

## DAFTAR PUSTAKA

- 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, 1–14. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Arikunto. (2012). *Prosedur Penelitian: Suatu Pendekatan Praktek*. Rineka Cipta.
- Beautynesia.id. (2019). *Cintai Brand Lokal, Yuk Kenalan dengan Produk “Somenthinc” yang Terinspirasi dari Kaum Milenial*. <https://www.beautynesia.id/beauty/cintai-brand-lokal-yuk-kenalan-dengan-produk-somenthinc-yang-terinspirasi-dari-kaum-milenial/b-131375>
- Bentri, S. A., Noviadji, B. R., Ayu, N., & Karuna, M. (2022). Perancangan Ilustrasi Tentang Toxic Relationship Bagi Pasangan Usia Sebelum Menikah Melalui Microblog Instagram 6(2), 138–152.
- Chaffey, D., & Chadwick, F. (2016). *Digital Marketing: Strategy, Implementation and Practice, 6/E (sixth edition)*. Pearson Education.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. Z. (2015). Determining the impact of eWOM on brand image and purchase intention through adoption of online opinions. *International Journal of Humanities and Management Sciences*, 3(1), 41–46. <http://www.isaet.org/images/extraimages/P115054.pdf>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Creswell, J. W., & David, J. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publication.
- Darmawan, D. (2013). *Metode Penelitian Kuantitatif*. PT. Remaja Rosdakarya.
- Dataindonesia.id. (2022). *Penggunaan Internet di Indonesia*. <https://dataindonesia.id/digital/detail/pengguna-twitter-di-indonesia-capai-1845-juta-pada-2022>
- De Bruyn, A., & Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *International Journal of Research in Marketing*, 25(3), 151–163. <https://doi.org/10.1016/j.ijresmar.2008.03.004>
- Diamond, S. (2020). *Social Media Marketing For Dummies, 4/E*.

- Etikan, I., & Babatope, O. (2019). A Basic Approach in Sampling Methodology and Sample Size Calculation. *MedLife Clinics*, 1(1006), 50–54.
- Field, A. (2013). *Discovering Statistic Using IBM SPSS Statistics*. SAGE Publication.
- Goyette, I., Richard, L., Bergeron, J., & Marticotte, F. (2010a). *E-WOM Scale: Word-of-mouth Measurement Scale for e-service context*.  
<https://doi.org/http://dx.doi.org/10.1002/cjas.129>
- Goyette, I., Richard, L., Bergeron, J., & Marticotte, F. (2010b). Word-of-mouth measurement scale for eservice context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23.
- Hajli, N. (2020). The impact of positive valence and negative valence on social commerce purchase intention. *Information Technology and People*, 33(2), 774–791.  
<https://doi.org/10.1108/ITP-02-2018-0099>
- Hariono, L. (2019). Apakah E-Wom (Electronic Word of Mouth) Bisa Mengalahkan Wom (Word of Mouth) Dalam Mempengaruhi Penjualan Produk Kuliner. *Competence : Journal of Management Studies*, 12(1). <https://doi.org/10.21107/kompetensi.v12i1.4946>
- Hasan, A. (2010). *Marketing dari Mulut ke Mulut: Word of Mouth Marketing*.
- Hikmawati, F. (2017). *Metodologi penelitian*. Rajawali Pers.
- Hootsuite.com. (2021). *Hootsuite (We are Social): Indonesian Digital Report 2021*. Hootsuite.Com. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/>
- Hossain, I. (2018). Measuring Influence of Green Promotion on Green Purchase Behavior of Consumers : A Study on Bangladesh Measuring Influence of Green Promotion on Green Purchase Behavior of Consumers : A Study on Bangladesh Md . Imran Hossain \*. *Barishal University Journal Part III*, 5(2), 192–222.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- 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.  
<https://doi.org/10.1108/02634501211231946>
- Jecky, J., & Erdiansyah, R. (2021). Pengaruh Iklan Media Sosial Dan Word Of Mouth Terhadap Keputusan Pembelian. *Prologia*, 5(2), 307.

<https://doi.org/10.24912/pr.v5i2.10199>

- Kartika, C., & Piranti, D. (2015). Pengaruh Electronic Word of Mouth (eWOM) Twitter @batikair Terhadap Brand Image. *Jurnal Visi Komunikasi*, 14(01), 104–116.
- Keller, K. L., & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management*.
- Komunikasi, A. I., Komunikasi, F., & Telkom, U. (n.d.). *CUSTOMERS. Imc*.
- Kotler, Philip, & Keller, K. (2016). *Marketing Management (15e)*. Pearson Education.
- Kotler, Phillip. (2009). *Manajemen Pemasaran Jilid 1*. Erlangga.
- Kotler, Phillip. (2012). *Marketing Management 14th Edition*. PT. Indeks Kelompok Gramedia.
- 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. <https://doi.org/10.1108/MRR-07-2015-0161>
- Kumparan.com. (2021). *Somethinc, Brand Kecantikan Lokal, Berhasil Pimpin Pasar Skincare Indonesia*. Kumparan.Com. <https://kumparan.com/harris-maulana/somethinc-brand-kecantikan-lokal-berhasil-pimpin-pasar-skincare-indonesia-1wmYSjrq6sD/full>
- Lee, J. L., James, J. D., & Kim, Y. K. (2014). A Reconceptualization of Brand Image. *International Journal of Business Administration*, 5(4), 1–11. <https://doi.org/10.5430/ijba.v5n4p1>
- Lestari, G., & Ali, D. S. F. (2020). Strategi Komunikasi Pemasaran Dsporaparbud Kabupaten Purwakarta Melalui Media Aplikasi Sampurasun Dalam Mempromosikan Pariwisata. *Jurnal Linamasa*, 3(1), 13–18. <https://journal.unpas.ac.id/index.php/linimasa/article/view/2056/1089>
- Market, R. and. (2021). *Global Professional Skincare Market 2023-2027*. <https://www.researchandmarkets.com/reports/5011354/global-professional-skincare-market-2023-2027>
- Martin, W., & Bridgmon, K. (2012). *Quantitative and Statistical Research Methods*. Jossey Bass.
- Neolaka, A. (2014). *Metode Penelitian Dan Statistik*. PT. Remaja Rosdakarya.

- Noor, A. (2013). *Management Event*. Alfabeta.
- Riyanto, A. (2022). *Hootsuite (We are Social): Indonesian Digital Report 2022*.  
<https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/>
- Riyanto, A. D. (n.d.). *Hootsuite (We are Social): Indonesian Digital Report 2021*.  
<https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/>
- Rizqiyah, N., & Dewi, D. A. (2021). Pengaruh Media Sosial Twitter Terhadap Wawasan Kebangsaan Remaja Indonesia dari Perspektif Psikologi Sosial. *Journal on Education*, 3(3), 230–235. <https://doi.org/10.31004/joe.v3i3.372>
- Rosana, J. (2021). *Pengaruh Electronic Word Of Mouth ( Ewom ) Followers Autobase Twitter Ombb (Ohmybeautybank) Terhadap Keputusan Pembelian Produk Love Beauty And Planet. 2012*. <https://repository.unja.ac.id/24705/>
- Sari, V. M. (2012). Pengaruh Electronic Word of Mouth (eWOM) di Social Media Twitter Terhadap Minat Beli Konsumen (Studi Pada Restoran Holycowsteak). In *Jurnal FISIP Universitas Indonesia* (Vol. 1, Issue 1).
- Scharrer, E., & Ramasubramanian, S. (2021). *Quantitative Research Methods in Communication*. Routledge.
- Schiffman, L. (2015). *Consumer Behaviour, Edisi 11*.
- Sekaran, U., & Bougie, R. (2017). *Research Methods For Business*. John Wiley & Sons.
- Setiawan, daryanto. (2017). Dampak Perkembangan Teknologi Informasi dan Komunikasi Terhadap Budaya Impact of Information Technology Development and Communication on. *Jurnal Pendidikan*, X(2), 195–211.
- Silaban, R. O. (2017). *Pengaruh Ewom Dari Channel Beauty Vlogger Terhadap Brand Image Nature Republic Melalui Produk Aloe Vera 92% Soothing Gel (Studi Kasus Pada Anggota Forum Female Daily Indonesia)*.
- Silalahi, U. (2018). *Metodologi Analisis Data dan Interpretasi Hasil untuk Penelitian Sosial Kuantitatif*. Refika Aditama.
- Socialbearing.com. (n.d.). *No Ti*. <https://socialbearing.com/>
- Stockemer, D. (2019). *Quantitative Methods For The Social Sciences*. Springer International Publishing. <https://doi.org/https://doi.org/10.1007/978-3-319-99118-4>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. ALFABETA.

- Sugiyono. (2021). *Metode Penelitian Komunikasi*.
- Suryadi, E., Darmawan, D., & Mulyadi, A. (2019). *Metode Penelitian Komunikasi Dengan Pendekatan Kuantitatif*. PT. Remaja Rosdakarya.
- Suryani, T. (2013). *Perilaku Konsumen di Era Internet : Implikasinya pada Strategi Pemasaran*.
- Suyanto, & Herjono, D. (2007). *Marketing Strategy top brand Indonesia*. ANDI.
- Swasta, B. (2014). *Manajemen pemasaran modern*. Liberty.
- Tranggono. (2007). *Buku Pegangan Ilmu Pengantar Kosmetik*. PT. Gramedia Pustaka Utama.
- Wibowo, L., & Priansa, D. (2017). *Manajemen Komunikasi dan Pemasaran*. Alfabeta.
- Wijaya, T., & Paramita, E. L. (2014). Pengaruh Electronic Word of Mouth (eWOM) Terhadap Keputusan Pembelian Kamera DSLR *Seminar Nasional Dan Call for Paper (Sancall 2014) : Research Methods and Organizational Studies, Sancall*, 12–19.
- Yunus, U. (2019). *Digital Branding*.
- Zhang, B. J. J. and M. (2013). Twitter Power: Tweets as Electronic Word of Mouth. *Journal of the American Society for Information Science and Technology*, 64(July), 1852–1863.  
<https://doi.org/10.1002/asi>