

## BIBLIOGRAPHY

### References

- Abdallah Q. Bataineh (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. Canadian Center of Science and Education
- Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2019). Influence of eWOM information on consumers' behavioral intentions in mobile social networks. *Journal of Advances in Management Research*, 17(1), 84–109. <https://doi.org/10.1108/jamr-04-2019-0058>
- Alshurideh, M. T., Abuanzeh, A., Kurdi, B. A., Akour, I., & AlHamad, A. (2023). The effect of teaching methods on university students' intention to use online learning: Technology Acceptance Model (TAM) validation and testing. *International Journal of Data and Network Science*, 7(1), 235–250. <https://doi.org/10.5267/j.ijdns.2022.10.009>
- Alshurideh, M. T., & Kurdi, B. A. (2023). Factors affecting social networks acceptance: An extension to the technology acceptance model using PLS-SEM and Machine Learning Approach. *International Journal of Data and Network Science*, 7(1), 489–494. <https://doi.org/10.5267/j.ijdns.2022.8.010>
- Andriyani, B., Fitriani, N. M., & Rahardja, C. T. (2022). Analisis Pengaruh Electronic Word of Mouth melalui Instagram terhadap Brand Image dan Purchase Intention. *JURNAL EKONOMI DAN KEWIRASAHAAN*, 22(1). <https://doi.org/10.33061/jeku.v22i1.7619>
- Asnawati, A., Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 6(1), 81–90. <https://doi.org/10.5267/j.ijdns.2021.10.001>
- Basri, N. A. H., Ahmad, R., Anuar, F. I., & Ismail, K. A. (2016). Effect of word of mouth communication on consumer purchase decision: Malay Upscale Restaurant. *Procedia - Social and Behavioral Sciences*, 222, 324–331. <https://doi.org/10.1016/j.sbspro.2016.05.175>
- Chen, Y., Fay, S., & Wang, Q. (2011). The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. *Journal of Interactive Marketing*. Volume 25, Issue 2. , 85-94.
- Cheung, M.Y., Luo, C., Sia, C.L. and Chen, H. (2009). Credibility of Electronic Word Of Mouth: Informational and Normative Determinants of On-Line Consumer Recommendations. *International Journal of Electronic Commerce*, Vol. 13 No. 4, pp. 9-38.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319. <https://doi.org/10.2307/249008>
- Ekarina. (2020, October 27). Bidik Pasar Kosmetik Halal, Wardah Ekspor Rp 22 Miliar ke Malaysia. *Katadata.Co.Id*. <https://katadata.co.id/ekarina/brand/5f97c0c5c1948/bidik-pasar-kosmetik-halal-wardah-ekspor-rp-22-miliar-ke-malaysia>
- Elseidi, R., & El-Baz, D. (2016). Electronic word of mouth effects on consumers'

- brand attitudes, brand image and purchase intention: an empirical study in Egypt. *The Business and Management Review*, Volume 7 Number 5.
- Engel, James F., and Gibson. 2000. Perilaku konsumen. (Edisi Keenam). Jilid 1. Jakarta: Binarupa Aksara.
- Erkan, I., & Evans, C. (2016). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632. <https://doi.org/10.1080/13527266.2016.1184706>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Fajriana, M. (2019, January 23). Melihat Industri Kosmetik Halal yang Semakin Berkembang. *Liputan6*. <https://www.liputan6.com/fashion-beauty/read/3878062/melihat-industri-kosmetik-halal-yang-semakin-berkembang>
- Firmansyah, D. F. & A. (2019). *Pemasaran Jasa: (Strategi, Mengukur Kepuasan Dan Loyalitas pelanggan)*. Deepublish.
- Garson, D. G. (2016). Partial Least Square: Regression & Structural Equation Models. Asheboro: Statistical Associates Publishing.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences / Revue Canadienne Des Sciences de l'Administration*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.jjimei.2022.100102>
- Harness, A. (2019, January 24). Daftar Kosmetik Halal di Indonesia yang Telah Disertifikasi MUI. *Kumparan*. <https://kumparan.com/kumparanstyle/daftar-kosmetik-halal-di-indonesia-yang-telah-disertifikasi-mui-1548333618812262658/full>
- Hidayat, A., & Handoyo. (2020, january 31). *Begini strategi produsen kosmetik penetrasi pasar di 2020*. Retrieved from industri.kontan.co.id: <https://industri.kontan.co.id/news/begini-strategi-produsen-kosmetik-penetrasi-pasar-di-2020?page=all>
- I. Erkan and C. Evans, "The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption," *Comput. Human Behav.*, vol. 61, pp. 47–55, 2016, doi: 10.1016/j.chb.2016.03.003.
- Indrawati. (2014). The use of modified unified theory of acceptance and use of technology to predict the behavioural intention toward website. *Applied Mechanics and Materials*, 568–570, 1586–1592. <https://doi.org/10.4028/www.scientific.net/amm.568-570.1586>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis*. Refika Aditama.
- Indrawati, & Amalia, F. (2019, July). The used of modified UTAUT 2 model to

- analyze the continuance intention of travel mobile application. *2019 7th International Conference on Information and Communication Technology (ICoICT)*. <http://dx.doi.org/10.1109/icoict.2019.8835196>
- Indrawati, Putri Yones, P. C., & 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>
- International, P. C. B. (2019a, March 11). *Registrasi Kosmetik di Indonesia*. Cekindo Business International. <https://www.cekindo.com/id/layanan/registrasi-kosmetik-indonesia/>
- International, P. C. B. (2019b, March 11). *Registrasi Kosmetik di Indonesia*. Cekindo Business International. <https://www.cekindo.com/id/layanan/registrasi-kosmetik-indonesia/>
- Jalilvand, Mohammad Reza dan Neda Samiei.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*. Vol. 30 Iss: 4
- Kamtarin, M. (2012). Effect of Electronic Word of Mouth, Trust and Perceived Value on Behavioral Intention from The Perspective of Consumer. *Journal of Academic Research in Economics and Management Sciences*, 1.
- Kotler, P. (2017). *Principles of marketing*.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Harlow: Pearson Education Limited.
- Kumar, S., Prakash, G., Gupta, B., & Cappiello, G. (2023). How e-WOM influences consumers' purchase intention towards private label brands on e-commerce platforms: Investigation through IAM (Information Adoption Model) and ELM (Elaboration Likelihood Model) Models. *Technological Forecasting and Social Change*, 187, 122199. <https://doi.org/10.1016/j.techfore.2022.122199>
- Kumparan . (2019, January 24). *Daftar Kosmetik Halal di Indonesia yang Telah Disertifikasi MUI*. Retrieved from kumparan.com: <https://kumparan.com/kumparanstyle/daftar-kosmetik-halal-di-indonesia-yang-telah-disertifikasi-mui-1548333618812262658/full>
- Kurniawan, S. (2019, April 10). *Industri Kosmetik di Indonesia Makin Diperhitungkan*. Retrieved from marketeers.com: <https://www.marketeers.com/industri-kosmetik-di-indonesia-makin-diperhitungkan/>
- Lionita. (2020, Agustus 03). *Kemenperin Kembangkan Industri Kosmetik Nasional*. Retrieved from nusadaily.com: <https://nusadaily.com/business/kemenperin-kembangkan-industri-kosmetik-nasional.html>
- Moslehpoour, M., Ismail, T., Purba, B., & Wong, W.-K. (2021). What makes GO-JEK go in Indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>

- Nanwani, V. (2021, March 11). *9 Muslim-friendly & Halal Indonesian makeup brands to try out*. The Smart Local Indonesia. <https://thesmartlocal.id/halal-makeup/>
- Novi, F. K., & Ellyawati, J. (2021). ADOPSI INFORMASI, ANTESEDEN DAN PENGARUHNYA PADA NIAT BELI: STUDI TENTANG E-WOM DI MEDIA SOSIAL. *Journal of Management : Small and Medium Enterprises (SMEs)*, 14(3), 327–349. <https://doi.org/10.35508/jom.v14i3.5073>
- Paragon Technology and Innovation*. (n.d.). Retrieved December 5, 2022, from <https://www.paragon-innovation.com/>
- Petty, R. E., & Cacioppo, J. T. (1986). Communication and Persuasion Central and Peripheral Routes to Attitude Change. New York: Springer
- Rahayu, A. C., & Tendi. (2019, November 17). *Alhamdulillah, pemain kosmetik akui tren penjualan terus naik usai beri label halal*. Retrieved from industri.kontan.co.id: <https://industri.kontan.co.id/news/alhamdulillah-pemain-kosmetik-akui-tren-penjualan-terus-naik-usai-beri-label-halal?page=all>
- Rachmawati, I., & Damayanti , N. Z. (2022, September 13). Analysis of the effect of electronic word of mouth (e-wom), brand image, perceived quality, and customer satisfaction in the millennial generation (study in finpay money in pt finned indonesia). *Proceedings of the International Conference on Industrial Engineering and Operations Management*. <http://dx.doi.org/10.46254/ap03.20220682>
- Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: An empirical study on Facebook. *Journal of Enterprise Information Management*, 27(1), 6–30. <https://doi.org/10.1108/jeim-04-2012-0011>
- Salsabila, P. (2019, January 23). *Wardah Kampanyekan Penggunaan Kosmetik ‘Halal dari Awal’*. Retrieved from lifestyle.bisnis.com: <https://lifestyle.bisnis.com/read/20190123/220/881676/wardah-kampanyekan-penggunaan-kosmetik-halal-dari-awal>
- Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill building approach*.
- Setiawan, S. R. (2018, Agustus 15). *Fokus di Malaysia, Wardah Belum Lirik Pangsa Pasar Baru*. Retrieved from ekonomi.kompas.com: <https://ekonomi.kompas.com/read/2018/08/15/183000526/fokus-di-malaysia-wardah-belum-lirik-pangsa-pasar-baru>
- Setiawan, P. K., Hermawan Kartajaya, Iwan. (2019). *Marketing 4.0: Bergerak dari Tradisional ke Digital*. Gramedia Pustaka Utama.
- Shantanu Prasad, Arushi Garg and Saroj Prasad. (2019). Purchase Decision of Generation Y in an Online Environment. *Marketing Intelligence & Planning*.
- Shiau, H. C. (2014) „The impact of product innovation on behavior intention: The measurement of the mediating effect of the brand image of Japanese anime dolls“, *Anthropologist*, 17(3), pp. 777–788. doi:

10.1080/09720073.2014.1189 1492.

- Sinaga, B., & Sulistiono, S. (2020). Pengaruh Electronic Word Of Mouth Dan Promosi Media Sosial Terhadap Minat Beli Pada Produk Fashion Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 79 - 94. <https://doi.org/10.37641/jimkes.v8i2.329>
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: An extended information adoption model. *Young Consumers*, 22(4), 521–538. <https://doi.org/10.1108/yc-03-2021-1288>
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>
- Tien, D. H., Amaya Rivas, A. A., & Liao, Y.-K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238–249. <https://doi.org/10.1016/j.apmrv.2018.06.003>
- Wardah, *Beauty Cosmetics Indonesia*. (n.d.). Retrieved December 5, 2022, from <https://www.wardahbeauty.com/>
- Waruwu, C. B. (2019, july 30). *Sejarah Berdirinya PT Paragon Technology and Innovation Hingga Sukses*. Retrieved from idntimes.com: <https://www.idntimes.com/life/career/christ-bastian-waruwu/sejarah-pt-paragon-c1c2/4>
- Wijayanto. (2020, january 14). *Gaya Hidup Milenial Dongkrak Industri Kosmetik*. Retrieved from Radarsurabaya.jawapos.com: <https://radarsurabaya.jawapos.com/read/2020/01/14/174764/gaya-hidup-milenial-dongkrak-industri-kosmetik>
- Winatadewi, W., Aulia, P. (2020). The Effect Of Electronic Word Of Mouth On Purchase Decision On E-commerce Bukalapak In Bandung. In eProceeding of Management (Vol.7, No.2)