

## REFERENCES

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square : Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Penerbit Andi.
- Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, 17(1), 84–109. <https://doi.org/10.1108/JAMR-04-2019-0058>
- Adriana, I. L., & Widodo, T. (2019). *Peran Brand Awareness dan Brand Image dalam memediasi pengaruh Social Media Marketing Activity terhadap E-WOM dan komitmen pelanggan Tokopedia*.
- Aryani, T., Wirawan, D., Se, I., & Com, M. (2014). *The role of Perceived Product Attributes and Brand Awareness in creating consumer Purchase Intention on Local Fashion (Empirical Study on Potential Consumer of Screamous Clothing-Retail Company, Malang)*.
- BEAUTYNESIA. (2022, February 21). *Viral di TikTok, 5 Produk Skintific Asal Kanada Ini Bisa Mengatasi Skin Barrier sampai Jerawat!* . <https://www.beautynesia.id/beauty/viral-di-tiktok-5-produk-skintific-asal-kanada-ini-bisa-mengatasi-skin-barrier-sampai-jerawat/b-250639#:~:text=Salah%20satu%20brand%20yang%20populer,yang%20kini%20boom ing%20di%20TikTok>.
- Burnasheva, R., & Suh, Y. G. (2021). The influence of social media usage, self-image congruity and self-esteem on conspicuous online consumption among millennials. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1255–1269. <https://doi.org/10.1108/APJML-03-2020-0180>
- Chandra, Z. A. P., & Indrawati. (2023). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. *Quality - Access to Success*, 24(192), 163–173. <https://doi.org/10.47750/QAS/24.192.19>
- CNBC Indonesia. (2022, October 4). *Industri Kecantikan Tahan Krisis, Laris Manis Meski Pandemi*. <https://www.cnbcindonesia.com/lifestyle/20221104104902-33-385138/industri-kecantikan-tahan-krisis-laris-manis-meski-pandemi>
- Compas. (2022, November 1). *Top 5 Brand Perawatan Wajah di E-commerce Indonesia dengan Penjualan di atas Rp 10 Miliar*. . <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
- DataIndonesia.id. (2022, November 23). *Serum Wajah Jadi Produk Kecantikan Paling Bersinar di E-Commerce*. <https://dataindonesia.id/ragam/detail/serum-wajah-jadi-produk-kecantikan-paling-gemilang-di-e-commerce>
- DATAREPORTAL. (2020, February 18). *DIGITAL 2020: INDONESIA*. <https://datareportal.com/reports/digital-2020-indonesia>
- DATAREPORTAL. (2022, February 15). *DIGITAL 2022: INDONESIA*. <https://datareportal.com/reports/digital-2022-indonesia?rq=Digital%202022%3A%20Indonesia>
- 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>
- Erkan, I., & Evans, C. (2018). 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>
- Farki, A., Baihaqi, I., & Wibawa, B. M. (2016). Pengaruh Online Customer Review dan Rating Terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia. *JURNAL TEKNIK ITS*, Vol. 5(No. 2).

- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>
- Firamadhina, F. I. R., & Krisnani, H. (2021). PERILAKU GENERASI Z TERHADAP PENGGUNAAN MEDIA SOSIAL TIKTOK: TikTok Sebagai Media Edukasi dan Aktivisme. *Share : Social Work Journal*, 10(2), 199. <https://doi.org/10.24198/share.v10i2.31443>
- Firmansyah, A. (2020). *Komunikasi Pemasaran*. Qiara Media.
- GATRA. (2022, July 27). *Hasil Survei Mengungkapkan Media Sosial Paling Digemari di Indonesia*. <https://www.gatra.com/news-548811-nasional-hasil-survei-mengungkapkan-media-sosial-paling-digemari-di-indonesia-.html>
- Ghozali, I. (2006). *Structural Equation Modelling Metode Alternatif dengan Partial Least Square*. Universitas Diponegoro.
- Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS)*. Universitas Diponegoro.
- Ghozali, I. (2021). *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*, 3/E. Badan Penerbit Undip.
- Girindra, A., Weliangan, H., & Pardede, Y. O. K. (2018). CITRA TUBUH DAN KEPERCAYAAN DIRI PADA MAHASISWA PENGGUNA KOSMETIK WARDAH. *Jurnal Psikologi*, 11(2), 143–152. <https://doi.org/10.35760/psi.2018.v11i2.2259>
- 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*. Springer.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Haque, A., Md, S., Kabir, H., Kumar Tarofder, A., Rahman, M. M., Kabir, S., & Almalmi, A. (2020). What Impact Consumers' Negative EWOM Purchase Intention? Evidence from Malaysia factors influencing the adoption of halal cosmetics in Pakistan: The mediating role of trust View project Customer Satisfaction Mobile Phone Services: An Empirical Study on Grameen Phone (GP) and Banglalink (BL) in Bangladesh View project. *Article in International Journal of Advanced Science and Technology*, 29(9s), 4–5. <https://www.researchgate.net/publication/341113322>
- Hasan, A. (2010). *Marketing dari Mulut ke Mulut*. Media Pressindo.
- Hasan, A. (2013). *Marketing dan Kasus Kasus Pilihan*. CAPS (Center for Academic Publishing Service).
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention - the case of Instagram. *Independent Journal of Management & Production*, 12(4), 1019–1033. <https://doi.org/10.14807/ijmp.v12i4.1336>
- Hu, L.-T., & Bentler, P. M. (1998). Fit Indices in Covariance Structure Modeling: Sensitivity to Underparameterized Model Misspecification. In *Psychological Methods* (Vol. 3, Issue 4).
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. . Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi*. PT Refika Aditama.

- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*. <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Ismagilova, E., Slade, E., Dwivedi, Y., & Williams, M. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context*. SPRINGER BRIEFS IN BUSINESS.
- Iswara, I. G. A. D., & Jatra, I. M. (2017). *PERAN BRAND IMAGE DALAM MEMEDIASI PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP PURCHASE INTENTION (Studi Kasus Pada Produk Smartphone Samsung di Kota Denpasar) I Gede Agus Dana Iswara 1 I Made Jatra*. 6(8), 3991–4018. [www.cnnindonesia.com](http://www.cnnindonesia.com)
- 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>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Global* (17th Edition). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Lee, S., & Choeh, J. Y. (2020). Using the social influence of electronic word-of-mouth for predicting product sales: The moderating effect of review or reviewer helpfulness and product type. In *Sustainability (Switzerland)* (Vol. 12, Issue 19). MDPI. <https://doi.org/10.3390/SU12197952>
- Munadie, N. A., & Widodo, T. (2019). *BISMA (Bisnis dan Manajemen) Anteseden yang Mempengaruhi Mobile Game Loyalty dan Dampaknya terhadap In-App Purchase Intention*. <https://journal.unesa.ac.id/index.php/bisma/index>
- Nan, X. (2009). The influence of source credibility on attitude certainty: Exploring the moderating effects of timing of source identification and individual need for cognition. *Psychology and Marketing*, 26(4), 321–332. <https://doi.org/10.1002/mar.20275>
- Narimawati, U., & Sarwono, J. (2007). *Structural Equation Model (SEM) dalam Riset Ekonomi Menggunakan Lisrel*. Gava Media.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Nugroho, E. H., & Sharif, O. O. (2021). *PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) PADA BRAND ATTITUDE DAN PURCHASE INTENTION TERHADAP KYOU HOBBY SHOP (STUDI PADA PELANGGAN DI KOTA BANDUNG) THE EFFECT OF ELECTRONIC WORD OF MOUTH (E-WOM) ON BRAND ATTITUDE AND PURCHASE INTENTION ON THE KYOU HOBBY SHOP (STUDY ON CUSTOMERS IN BANDUNG CITY)*.
- Pandjaitan, D. R. H. (2018). An Analysis of Brand Awareness Influence on Purchase Intention in Bandar Lampung City's Online Transportation Service (Study on Y Generation Consumers). *KnE Social Sciences*, 3(10). <https://doi.org/10.18502/kss.v3i10.3418>
- Priansa, D. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Alfabeta.
- Residona, A. S. (2019). *PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) TERHADAP PURCHASE INTENTION PRODUK SKINCARE DENGAN BRAND IMAGE SEBAGAI VARIABEL MEDIASI (Studi Pada Pengakses Akun Instagram @wardahbeauty di Kota Malang)*.
- Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An Empirical Examination of the Impact of eWom Information on Young Consumers' Online Purchase Intention: Mediating Role of eWom Information Adoption. *SAGE Open*, 11(4). <https://doi.org/10.1177/21582440211052547>

- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian*. (Edisi 6, Vol. 2). Salemba Empat.
- SKINTIFIC. (n.d.). *Story (Advanced Scientific Formula for Fast & Safe Beauty)*.  
<https://www.skintificcanada.com/story>
- Strauss, J., & Frost, R. (2014). *E-Marketing*. (7th Edition).
- Sugianto, L. O., & Farida, U. (2018). PENGARUH INSTITUTIONAL IMAGE TERHADAP STUDENTS LOYALTY MELALUI WORD OF MOUTH DI UNISSULA SEMARANG. *Jurnal Manajemen Dan Pemasaran Jasa*, 9(2), 323–336.  
<https://doi.org/10.25105/jmpj.v9i2.2094>
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif*. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sulthana, An., & Vasantha, Dr. S. (2019). Influence Of Electronic Word Of Mouth eWOM On Purchase Intention. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH*, 8(10). [www.ijstr.org](http://www.ijstr.org)
- Susilowati, D., Santoso, T., & Kom, M. (2021). Analisa Pengaruh Electronic Word Of Mouth pada Media Sosial Terhadap Keputusan Pembelian (Vol. 1, Issue 2).  
<http://jurnal.bsi.ac.id/index.php/profitabilitas>
- 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>
- Teng, S., & Khong, K. W. (2015). Conceptualising cues in social media. In *Expert Systems with Applications and Journal of Business Ethics* (Vol. 9, Issue 3).
- theAsianparent. (2022). *10 Beauty Influencer Unik, dari yang Pakai Logat Jawa samap yang Eksis di Luar Negeri!* <https://id.theasianparent.com/beauty-influencer-indonesia>
- Wang, Y. (2016). Information Adoption Model, a Review of the Literature. *Journal of Economics, Business and Management*, 4(11), 618–622.  
<https://doi.org/10.18178/joebm.2016.4.11.462>
- Weitzl, W. (2017). *Measuring Electronic Word-of-Mouth Effectiveness: Developing and Applying the eWOM Trust Scale*. SpringerGabler.
- Widodo, T., & Kriska Maylina, N. L. P. (2022). The mediating role of perceived value and social media word-of-mouth in the relationship between perceived quality and purchase intention. *Jurnal Manajemen Dan Pemasaran Jasa*, 15(1), 49–68.  
<https://doi.org/10.25105/jmpj.v15i1.9468>
- Widodo, T., & Utami, N. K. W. (2021). Repurchase Intentions on Zalora Indonesia: The Role of Trust, E-Commerce, and Product Evaluation. *JURNAL MANAJEMEN BISNIS*, 8(2), 339–351. <https://doi.org/10.33096/jmb.v8i2.899>
- Xie, H. J., Miao, L., Kuo, P. J., & Lee, B. Y. (2011). Consumers' responses to ambivalent online hotel reviews: The role of perceived source credibility and pre-decisional disposition. *International Journal of Hospitality Management*, 30(1), 178–183.  
<https://doi.org/10.1016/j.ijhm.2010.04.008>
- Yazdanparast, A., Joseph, M., & Muniz, F. (2016). Consumer based brand equity in the 21st century: an examination of the role of social media marketing. *Young Consumers*, 17(3), 243–255. <https://doi.org/10.1108/YC-03-2016-00590>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Methods*. (9th ed.). Cengage Learning.