

DAFTAR PUSTAKA

- Adzharuddin, N. A., & Salvation, M. (2020). The Influence of Celebrity Endorsement on Young Consumers' Purchase Intention: The Case of L'oreal's Skin-Care Products. *International Journal of Academic Research in Business and Social Sciences*, 10(8), 733–751. <https://doi.org/10.6007/ijarbss/v10-i8/7622>
- Are, A. K. P., & Setyorini, R. (2019). *PENGARUH ELECTRONIC WORD OF MOUTH DAN KEPERCAYAAN KONSUMEN TERHADAP NIAT BELI PRODUK DI SHOPEE INDONESIA* (Vol. 12, Issue 2).
- Bilgin, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Chatterjee, S., Chaudhuri, R., Vrontis, D., & Thrassou, A. (2021). The influence of online customer reviews on customers' purchase intentions: a cross-cultural study from India and the UK. *International Journal of Organizational Analysis*. <https://doi.org/10.1108/IJOA-02-2021-2627>
- Chen, Y. L., Chang, C. L., & Sung, A. Q. (2021). Predicting eWOM's Influence on Purchase Intention Based on Helpfulness, Credibility, Information Quality and Professionalism. *Sustainability (Switzerland)*, 13(13), 1–19. <https://doi.org/10.3390/su13137486>
- Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2021). Factors influencing consumer attitudes toward online shopping: the mediating effect of trust. *EuroMed Journal of Business*, 16(4), 544–563. <https://doi.org/10.1108/EMJB-05-2020-0046>
- Christanie, G., & Sihombing, T. (2021). THE EFFECT OF CUSTOMER REVIEW AND CELEBRITY ENDORSEMENT TOWARD INDONESIA LOCAL MAKEUP BRAND PURCHASE INTENTION. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3), 60–73.

- Civelek, M. E. (2018). Essentials of Structural Equation Modeling. *Zea Books*.
<https://doi.org/10.13014/k2sj1hr5>
- Cordelia, M. L., Saputra, N. Y. A., & Nopiana, M. (2022). Analisis Perubahan Perilaku Konsumen e-Commerce Shopee Pada Masa Pandemi Covid-19 (Studi pada Konsumen e-Commerce Shopee di Kota Karawang). *YUME : Journal of Management*, 5(1), 520–530. <https://doi.org/10.2568/yum.v5i1.1602>
- Darma, B. (2021). *STATISTIKA PENELITIAN MENGGUNAKAN SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R2)*. GUEPEDIA.
- Databoks. (2022, March 14). *Deretan Beauty Influencer Indonesia Terpopuler di Instagram, Siapa Saja?* Databoks.Katadata.Id.
- Dayoh, M. L., Widyarini, L. A., & Agrippina, Y. R. (2022). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES TO PURCHASE INTENTION. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, 11(1), 65–44. <https://doi.org/10.33508/jumma.v11i1.3951>
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Fill, C. (2009). *Marketing Communications*. www.pearsoned.co.uk/fill
- Fitria, S. E., & Ariva, V. F. (2018). Analisis Faktor Kondisi Ekonomi, Tingkat Pendidikan dan Kemampuan Berwirausaha Terhadap Kinerja Usaha Bagi Pengusaha Pindang di Desa Cukanggenteng. *Jurnal Manajemen Indonesia*, 18(3), 197–208. <https://doi.org/https://doi.org/10.25124/jmi.v18i3.1732>
- Gharib, R. K., Garcia-Perez, A., Dibb, S., & Iskoujina, Z. (2020). Trust and reciprocity effect on electronic word-of-mouth in online review communities. *Journal of Enterprise Information Management*, 33(1), 120–138. <https://doi.org/10.1108/JEIM-03-2019-0079>

- Gunawan, D., Pratiwi, A. D., Arfah, Y., & Hartanto, B. (2022). *KEPUTUSAN PEMBELIAN SKINCARE SAFI BERBASIS MEDIA MARKETING*. PT Inovasi Pratama Internasional.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. <http://www>.
- Hamid, R. S., & Anwar, S. M. (2019). *STRUCTURAL EQUATION MODELING (SEM) BERBASIS VARIAN: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis* (Abiratno, S. Nurdiyanti, & A. D. Raksanagara, Eds.; 1st ed.). PT Inkubator Penulis Indonesia. www.institutpenulis.id
- Helbert, J. J., & Ariawan, I. G. S. P. (2021). PENGARUH CELEBRITY ENDORSEMENT VS. INFLUENCER ENDORSEMENT VS. ONLINE CUSTOMER REVIEW TERHADAP PURCHASE INTENTION PADA PRODUK SKINCARE. *Jurnal Ekonomi Dan Bisnis*, 8(2), 353–370.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi* (D. Sumayyah, Ed.; 1st ed.). PT Refika Aditama.
- Indrawati, Yones, P. C. P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review*. <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Kante, M., Chepken, C., & Oboko, R. (2018). Partial Least Square Structural Equation Modelling' use in Information Systems: An Updated Guideline of Practices in Exploratory Settings. *Kabarak Journal of Research & Innovation*, 6(1), 49–67. <http://eserver.kabarak.ac.ke/ojs/>
- Kock, N. (2021). *WarpPLS User Manual: Version 7.0*. www.scriptwarp.com
- Kompas. (2021, April 24). *Mengenal Irene Ursula, Perempuan di Balik Kesuksesan Produk Kecantikan Lokal Somethinc*. Kompas.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education Limited.

- Laurenzia, B., Goenawan, F., & Yogatama, A. (2021). *Tingkat Brand Awareness Masyarakat Surabaya Terhadap Elemen Brand Somethinc*.
- Linda Hasibuan. (2023, February 15). *Ramai Artis Korea Jadi Brand Ambassador di RI, Emang Efektif?* CNBC Indonesia.
- Liu, X., Hu, J., & Xu, B. (2017). Does eWOM matter to brand extension?: An examination of the impact of online reviews on brand extension evaluations. *Journal of Research in Interactive Marketing*, 11(3), 232–245.
<https://doi.org/10.1108/JRIM-02-2016-0012>
- Lkhaasuren, M., & Nam, K.-D. (2018). The Effect of Electronic Word of Mouth (eWOM) on Purchase Intention on Korean Cosmetic Products in the Mongolian Market. *Korea International Trade Research Institute*, 14(4), 161–175.
<https://doi.org/10.16980/jitc.14.4.201808.161>
- Madiawati, P. N., Pradana, M., & Alrasyid, L. (2018). ANALYSIS OF CELEBRITY ENDORSEMENT INFLUENCE ON PURCHASE INTEREST: THE CASE STUDY OF A SKINCARE PRODUCT. In *The EUrASEANs: journal on global socio-economic dynamics* (Vol. 3, Issue 10).
- Mohamad, R., & Rahim, E. (2021). *Strategi Bauran Pemasaran (Marketing Mix) Dalam Perspektif Syariah*.
- Momahhed, S. S., Bahrami, M. A., Barati, O., & Moeini, M. (2019). Internal Marketing Activities in Educational Hospitals of Yazd, Iran. *Evidence Based Health Policy, Management and Economics*.
<https://doi.org/10.18502/jebhpme.v3i4.2068>
- Munasinghe, C., Gunaratne, C., Chandrasiri, H., & Gunatilake, L. (2020). *Celebrity Endorsement and its Effect on Purchase Intention with Reference to Skincare Products in Sri Lanka*. <http://ir.kdu.ac.lk/handle/345/2864>
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2021). *Konsep Dasar Structural Equation Model - Partial Least Square (SEM-PLS) Menggunakan Smart PLS*. Pascal Books.

- Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M. H., Lestari, W. J., Khatimah, H., & Beribe, M. F. B. (2021). *Teori Perilaku Konsumen* (A. Jibril, Ed.; 1st ed.). PT. Nasya Expanding Management.
- Nurhayati-Wolff, H. (2019, November 19). *Online shoppers as share of internet users Indonesia 2017-2022*. Statista. <https://www.statista.com/statistics/971443/indonesia-online-shoppers-as-share-of-internet-population/>
- Nurhayati-Wolff, H. (2022, September 27). *Leading serum brands Indonesia 2021*. Statista. <https://www.statista.com/statistics/1218398/indonesia-serum-brand-usage/>
- Nurlan, F. (2019). *Metodologi Penelitian Kuantitatif* (Asnidar, Ed.). CV. Pilar Nusantara.
- Nurrahmah, A., Rismaningsih, F., Hernaeny, U., Pratiwi, L., Wahyudin, Rukyat, A., Yati, F., Lusiani, Riaddin, D., & Setiawan, J. (2021). *Pengantar Statistika 1* (S. Haryanti, Ed.). Media Sains Indonesia. https://books.google.co.id/books?hl=id&lr=&id=Vm1XEAAAQBAJ&oi=fnd&pg=PA33&dq=populasi+sampel+adalah&ots=N_W8cqp3Go&sig=CluefjFPzctOPtmUzLF42QLRozs&redir_esc=y#v=onepage&q=populasi%20sampel%20adalah&f=false
- Pamela, N. (2021, February 25). *7 Produk Skincare Lokal Somethinc yang Paling Laku!* Tokopedia. <https://www.tokopedia.com/blog/top-produk-skin-care-somethinc-bty/>
- Puspita, K. C., & Imronudin. (2022). THE EFFECT OF ONLINE CUSTOMER REVIEWS AND CELEBRITY ENDORSEMENTS ON PURCHASE INTENTION (Study on Scarlett Whitening with Trust as Moderation). *EQien: Jurnal Ekonomi Dan Bisnis*, 11(3), 682–689.
- Sadya, S. (2022, November 23). *Serum Wajah Jadi Produk Kecantikan Paling Bersinar di E-Commerce*. Data Indonesia.

- <https://dataindonesia.id/ragam/detail/serum-wajah-jadi-produk-kecantikan-paling-gemilang-di-ecommerce>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139–2146.
<https://doi.org/10.5267/j.msl.2020.3.023>
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif: Pengembangan Hipotesis dan Pengujinya Menggunakan SmartPLS*. ANDI.
- Sari, A. C., Hartina, R., Awalia, R., Irianti, H., & Ainun, N. (2018). *KOMUNIKASI DAN MEDIA SOSIAL*. <https://www.researchgate.net/publication/329998890>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.
<https://doi.org/10.1080/02650487.2019.1634898>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-building Approach*. www.wileypluslearningspace.com
- Setyani, A. H., & Azhari, M. Z. (2021). *Pengaruh Korean Wave Dan Ulasan Online Terhadap Minat Beli Produk Skin Care Korea Selatan*.
- Somethinc. (n.d.). *Somethinc - Brand Kecantikan Lokal dengan Kualitas Premium*. Somethinc. Retrieved January 2, 2023, from <https://somethinc.com/id/>
- Statista. (2022, October 28). *Skin Care - Indonesia*. Statista.
<https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/indonesia>
- Sugiarto. (2022). *METODOLOGI PENELITIAN BISNIS* (Edi S. Mulyanta, Ed.; 2nd ed.). ANDI.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (25th ed.). Alfabeta.
- Sujalu, A. P., Latif, I. N., Bakrie, I., & Milasari, L. A. (2021). *Statistika Ekonomi 1* (1st ed.). Zahir Publishing.

- Ulfa, R. (2021). VARIABEL PENELITIAN DALAM PENELITIAN PENDIDIKAN. *AL-Fathonah: Jurnal Pendidikan Dan Keislaman*, 342–351.
- Unaradjan, D. D. (2019). *Metode Penelitian Kuantitatif* (K. Sihotang, Ed.; 1st ed.). Universitas Katolik Indonesia Atma Jaya.
- Verma, S., & Yadav, N. (2021). Past, Present, and Future of Electronic Word of Mouth (EWOM). *Journal of Interactive Marketing*, 53, 111–128. <https://doi.org/10.1016/j.intmar.2020.07.001>
- Vinsensia Dianawanti. (2022, March 7). *Melihat Pesona Han So Hee yang Terpilih Jadi Beauty Guru Skincare Lokal*. Fimela.Com.
- Vionasafira, V., & Sjabadhyni, B. (2018). *Choose Celebrity or Common People? The Influence of Endorser Type on Instagram User's Purchase Intention*.
- Wardhani, P. K., & Alif, M. G. (2019). *The Effect of Advertising Exposure on Attitude Toward the Advertising and the Brand and Purchase Intention in Instagram*.
- Yusuf, A. S., Hussin, A. R. C., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/JSM-01-2017-0031>
- Zhao, P., Wu, J., Hua, Z., & Fang, S. (2019). Finding eWOM customers from customer reviews. *Industrial Management and Data Systems*, 119(1), 129–147. <https://doi.org/10.1108/IMDS-09-2017-0418>