

DAFTAR PUSTAKA

- Almana, A., & Abdulrahma A. (2013). The Impact of Electronic Word of Mouth on Consumers Purchasing Decisions. *International Journal of Computer Applications*. (82).
- Armstrong, & P. Kotler. (2003). *Manajemen Pemasaran Edisi Kesembilan*. Jakarta: PT Indeks Gramedia.
- Chatterjee, P., (2001), "Online reviews: do consumers use them?", *Advances in Consumer Research*, Vol. 28 No.1, pp. 129–133.
- Duyen, T. (2016). Beauty Bloggers' Influence on Vietnamese Young Consumers. Thesis Degree Programme in International Business. *Faculty of Business Administration*, Saimaa University of Applied Sciences.
- Goldsmith, R.E. and Horowitz, D. (2006), "Measuring motivations for online opinion seeking", *Journal of Interactive Advertising*, Vol. 6 No. 2, pp. 1-16.
- Gruen, T.W., Osmonbekov, T. and Czaplewski, A.J. (2006), "EWOM: the impact of customer-to-customer online know-how exchange on customer value and loyalty", *Journal of Business Research*, Vo. 59 No. 4, pp. 449–456.
- 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 & Planning*, 30(4), 460-476.
- Khammash, M. (2008). Electronic Word-of-Mouth: Antecedents of Reading Customer Reviews in On-line Opinion Platforms: A Quantitative Study From the UK Market. *ADIS International Conference*.
- Lee, J., & B. Watkins. (2016). Youtube Vloggers Influence on Consumer Luxury Brand Perceptions and Intentions. *Journal of Business Research*, 69(12).
- Martawilaga, A., & M. Sufiati. (2016). Information Acceptance of Electronic Words of Mouth (EWOM) and Purchase Intention through Haul Videos Youtube. *Journal of Business and Management*, 5(5), 651-660.
- Mustafa, Z. (2013). *Mengurai Variabel Hingga Instrumentasi*. Yogyakarta: Graha Ilmu.
- O'Connor, F. (2016). 'Millennials & Youtube' An Investigation into The Influence of User Generated Video Content on The Consumer Decision Making Process.

- Peter, P., & J. Olson. (2013). *Perilaku Konsumen dan Strategi Pemasaran Jilid 1 Edisi 9*. Jakarta: Salemba Empat.
- Sari. (2017). Pengaruh Beauty Vlogger Sebagai Celebrity Endorser Terhadap Niat Beli dengan Asosiasi Sebagai Intervening Variabel. Skripsi. Program Studi Manajemen Fakultas Ekonomi Universitas Sanata Dharma. Yogyakarta.
- Schiffman, L.G., & Kanuk, L.L. (2008). *Perilaku Konsumen Edisi Ketujuh Cetakan Keempat*. Jakarta: Prenada Media Group.
- Senecal, S. and Nantel, J. (2004), "The influence of online product recommendations on consumers' online choices", *Journal of Retailing*, Vol. 80 No. 2, pp. 159-69.
- Shimp, T. (2003). *Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu Edisi Kelima Jilid 1*. Jakarta: Erlangga.
- Suwarduki, Puspa, R. (2016). Pengaruh Electronic Word Mouth terhadap Citra Destinasi serta Dampaknya pada Minat dan Keputusan Berkunjung. Skripsi tidak dipublikasikan, Universitas Brawijaya, Malang.
- Umamy, C. (2016). Pengaruh *Electronic Word Of Mouth* terhadap Brand Image serta Dampaknya pada Minat Beli. Skripsi tidak dipublikasikan, Universitas Brawijaya, Malang.
- Utami, Dian, W. (2016). Pengaruh *Electronic Word Of Mouth (E-WOM)* Terhadap Keputusan Pembelian pada Konsumen Cafe Roti Gempol dan Kopi Anjis Bandung. Bandung : Jurnal Mahasiswa Universitas Telkom.
- Verhellen, Yaan. Nathalie D. Patrick De Pelsmacker. (2013). Consumer Responses to Brands Palced in Youtube Movies: The Effect of Prominence and Endorser Expertise. *Journal of Electronic Commerce Research*, Vol. 14, No. 4, 2013.
- Wang, C. (2015). Do People Purchase What They Viewed from Youtube? : the Influence Attitude and Perceived Credibility of UserGenerated Content on Purchase Intention. Electronic Theses, Treatises, Dissertations. Florida State University.
- Yuksel, H. (2016). Factors Affecting Purchase Intention in Youtube Videos. *The Journal of Knowledge Economy & Knowledge Management*, 11.
- Ohanian, R. (1990). 'Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness'. *Journal of Advertising*, 19(3), 39-52