

## DAFTAR PUSTAKA

- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California management review*, 38(3).
- Adriyati, R., & Indriani, F. (2017). Pengaruh electronic word of mouth terhadap citra merek dan minat beli pada produk kosmetik wardah. *Diponegoro Journal of Management*, 6(4), 908-921.
- Ahidin, Udin (2020). The Effect between Product Quality and Promotional Activities on Consumer Purchase Interest ( A Case Study of Garuda Peanut Products Produced by PT . Garudafood , Tbk ) *Jurnal Sains Manajemen Dan Kewirausahaan* , 3(4), 3821-3830
- Aji, P., 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*, 4(2), 91-104.
- Akbar, M. A., Khotimah, K., Pasolo, F., & Labo, I. A. (2019, August). Electronic Word Of Mouth (E-Wom) Pengaruhnya Terhadap Purchase Intention Melalui Brand Image Pada Smartphone Xiaomi (Studi Pada Mahasiswa Di Kota Jayapura). In *Prosiding Industrial Research Workshop and National Seminar* (Vol. 10, No. 1, pp. 938-954).
- Ali Hasan, N. W. (2015). Pengaruh Electronic Word Of Mouth Pada Media Sosial Facebook Terhadap Keputusan Berkunjung Ke Desa Wisata Nglanggeran Gunung Kidul. *Jurnal Media Wisata*, Volume 13, Nomor 1, 224-238
- Andi, A., Suyono, S., Al Hafis, P., & Hendri, H. (2020). Pengaruh Celebrity Endorser, Kualitas Produk, Desain Produk Terhadap Minat Beli Smartphone Asus Pada Mahasiswa Pelita Indonesia. *Procuratio: Jurnal Ilmiah Manajemen*, 8(1), 23-36.

- Astuti, R.L. M. B. 2016. Pengaruh Promosi Online dan Celebrity Endorser terhadap Minat Beli Konsumen Tas Online Shop Fani House. Skripsi. Semarang: Universitas Diponegoro.
- Azzari, V., & Pelissari, A. (2021). Does brand awareness influences purchase intention? The mediation role of brand equity dimensions. *BBR. Brazilian Business Review*, 17, 669-685.
- Azizah, L., Gunawan, J., & Sinansari, P. (2021). Pengaruh Pemasaran Media Sosial TikTok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia. *Jurnal Teknik ITS*, 10(2), A438eA443.
- Bahrussyah, M. A. (2018). Pengaruh bauran promosi dan brand awareness terhadap minat beli topi kulit eervoleather. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 1(1), 37-46.
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of marketing studies*, 7(1), 126.
- Batubara, A., & Hidayat, R. (2016). Pengaruh Penetapan Harga dan Promosi terhadap Tingkat Penjualan Tiket pada PSA Mihin Lanka Airlines. *Jurnal Ilman: Jurnal Ilmu Manajemen*, 4(1), 3346.
- Bimantari, C. (2018). Pengaruh Kesadaran Merek, Kualitas yang Dirasakan, dan Sikap Merek pada Niat Beli Biskuit Oreo di Surabaya. *Business and Banking*, 8(2), 1-18.
- Chitty, B., Chitty, W., Luck, E., Barker, N., Sassenberg, A. M., Shimp, T. A., & Andrews, J. C. (2017). *Integrated Marketing Communications with Online Study Tools 12 Months*. Cengage AU.
- Cizmeci, F. (2015). Pengaruh alat komunikasi pemasaran digital untuk menciptakan kesadaran merek oleh perusahaan perumahan. *MEGARON / Universitas Teknik Yıldız, Fakultas Arsitektur E-Journal*, 10(2), 149-161.
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and

purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966.

Dwipayani, N. M., & Rahyuda, I. K. (2016). Pengaruh sikap dan fashion leadership terhadap niat beli online remaja di Kota Denpasar (Doctoral dissertation, Udayana University).

Edelman. 2018. Tingkat Kepercayaan Publik Terhadap Media Sosial/Mesin Pencari dan Jurnalis (2012-2018). Diakses dari <https://databoks.katadata.co.id/> tanggal 26 Desember 2019 pukul 17.14 WIB.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in human behavior*, 61, 47-55.

Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International journal of hospitality management*, 76, 271-285.

Ghozali, I. (2012). Konsep, teknik dan aplikasi SmartPLS. Universitas Diponegoro.

Ghozali, I. (2018). Aplikasi Analisis Multivariate SPSS 25 (9th ed.). Semarang: Universitas Diponegoro.

Goyette, I., Richard, L., Bergeron, J., & Marticotte, F. (2012). E-WOM scale: Word-of-mouth measurement scale for eservice context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23.

Gupta, R., Kishore, N., & Verma, D. P. S. (2015). Impact of celebrity endorsements on consumers' purchase intention. *Australian Journal of Business and Management Research*, 5(3), 1-15.

Hair, J. F., et. Al. (2010). *Multivariate Data Analysis*. (7th Edition). New Jersey: Pearson Education Inc.

Hamdani, N. A., & Maulani, G. A. F. (2018). The influence of E-WOM on purchase intentions in local culinary business sector. *Int. J. Eng. Technol*, 7(2.29), 246-250.

- Hamzah, Nurma (2019). *Cintai Brand Lokal, Yuk Kenalan dengan Produk 'Somenthinc' yang Terinspirasi dari Kaum Milenia*. Beautynesia. <https://www.beautynesia.id/beauty/cintai-brand-lokal-yuk-kenalan-dengan-produk-somenthinc-yang-terinspirasi-dari-kaum-milenial/b-131375>
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behaviour: Building marketing strategy* ((11th ed.)).
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of interactive marketing*, 18(1), 38-52.
- Ho, C. I. & Lee, Y. L. (2007). The development of an e-travel service quality scale. *Tourism Management*, 28(6), 1434–1449.
- Hosein, N. Z. (2012). Measuring the purchase intention of visitors to the auto show. *Journal of Management and Marketing Research*, 9, 1–17.
- 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 & Brand Management*.
- Iswara, I. G. A. D., & Jatra, I. M. (2017). Peran Brand Image Dalam Memediasi Pengaruh Electronic Word Of Mouth Terhadap Purchase Intention (Studi Kasus Pada Produk Smartphone Samsung di Kota Denpasar). *EJurnal Manajemen Unud*, 6(8), 3991-4018.
- Juliana, A. D., Hubner, I. B., & Noval, T. (2018). Pengaruh Celebrity Endorser dan Brand Image Terhadap Purchase Intention Produk Kosmetik Etude House pada Mahasiswi Sekolah Tinggi Pariwisata Pelita Harapan Karawaci. *Jurnal Ilmiah Skylandse*, 2(2), 251-256.
- Keller Lane, K. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity 4th Edition*. Global Edition, Pearson.

Kemp, S. (2021, February 11). Digital 2021: Indonesia. <https://datareportal.com/reports/digital-2021-indonesia>.

Kertamukti, R. (2015). Instagram dan pembentukan citra (Studi kualitatif komunikasi visual dalam pembentukan personal karakter account instagram@ basukibtp). *Profetik: Jurnal Komunikasi*, 8(1).

Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Managemen*, 15th Edition, Pearson Education, Inc

Kotler, Philip dan Kevin L.Keller. (2016). *Marketing Management* 16th edition. New jersey : Pearson

Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands?. *Management Research Review*, 40(3), 310-330.

Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476.

Laura Adeline Poedjion, S. H. (2020). Analisa Electronic Word Of Mouth (Ewom) Pada Online Travel Agent (Ota) Terhadap Keputusan Menginap Di Hotel. *Jurnal Hospitality dan Manajemen Jasa*, 64-78.

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161-178.

Lie, R., & Jokom, R. (2018). Pengaruh electronic word of mouth (ewom) terhadap minat reservasi hotel bintang 4 dan atau bintang 5 melalui citra merek sebagai variabel perantara. *Jurnal Hospitality dan Manajemen Jasa*, 6(2).

Lin, C., Wu, Y. S., & Chen, J. C. V. (2013, May). Electronic word-of-mouth: The moderating roles of product involvement and brand image. In *Proceedings of 2013 international conference on technology innovation and industrial management* (Vol. 2947).

Liputan, 6. (2020, May). Covid-19 Tak Pengaruhi Bisnis Kosmetik Irene Ursula. Retrieved from Liputan6.com.

Luthfiyatillah, 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*, 5(1), 101-115.

Macdonald, E., & Sharp, B. (2003). Management perceptions of the importance of brand awareness as an indication of advertising effectiveness (Doctoral dissertation, Massey University, Department of Marketing).

Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*, 8(1), 1944008.

Murthi Bps & Rao Rc. 2012. Price awareness and consumers' use of deals in brand choice. *Journal of Retailing* 88(1):34-46

Molinillo, S., Japutra, A., Nguyen, B., & Chen, C. H. S. (2017). Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty. *Marketing Intelligence & Planning*, 35(2), 166-179.

Nasreen, Khan, Rahmani. Syed, Hamed Razavi. Hoe, Hong Yong. Chen, Tan Booi. 2015. "Causal Relationships among Dimensions of Consumer-Based Brand Equity and Purchase Intention: Fashion Industry". *International Journal of Business and Management*; Vol. 10, No. 1. pp. 172-181.

Nuraini, A., & Maftukhah, I. (2015). Pengaruh celebrity endorser dan kualitas produk terhadap keputusan pembelian melalui citra merek pada kosmetik wardah di kota semarang. *Management Analysis Journal*, 4(2).

Nurhikmah, N., & Ramadhoni, B. (2018). The Effect Of Brand Awareness And Brand Attitude On Consumer Purchase Interest In Indihome Products In The

- Telecommunications (Witel) Area Of Makassar. *Jurnal Ekonomi Balance*, 14(2), 165-172.
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries—a case of (UAE). *Journal of Islamic Marketing*.
- Omoruyi, O., & Chinomona, E. (2019). Evaluating the effects of brand advertising, brand element and brand awareness on purchasing intention. *Journal of Contemporary Management*, 16(1), 422-449.
- Pandjaitan, D. H. (2018). An Analysis of Brand Awareness Influence on Purchase Intention in Bandar Lampung City's Online Transportation Service (Study on Y Generation Consumers). *KnE Social Sciences*.
- Pangemanan, C. G., Mananeke, L., & Rondonuwu, C. N. (2018). Analisis Pengaruh Celebrity Endorse, Citra Merek dan Persepsi Nilai Terhadap Keputusan Pembelian Mobil Toyota All New Sienta di Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(4).
- Pasa, E. G., Wulandari, J., & Adistya, D. (2020). Analisis e-trust, e-WOM dan e-service quality dalam keputusan pembelian online. *Jurnal Perspektif Bisnis*, 3(2), 63-75.
- Pertiwi, K. Y., & Sukawati, T. G. R. (2017). Brand Image Memediasi Wom Terhadap Niat Menggunakan Wedding Service Di Cahya Dewi Beauty Salon Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 6(5), 2642–2670.
- Peter, Paul J. and Olson, Jerry C. 2013. *Consumer Behavior and Marketing Strategy*. Sixth edition. New York : McGraw-Hill Companies.
- Putri, N. P. A. K. K., & Sukawati, T. G. R. (2019). Peran Citra Merek Memediasi Pengaruh E-Wom Terhadap Niat Beli (Studi Kasus pada Maskapai Penerbangan AirAsia di Kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, 8(7), 4268.



Priansa, D. (2017). Komunikasi Pemasaran Terpadu Pada Era Media Sosial. Pustaka Setia.

Priatama, R., Ramadhan, I. H., Akalili, A., & Kulau, F. (2021). analisis teknik digital marketing pada aplikasi tiktok (Studi Kasus Akun TikTok@jogjafoodhunterofficial). SOCIA: Jurnal Ilmu-Ilmu Sosial, 18(1), 49-60.

Priyankara, R., Weerasiri, S., Dissanayaka, R., & Jinadasa, M. (2017). Celebrity endorsement and consumer buying intention with relation to the television advertisement for perfumes. Management Studies, 5(2), 128-148.

Rachbini, W. (2018). The Influence of Celebrity Endorsements on Purchase Intention: A Study on Vivo V7. IOSR

Rahman, M. A., Abir, T., Yazdani, D. M. N., Hamid, A. B. A., & Al Mamun, A. (2020). Brand image, eWOM, trust and online purchase intention of digital products among Malaysian consumers. Journal of Xi'an University of Architecture & Technology, 12(3), 4935-4946.

Regine Lie, R. J. (2018). Pengaruh Electronic Word Of Mouth (Ewom) Terhadap Minat Reservasi Hotel Bintang 4 Dan Atau Bintang 5 Melalui Citra Merek Sebagai Variabel Perantara. Jurnal Hospitality dan Manajemen Jasa, 609-620.

Rekarti, E., & Hertina, L. (2014). Beberapa faktor yang berpengaruh terhadap minat beli online pada situs jual beli tokobagus. com. Jurnal Ilmu Ekonomi dan Sosial, 2(3), 311-318.

Rizqia, C. D., & Hudrasyah, H. (2015). The Effect of Electronic Word-Of-Mouth on Customer Purchase Intention ( Case Study : Bandung Culinary Instagram Account ). International Journal of Humanities and Management Sciences, 3(3), 155–160.

Rubio N, Oubina J & Villasenor N. 2014. Brand awareness -Brand quality inference and consumer's risk perception in store brands of foods products. Food Quality & Preference 32:289-298



- Royan, F.M (2005). Marketing Celebrity. Jakarta: PT. Elex Media Komputindo Kelompok Gramedia.
- Salim, M., & Bachri, S. (2014). Pengaruh Celebrity Endorser terhadap Keputusan Pembelian Produk di Indonesia (Penelitian Online). Jurnal Aplikasi Manajemen, 12(2), 230-238.
- Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. International journal of retail & distribution management, 43(3), 276-292.
- Schiffman, L. G.& Wisenblit, J. L. (2015). Consumer Behavior Edisi 11 Global Edition. England: Pearson Education Limited
- Sekaran, U., & Bougie, R. (2017). Metode Penelitian Untuk Bisnis\_Pendekatan Pengembangan Keahlian Buku 2. Jakarta: Salemba Empat.
- Sekaran, U. (2006). Metodologi Penelitian untuk Bisnis. Edisi 4. Jakarta: Salemba Empat.
- Sekaran, U. (2009). Research Methods For Business (Metodologi Penelitian). Jakarta: Salemba Empat
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. Journal of Accounting & Marketing, 6(01), 34-38.
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. European journal of marketing.
- Suhardi, D., & Irmayanti, R. (2019). Pengaruh celebrity endorser, citra merek, dan kepercayaan merek terhadap minat beli konsumen. Jurnal Inspirasi Bisnis Dan Manajemen, 3(1), 53.
- Suryani, T. (2008). Perilaku Konsumen di Era Internet. Yogyakarta: Graha Ilmu

- Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2012). Word of mouth: measuring the power of individual messages. *European Journal of Marketing*.
- Syauki, W. R., & Avina, D. A. A. (2020). Persepsi dan preferensi penggunaan skincare pada perempuan milenial dalam perspektif komunikasi pemasaran. *Jurnal Manajemen Komunikasi*, 4(2), 42-60.
- Tjokrosaputro, M., & Cokki, C. (2020, June). The role of social influence towards purchase intention with value perception as mediator: A study on starbucks coffee as an environmentally friendly product. In 8th International Conference of Entrepreneurship and Business Management Untar (ICEBM 2019) (pp. 183-189). Atlantis Press.
- Tjiptono, Fandy. (2017) *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Andi Offset, Yogyakarta
- Torlak, O., Ozkara, B. Y., Tiltay, M. A., Cengiz, H., & Dulger, M. F. (2014). The effect of electronic word of mouth on brand image and purchase intention: An application concerning cell phone brands for youth consumers in Turkey. *Journal of Marketing Development and Competitiveness*, 8(2), 61-68.
- Usman, O., & Qonita, S. (2019). The effect of celebrity endorser, brand image, brand awareness, and social media to purchase intentions. *Brand Image, Brand Awareness, and Social Media to Purchase Intentions* (December 31, 2019).
- Vivin, D. (2021, April 27). Somethinc, Some By Mi dan The Ordinary Review Produk Paling Banyak Ditonton Di Tiktok. Retrieved from iprice: <https://iprice.co.id/trend/insights/produk-skincare-mana-yg-paling-banyak-ditonton-di-tiktok/>
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability*, 11(1), 209.

- Winadi, J. S. (2017). Hubungan Word Of Mouth Dengan Brand Awareness Teh Kotak. *Jurnal EKomunikasi*, (Onlie), 5 (1).
- Wu, S.-I., & Chang, H.-L. (2016). The Model of Relationship between the Perceived Values and the Purchase Behaviors toward Innovative Products. *Journal of Management and Strategy*, 7(2).
- Yadin, D. (2002). The International dictionary of marketing: over 1,000 professional terms and techniques.
- Yoebrilanti, Anggit. 2018. "Pengaruh Promosi Penjualan Terhadap Minat Bali Produk Fashion Dengan Gaya Hidup Sebagai Variable Moderator (Survei Konsumen Pada Jejaring Sosial)". *Jurnal Manajemen* 8:20 41.
- Yohana, N. K. Y., Dewi, K. A. P., & Giantari, I. G. A. K. (2020). The Role of Brand Image Mediates the Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 4(1), 215-220.
- Yuliatuti, N. (2020 August 2). Kemenperin "percantik" kinerja industri kosmetik. Retrieved from <https://www.antaranews.com/https://www.antaranews.com/berita/1644998/kemenperin-percantik-kinerja-industri-kosmetik>.
- Yaylı, A., & Bayram, M. (2012). E-WOM: The effects of online consumer reviews on purchasing decisions. *International Journal of Internet Marketing and Advertising*, 7(1), 51-64.
- Yoebrilanti, Anggit. 2018. "Pengaruh Promosi Penjualan Terhadap Minat Bali Produk Fashion Dengan Gaya Hidup Sebagai Variable Moderator (Survei Konsumen Pada Jejaring Sosial)". *Jurnal Manajemen* 8:20 41.
- Zulkifli Duwila, Z. (2018). Kegiatan Sales Person Dalam Personal Selling Pada Surat Kabar Harian Radar Jogja (Doctoral dissertation, Universitas Teknologi Yogyakarta).