## REFERENCES

- Adriyanti, Rosmaya. (2017). The Effect of Electronic Word of Mouth on Brand Image and Purchase Interest in Wardah Cosmetic Products. Diponegoro Journal of Management, 6 (4), 1-14, ISSN 2337-3792.
- Afifah, Nida dan Helmi, Arief. 2017. The Influence of Product Perceived Quality and Group Reference Toward The Intention Formationmoderated by Consumer Etnochentrism. Universitas Padjajaran. Jurnal Ekonomi dan Bisnis Terapan, Vol.13 No.3.
- Aji, Prasetyo Matak, Vanessa Nadhila, and Lim Sanny. 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.
- Amalia, Lina. (2017). "Trends and Behavior of the Indonesian Cosmetic Market in 2017." Accessed through
- Ananda, A. F., & Wandebori, H. (2016). The Impact of Drugstore Makeup Product Reviews by Beauty Vlogger on Youtube Towards Purchase Intention by Undergraduate Students in Indonesia. International Conference On Ethics Of Business, Economics, and Social Science, 264–273, ISSN: 2528-617X. Retrieved.
- Ariyanti, K., & Iriani, S. S. (2014). The Effect of Perceived Value and Perceived Risk on Purchase Intention of Organic Cosmetics. Journal Management Science, 2(4), 1186-1196.

- Bachdar, Saviq (2017). "Beauty Vloggers and Their Influence on Cosmetic Brands.

  Accessed via "http://marketeers.com/beauty-vlogger-danpengaruhnya-bagi-brandkosmetik/, on 20 February 2018
- Briliana, V., & Ritonga, J. S. (2016). The Effect of Perceived Price, Brand Equity, Brand Loyalty, Perceived Price Deal, and Product Involvement on Purchase Intention. Jurnal Wira Ekonomi Mikroskil. .6(01), 23-34
- Bruwer, J., & Buller, C. (2013). Product Involvement, Brand Loyalty, and Country of Origin Brand Preferences of Japanese Wine Consumers. Journal of Wine Research, 24(1), 36-58.
- Coursaris, C. K., & Osch, W. Van. (2016). Beauty Brands Versus Vloggers: Exploring The Effects Of Source Credibility On Information Adoption On Youtube. Research In Progress, 1–9
- Degoma, A., & Shetemam, E. (2014). The Effect of Country of Origin Image on Purchase Intention: A Case Study on Bahir Dar University Instructors. Journal of Accounting & Marketing, 3(1), 1–5.
- Dinata, J. S., Kumadji, S., & Hidayat, K. (2015). Country Of Origin and its Effect on Perceived Quality and Purchase Intention (Survey on Prospective Consumers Interested in Buying an Ipad in Indonesia). Business Administration (JAB), Vol.25(1), 1-.
- Fauzi, F., & Asri, R. (2020). The Influence of Ethnocentrism, Brand Image and Lifestyle on Batik Purchasing Decisions. Journal of Marketing Management, 6(02), 236-253.
- Fred, Stephanie. (2015). Examining Endorsement and Viewership Effects on the Source Credibility of YouTubers. University South Florida Scholar Commons Graduate.

- Haliun, S., & Cho, S. (2015). The Effects Of Korean Country of Origin on Mongolian Consumer Product Evaluation and Purchase Intention. Journal of Marketing and Consumer Behaviour in Energing Markets, 1(1), 4–14.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.). Thousand Oaks CA: Sage
- Hill. S. R., Troshani, I., & Chandrasekar, D. (2017). Signalling Effects of Vlogger Popularity on Online Consumer. Journal of Computer Information System, 1-8.
- Hsu, C. L., Lin, J. C., & Chiang, H. S. (2013). The Influence of Blogger Recommendations on Customers' Online Shopping Intention. Internet Research, 23(1), 69-88.
- Kang, S., Lee, K. H. (2016). A Comparative Study on the Effects of Korean Wave and Corporate Social Responsibility on Chinese Purchase Intention: Western Inland & Eastern Coast of China. The E-Business Studies, 17(5), 39-52, ISSN
- Kotler, Philip & Kevin, L, Keller. (2009). Marketing Management. 13th Edition.

  Volume 1. Erlangga: Jakarta-
- Le, H. TPM., Nguyen, Phuong., Dinh, Ho. P., & Dang, C. NA. (2017). Effects of Country of Origin and Product Features on Customer Purchase Intention: A Study of Imported Powder Milk. Academy of Marketing Studies Journal, 21(1), 1–19.
- Lin, C., Wu, Yi.S., & Chen, J.-C. V. (2013). Electronic Word-of-Mouth: The Moderating Roles Of Product Involvement And Brand Image. Proceedings Of International Conference On Technology Innovation And Industrial Management, 29–47.

- Mitra, S, B., Suroso, A., & Martini, S. (nd). Analisis Pengaruh Brand Origin, Brand Credibility, Self-Image Congruence dan High Involvement Terhadap Purchase Intention dengan Brand Knowledge Sebagai Moderasi Brand Origin (Case Study on Handphone Cross Di Purwokerto).
- Moradi, H., & Azim, Z. (2011). The Impact of Brand Equity on Purchase Intention and Brand Preference the Moderating Effects of Country of Origin Image. Australian Journal of Basic and Applied Sciences, 539-545. ISSN 1991
- Nhu, Tran. (2016). Beauty Bloggers' Influence On Vietnamese Young Consumers. Saimaa university of Applied Sciences.
- Nurcahyo, Sofyan, & Henny, Welsa. (2017). The Effect of Country of Origin, Perceived Quality and Consumer Perception on Purchasing Intention Through Brand Image of Honda Matic Motorcycles in Bantul District. Dewantara Management, 1(2), 12-24.
- Quester, P., & Lin Lim, A. (2003). Product involvement/brand loyalty: is there a link?. Journal of product & brand management, 12(1), 22-38.
- Rahmi, Y., Sekarasih, L., & Sjabadhyni, B. (2017). The Influence of Beauty Vlog on Perceived Source Credibility and Purchase Intention, 21(1), 13–23.
- Ratnaningsih, D, N. (2016). "Beauty Vloggers are Getting More Popular."

  Accessed through.
- Saputri, S. (2021). Pengaruh Consumer Ethnocentrism, Islamic Religiosity dan Consumer Animosity terhadap Purchase Intention dengan Product Judgment sebagai Intervening (Doctoral dissertation, Universitas Putra Bangsa).
- Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. john wiley & sons.

- Serlina. (2018, January 31). "Ladies, Here are 3 Indonesian Beauty Bloggers Who Often Share Korean Make Up Tutorials!". Accessed via
- Sokol, Elisabeth. (2017). The World Of Beauty Vloggers On Youtube. Erasmus School of History, Culture and Communication Erasmus: University Rotterdam.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta.
- Islam, and Mawra Hussain. "How consumer uncertainty intervene country of origin image and consumer purchase intention? The moderating role of brand image."

  International Journal of Emerging Markets ahead-of-print (2022).
- Theddy, C. D., & Japarianto, E. (2015). Analysis of Lifestyle, Hedonic Motivation on Purchase Intention at Gold's Gym Surabaya Town Square (SUTOS) Surabaya. Petra Journal of Marketing Management, 1(1), 1-10.
- Wang, Cheng Lu, and Zhen Xiong Chen. "Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects." Journal of consumer Marketing 21.6 (2004): 391-400.
- Wright, Choe. 2017. Are Beauty Bloggers More Influential than Traditional Industry Experts?. Journal of Promotional Communications, 5(3), 303-322.
- Xiao, Z., Zhang, J., Li, D., & Samutachak, B. (2016). The Effect of E-Wom on Country Image and Purchase Intention: An Empirical Study on Korean Cosmetic Products in China. Journal of Services Technology and Management, Vol 22(1/2), 18-30.
- Yunus, N. S. N. M., & Rashid, W. E. W. (2016). The Influence of Country of Origin on Consumer Purchase Intention: The Mobile Phones Brand From China. Procedia Economics and Finance, 37(16), 343–349.