutan-agama-terbanyak-di-dunia-islam-nomor-berapa>