

DAFTAR KEPUSTAKAAN

- Advertorial. 2023. "Viral, Skintific Skincare Paling Diburu Dan Raih Banyak Penghargaan." *Cnn Indonesia*. Retrieved October 8, 2023 (<https://www.cnnindonesia.com/gaya-hidup/20230227194144-307-918563/viral-skintific-skincare-paling-diburu-dan-raih-banyak-penghargaan>).
- Afifah, Nur, Ilzar Daud, And Morella Mulyadina. 2022. "Viewer Behavior On Social Media: Viral Marketing Of A Movie Trailer In Indonesia." *Gadjah Mada International Journal Of Business* 24(2):178–97. Doi: 10.22146/Gamajb.49987.
- Ahyar, Hardani, Universitas Sebelas Maret, Helmina Andriani, Dhika Juliana Sukmana, Universitas Gadjah Mada, M. Si. Hardani, S.Pd., Grad. Cert. Biotech Nur Hikmatul Auliya, M. Si. Helmina Andriani, Rhousandy Asri Fardani, Jumari Ustiawaty, Evi Fatmi Utami, Dhika Juliana Sukmana, And Ria Rahmatul Istiqomah. 2020. *Buku Metode Penelitian Kualitatif & Kuantitatif*.
- Akgunduz, Yilmaz, Mehmet Alper Nisari, And Serpil Sungur. 2023. "A Roadmap Focused On Customer Citizenship Behavior For Fast-Food Restaurants During Covid-19." Doi: 10.1108/Ihr-01-2023-0006.
- Arief, Mohammad, Rita Indah Mustikowati, And Yustina Chrismardani. 2023. "Why Customers Buy An Online Product? The Effects Of Advertising Attractiveness, Influencer Marketing And Online Customer Reviews." *Lbs Journal Of Management & Research* 21(1):81–99. Doi: 10.1108/Lbsjmr-09-2022-0052.
- Asep Y. 2022. "Berbagai Keunggulan Skintific 5x Ceramide Barrier Repair Moisturizer Gel." *Bentarnews.Com*. Retrieved October 9, 2023 (<https://bentarnews.com/artikel/berbagai-keunggulan-skintific-5x-ceramide-barrier-repair-moisturizer-gel.html>).
- Ayub, Made Theoresta Taruna Jaya, And Ni Made Wulandari Kusumadewi. 2021. "The Effects Of Price Perception, Product Knowledge, Company Image, And

- Perceived Value On Purchase Intentions For Automotive Products.” *European Journal Of Business And Management Research* 6(5):47–50. Doi: 10.24018/Ejbm.2021.6.5.955.
- Benhardy, Kartika Aprilia, Hardiyansyah, Agus Putranto, And Matthew Ronadi. 2020. “Brand Image And Price Perceptions Impact On Purchase Intentions: Mediating Brand Trust.” *Management Science Letters* 10(14):3425–32. Doi: 10.5267/J.Msl.2020.5.035.
- Bps Survei Sosial Ekonomi Nasional. 2022. “Badan Pusat Statistik Provinsi Sumatera Barat.” Retrieved November 19, 2023 (<https://sumbar.bps.go.id/indikator/2/320/1/persentase-penduduk-usia-5-tahun-ke-atas-yang-mengakses-internet-dalam-3-bulan-terakhir-menurut-kabupaten-kota-di-provinsi-sumatera-barat.html>).
- Cemara, Nimas. 2023. “Compas Data Market Insight: 7 Merek Masker Wajah Terlaris Agar Kulit Sehat - Kompas.” *Compas Dashboard-Fmcg E-Commerce Data Market Insight Tools*. Retrieved October 9, 2023 (<https://kompas.co.id/article/merek-masker-wajah/>).
- Choukas-Bradley, Sophia, Jacqueline Nesi, Laura Widman, And Brian M. Galla. 2020. “The Appearance-Related Social Media Consciousness Scale: Development And Validation With Adolescents.” *Body Image* 33:164–74. Doi: 10.1016/J.Bodyim.2020.02.017.
- Danty, Nabillah Sukma, Jushermi, And Aida Nursanti. 2020. “Pengaruh Online Consumer Review Dan Rating Terhadap Kepercayaan Konsumen Dan Keputusan Pembelian Pada E-Commerce Shopee Di Kota Pekanbaru.” *Jurnal Online Mahasiswa (Jom) Bidang Ilmu Ekonomi* 7(2):1–15.
- Darwin, Muhammad, Marianne Reynelda Mamondol, Salman Alparis Sormin, Yuliana Nurhayati, Hardi Tambunan, Diana Sylvia, I. Made Dwi Mertha Adnyana, Budi Prasetyo, Pasionista Vianitati, And Antonius Adolf Gebang. 2021. *Metode Penelitian Pendekatan Kuantitatif*. Edited By T. S. Tambunan. Bandung: Cv. Media Sains Indonesia.
- Dihni, Vika Azkiya. 2022. “10 E-Commerce Dengan Pengunjung Terbanyak Kuartal I 2022.” *Teknologi & Telekomunikasi*. Retrieved September 20, 2023

(<https://Databoks.Katadata.Co.Id/Datapublish/2022/07/19/10-E-Commerce-Dengan-Pengunjung-Terbanyak-Kuartal-I-2022>).

- Dumatri, Agatha Christy Avega, And Tias Andarini Indarwati. 2021. “Pengaruh Viral Marketing Dan Brand Awareness Terhadap Niat Beli Pada Burger King Indonesia.” *Jurnal Ilmu Manajemen* 9(2):478. Doi: 10.26740/Jim.V9n2.P478-488.
- Dzulkharnain, Emylia. 2019. “Pengaruh Persepsi Harga, Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Tas Sophie Martin Di Kabupaten Sidoarjo.” *Jurnal Qtishadequity* 1(2).
- Fauzi, Saipulloh, And Lia Febria Lina. 2021. “Peran Foto Produk, Online Customer Review Dan Online Customer Rating Pada Minat Beli Konsumen Di E-Commerce.” *Jurnal Muhammadiyah Manajemen Bisnis* 2(1):21. Doi: 10.24853/Jmmb.2.1.21-26.
- Han, C. Min, And Chen Guo. 2018. “How Consumer Ethnocentrism (Cet), Ethnocentric Marketing, And Consumer Individualism Affect Ethnocentric Behavior In China.” *Journal Of Global Marketing* 31(5):324–38. Doi: 10.1080/08911762.2018.1437649.
- Hendrayati, H., And P. Pamungkas. 2020. “Viral Marketing And E-Word Of Mouth Communication In Social Media Marketing.” *Advances In Economics, Business And Management Research, Volume 117 3rd Global Conference On Business, Management, And Entrepreneurship (Gcbme 2018)* 117(Gcbme 2018):41–48. Doi: 10.2991/Aebmr.K.200131.010.
- Hsu, Chia Lin, Li Chen Yu, And Kuo Chien Chang. 2017. “Exploring The Effects Of Online Customer Reviews, Regulatory Focus, And Product Type On Purchase Intention: Perceived Justice As A Moderator.” *Computers In Human Behavior* 69:335–46. Doi: 10.1016/J.Chb.2016.12.056.
- Jr, Joseph F. Hair, William C. Black, Barry J. Babin, Rolph E. Anderson, William C. Black, And Rolph E. Anderson. 2018. *Multivariate Data Analysis*.
- Kim, Hee Yeon, And Jae Eun Chung. 2011. “Consumer Purchase Intention For Organic Personal Care Products.” *Journal Of Consumer Marketing* 28(1):40–47. Doi: 10.1108/07363761111101930.

- Komariyah, Desi Intan. 2022. “Pengaruh Online Customer Riview Dan Rating Terhadap Minat Pembelian Online Shopee (Studi Kasus Pada Santri Putri Pondok Pesantren Salafiyah Syafi’iyah Seblak Jombang).” *Journal Of Business And Innovation Management* 4:343–58.
- Konuk, Faruk Anil. 2019. “The Influence Of Perceived Food Quality, Price Fairness, Perceived Value And Satisfaction On Customers’ Revisit And Word-Of-Mouth Intentions Towards Organic Food Restaurants.” *Journal Of Retailing And Consumer Services* 50(May):103–10. Doi: 10.1016/J.Jretconser.2019.05.005.
- Kotler, Philip, And Kevin Lane Keller. 2016. *Marketing Management, 15 Th Edition*.
- Kurniawati, Ginanjar Wira Saputra, And An Nisa Diana. 2022. “Analisis Faktor Penentu Keputusan Pembelian Konsumen Pada Online Shop: Peran Penggunaan Media Sosial Dan Perilaku Hedonis Konsumen.” *Fair Value: Jurnal Ilmiah ...* 5(2016).
- Laili, Nur Hidayat. 2018. “Pengaruh Viral Marketing, Online Consumer Reviews Dan Harga Terhadap Keputusan Pembelian Shopee Di Surabaya.” *Jurnal Pendidikan Tata Niaga (Jptn)* 06(3):77–84.
- Lee, Jang-Hee, And Mi-Yeong Yun. 2022. “The Influence Of Appearance Awareness On Makeup Behavior And Cosmetics Purchase Behavior In Young Women In Their 20s.” *Journal Of The Korean Society Of Cosmetology* 28(4):698–709. Doi: 10.52660/Jksc.2022.28.4.698.
- Mauludin, M. Soleh, Adnan Dewa Saputra, Anggi Zulfika Sari, And Itatul Munawaroh. 2022. “Analisis Perilaku Konsumen Dalam Transaksi Di E-Commerce.” *Proceedings Of Islamic Economics, Business, And Philanthropy* 1(1):108–23.
- Mediaini, Hello. 2022. “Contoh Viral Marketing Yang Bisa Ditiru Untuk Promosikan Produk - Mediaini.” *Pt Mediaini Indonesia Perkasa*. Retrieved September 20, 2023 (<https://Mediaini.Com/Trik/2021/07/29/44191/Contoh-Viral-Marketing-Yang-Bisa-Ditiru-Untuk-Promosikan-Produk/>).
- Melati, Riska Sari, And Renny Dwijayanti. 2020. “Pengaruh Harga Dan Online

- Customer Review Terhadap Keputusan Pembelian Case Handphone Pada Marketplace Shopee (Studi Pada Mahasiswa Surabaya).” *Jurnal Pendidikan Tata Niaga (Jptn)* 8(2):882–88.
- Mukherjee, Soumya, Mrinal Kanti Das, And Tapan Kumar Chakraborty. 2023. “Viral Marketing In Increasing Brand Awareness And Predicting Purchase Intention: Exploring Mediating Role Of Brand Loyalty In Fmcg Sector.” *Scholars Journal Of Economics, Business And Management* 10(04):61–77. Doi: 10.36347/Sjebm.2023.V10i04.001.
- Mulyaputri, Venna Melinda, And Sanaji. 2021. “Pengaruh Viral Marketing Dan Brand Awareness Terhadap Niat Beli Beli Merek Kopi Kenangan Di Kota Surabaya.” *Jurnal Ilmu Manajemen* 9(2):91–101. Doi: 10.26740/Jim.V9n2.P478-488.
- Nggilu, Monica, Altje L. Tumbel, And Woran Djemly. 2019. “Pengaruh Viral Marketing, Celebrity Endorser, Dan Brand Awareness Terhadap Keputusan Pembelian Pada Geprek Benu Manado.” *Jurnal Emba* 7:2691–2700. Doi: 10.47709/Jebma.V2i1.1208.
- Ningsih, S. 2020. “Pengambilan Keputusan Konsumen Terhadap Pemilihan Klinik Kecantikan.” *Jurnal Manajemen, Ekonomi, Keuangan, Dan Akuntansi* 1(2):103–6.
- Nofri, Okta, And Andi Hafifah. 2018. “Analisis Perilaku Konsumen Dalam Melakukan Online Shopping Di Kota Makassar.” *Jurnal Minds: Manajemen Ide Dan Inspirasi* 5(1):113–32. Doi: 10.24252/Minds.V5i1.5054.
- Noviana, Kharisma Yogi, Reni Shinta Dewi, And Apriatni Endang Prihatini. 2023. “The Influence Of Social Media Promotions And Online Customer Reviews On Purchasing Decisions On The Shopee Marketplace Through Purchase Intention As A Mediating Variable (Study On Active Students Of Diponegoro University).” *International Journal Of Multidisciplinary Research And Publications* 5(11):68–75.
- Panjaitan, Feliks A. B. K., Hotman Panjaitan, And Johanes Silalahi. 2023. “Word Of Mouth Communication As A Mediator For Interest In Buying A Smartphone: Data From Private Students In Surabaya.” *International*

- Journal Of Education, Business And Economics Research (Ijeber)* 2(1):34–52.
- Picaully, Maria Regina. 2018. “Pengaruh Kepercayaan Pelanggan Terhadap Niat Pembelian Gadget Di Shopee Indonesia.” *Jurnal Manajemen Maranatha* 18(1):31–40. Doi: 10.28932/Jmm.V18i1.1094.
- Prihatna, Diky Dwi Yoga, And Fajar Purwanto. 2021. “The Effect Of Price Perception, Product Quality, And Brand Awareness On Buying Intention Jombang Blimbing Powder Coffee.” *Journal Of Marketing And Business Research* 2(2):143–52.
- Putri, Anisha Saktian. 2023. “Rangkaian Skincare Guna Menjaga Skin Barrier Sebagai Kunci Kulit Wajah Glowing Bebas Jerawat - Beauty Fimela.Com.” *Fimela.Com*. Retrieved October 11, 2023 (<https://www.fimela.com/beauty/read/5063654/rangkaian-skincare-guna-menjaga-skin-barrier-sebagai-kunci-kulit-wajah-glowing-bebas-jerawat>).
- Putri, Luthfia Eka. 2023. “Pengaruh E-Commerce Terhadap Perkembangan Usaha Di Indonesia.” *Tafidu Jurnal* 2(Januari):42–52.
- Putri, Nuzulul Kusuma, And Ernawaty Ernawaty. 2020. “Viral Marketing Content For Universal Health Coverage Campaign In Indonesia.” *International Journal Of Pharmaceutical And Healthcare Marketing* 14(1):21–36. Doi: 10.1108/Ijphm-07-2017-0041.
- Qurniawati, Rina Sari, And Yulfan Arif Nurohman. 2018. “Ewom Pada Generasi Z Di Media.” *Jurnal Ekonomi Manajemen Sumber Daya* 20(2):70–80.
- Ricardo, Ricardo. 2021. “Building Purchase Intention : Company Image , Product Knowledge And Price Perception.” *Dinasti International Journal Of Digital Business Management* 2(6):1090–98.
- Rini, Yuniar Purbo, And Muhammad Anasrulloh. 2022. “Pengaruh Impulse Buying Dan Sales Promotion Terhadap Keputusan Pembelian Pada Produk Skincare Merek Pond’s Di Golden Swalayan Tulungagung.” *Jurnal Economina* 1(2):120–29. Doi: 10.55681/Economina.V1i2.48.
- Rizaty, Monavia Ayu. 2023. “Jumlah Pengguna Internet Di Indonesia (Januari

- 2012- Januari 2023).” *We Are Social*. Retrieved September 9, 2023 (<https://DataIndonesia.Id/Internet/Detail/Pengguna-Internet-Di-Indonesia-Sentuh-212-Juta-Pada-2023>).
- Sabillah, Fauziah Zalza, Taufik Akbar, Nining Latianingsih, Jurusan Administrasi Niaga, Negeri Jakarta, And Politeknik Negeri Jakarta. 2022. “Pengaruh Viral Marketing Dan Online Customer Review Terhadap Minat Beli Konsumen Pada Media Sosial Tiktok (Studi Kasus Pada Mie Gacoan).” *Jurnal Administrasi Profesional* 03(2):2963–1734.
- Salima, Hafsha Rafa, And Herwin. 2022. “Pengaruh Persepsi Harga, Persepsi Risiko, Online Customer Review, Dan Sikap Terhadap Minat Beli Pada Instagram Yuna And Co.” *Jurnal Mahasiswa Institut Teknologi Dan Bisnis* 8(3):2516–27.
- Sandala, Dicki, James D. .. Massie, And Willem J. F. A. Tumbuan. 2019. “Pengaruh Viral Marketing, Food Quality Dan Brand Trust Terhadap Keputusan Pembelian Produk Mom Milk Manado.” *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 7(3):2721–30.
- Sandala, Falian Daniel, Altjie L. Tumbel, And Jeffry L. A. Tampenawas. 2021. “Pengaruh Kelompok Referensi, Persepsi Harga Dan Store Atmosphere Terhadap Minat Beli Konsumen Pada Umkm Beenji Cafe Di Sario Kecamatan Sario.” *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 9(1):878–86.
- Sekaran, Uma, And Roger Bougie. 2016. *Research Methods For Business: A Skill-Building Approach. 7 Th Edition*.
- Seo, Sunhee, Kawon Kim, And Soo Yeon Im. 2022. “Determinants Of Satisfaction With Imported Asian Pears In The Us: Moderating Role Of Korea’s Country Image.” *International Journal Of Emerging Markets*. Doi: 10.1108/Ijoem-09-2021-1394.
- Shihab, Muchsin Saggaff, And Nur Cahya. 2018. “Pengaruh Persepsi Harga, Kualitas Produk, Citra Merek, Dan Layanan Purna Jual Terhadap Keputusan Pembelian Dan Dampaknya Terhadap Kepuasan Pelanggan Smartphone Asus Studi Kasus Di Pt. Datascrip.” *Jemi* 1(01):34–46.

- Son, Youngdo, And Wonjoon Kim. 2023. "Development Of Methodology For Classification Of User Experience (Ux) In Online Customer Review." *Journal Of Retailing And Consumer Services* 71(December 2022):103210. Doi: 10.1016/J.Jretconser.2022.103210.
- Syafitri, Chintya Dessy, Annisa Fitri Rohana, And Ajat Sudrajat. 2022. "Pengaruh Online Consumer Reviews Terhadap Keputusan Pembelian Di Marketplace Tokopedia (Studi Kasus Pada Pengguna Tokopedia Di Karawang)." *Jurnal Manajemen & Bisnis Kreatif* 7(2):75–91. Doi: 10.36805/Manajemen.V7i2.2285.
- Tim Parapuan. 2023. "Jadi Skincare Viral Di Tiktok, Review Skintific 5x Ceramide Barrier Repair Moisture Gel - Parapuan." Retrieved October 8, 2023 (<https://www.parapuan.co/read/533245154/jadi-skincare-viral-di-tiktok-review-skintific-5x-ceramide-barrier-repair-moisture-gel>).
- Tim Riset Dan Publikasi. 2022. "Frekuensi Belanja Online Masyarakat Indonesia." *Databoks*. Retrieved September 9, 2023 (<https://databoks.katadata.co.id/datapublish/2022/07/29/frekuensi-belanja-online-masyarakat-indonesia>).
- Tran, Lobel Trong Thuy. 2020. "Online Reviews And Purchase Intention: A Cosmopolitanism Perspective." *Tourism Management Perspectives* 35(October 2019):100722. Doi: 10.1016/J.Tmp.2020.100722.
- Triani Kurnia, Et Al (2020). 2020. "Pengaruh Viral Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Compass Melalui Media Sosial Instagram." *Pengaruh Viral Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Compass Melalui Media Sosial Instagram* 7(9):N-193-"N-196".
- Wibowo, Agung Edy. 2017. "Analisis Perilaku Konsumen Dalam Memilih Produk Kosmetik Yang Ramah Lingkungan." *Jurnal Riset Manajemen* 4(2):101–12.
- Yuliani, Jennifer Chandra, Gede Bayu Rahanatha, And I. Ketut Rahyuda. 2018. "Anteseden Niat Beli Konsumen Produk." *E-Jurnal Manajemen Unud* 5(8):831–44.

