

DAFTAR PUSTAKA

- Arikunto, S. (2015). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Arinni, R. W., & Sharif, O. O. (2022). the Effect of Social Media Marketing on Purchase Intention Through Brand Passion As Mediating Variable on Esteh Indonesia. *International Journal of Social Sciences and Management Review*, 05(04), 47–59. <https://doi.org/10.37602/ijssmr.2022.5404>
- Aruman, E. (2014). Customer Complaint Iceberg. Retrieved from <https://mix.co.id/headline/14925customer-complaint-iceberg/>
- Asmaradewi, Y. (2019). Peran Instagram Sebagai Media Promosi Dalam Meningkatkan Jumlah Pengunjung Pada Cafe Mas Bro. <Http://Repository.Usm.Ac.Id/Files/Skripsi/B11A/2015/B.131.15.0140/B.131.15.0140-15-File-Komplit-20190214121456.Pdf>.
- Avoskin. (2021). Natural-Science Skincare - Avoskin Official. Retrieved from <https://www.avoskinbeauty.com>
- Beauty, M. (2022). Avoskin Cocok untuk Umur Berapa? Temukan Jawabannya di Sini! Retrieved from https://diary.marshabeauty.com/beauty_article/avoskin-cocok-untuk-umur-berapa-temukan-jawabannya-di-sini/#:~:text=Perawatan kulit wajah memang penting,digunakan untuk remaja yaitu Avoskin.
- Channel, I. (2022). Siapa Pemilik Avoskin? Kenalkan Kisah Unikny. Retrieved from <https://www.idxchannel.com/inspirator/siapa-pemilik-avoskin-kenalkan-kisah-uniknya>
- Cheung, M. K., & Lee, K. O. (2012). *What drives consumers to spread electronic word of mouth in online consumer-opinion platforms*.
- Colicev, A., Kumar, A., & O'Connor, P. (2019). Modeling the relationship between firm and user generated content and the stages of the marketing funnel. *International Journal of Research in Marketing*. *International Journal of Research in Marketing*, 36. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2018.09.005>

- Compas.co.id. (2022). 10 Brand Skincare Lokal Terlaris di Online Marketplace. Retrieved from <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Dwivedi, K. Y., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*, 5.
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24.
<https://doi.org/https://doi.org/10.1080/13527266.2016.1184706>
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, 15(2), 161–183. <https://doi.org/10.1108/JAMR-05-2017-0062>
- Fimela. (2017). Eksklusif Anugrah Pakerti, Pebisnis Muda yang Mengerti Wanita.
- Firdaus, R., & Sharif, O. O. (2020). ANALISIS PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) PADA BRAND IMAGE DAN PURCHASE INTENTION TERHADAP PRODUK SEPATU NIKE (STUDI PADA KONSUMEN DI KOTA BANDUNG) Jurnal Mitra Manajemen (JMM Online). *Jurnal Mitra Manajemen*, 4.
- Ghozali. (2014). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit UNDIP.
- Ghozali, I. (2014). *Structural Equal Modeling Metode Alternatif dengan Partial Least Square (PLS)*. Semarang: Universitas Diponegoro Semarang.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris* (2nd Ed). Semarang: Universitas Diponegoro Semarang.
- Ghozali, P. . D. H. I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, Dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris* (2nd ed.). Semarang: Universitas Diponegoro Semarang.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective (7th ed)*. New Jersey: Pearson Education, Inc.

- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (English :). Andover, Hampshire, United Kingdom Cengage.
- Hussain, S., Song, X., & Niu, B. (2020). Consumers' motivational involvement in eWOM for information adoption/the mediating role of organizational motives. *Frontiers in Psychology, 10*.
- Indrawati. (2015a). *Metode Penelitian Manajemen dan Bisnis*. Bandung: PT Refika Aditama.
- Indrawati. (2015b). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Indrawati, Putri Yones, P., & 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/https://doi.org/10.1016/j.apmr.2022.07.007>
- Iskandar, T. A. G., & Sharif, O. O. (2022). Analisis Pengaruh Customer Review Dan Influencer Review Dengan Trust Sebagai Variabel Moderasi Terhadap Purchase Intention Pada E-Commerce (Studi Pada Tokopedia). *E-Proceeding of Management, 9*(3), 1308–1315.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic Word of Mouth (ewom) in the Marketing Context*. Cham: Springer.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (Ed 16 Glob). England: Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing (Global Edition) 17th Edition* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (12th jilid). Jakarta: PT. Indeks.
- Lamb, C. W., Jr Hair, J. H., & McDaniel, C. (2011). *Marketing In Marketing*. Mason, ohio: South-Western Cengage Learning.
- Larasati, Q., Wisnalmawati, W., & Sugandini, D. (2021). Peran Mediasi Brand Image Pada Green Promotion, Environmental Consciousness, Information Credibility Terhadap Purchase Decision. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis, 5*(1), 61–68.

<https://doi.org/10.31294/jeco.v5i1.8598>

- Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- Lu, Y., He, Y., & Ke, Y. (2023). The influence of e-commerce live streaming affordance on consumer's gift-giving and purchase intention. *Data Science and Management*, 6(1), 13–20. <https://doi.org/10.1016/j.dsm.2022.10.002>
- Maria, I., Wijaya, V., & Keni, K. (2021). Pengaruh Information Quality Dan Service Quality Terhadap Perceived Value Dan Konsekuensinya Terhadap Customer Engagement Behavior Intention (Studi Pada Social Commerce Instagram). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(2), 321. <https://doi.org/10.24912/jmieb.v5i2.12276>
- Mutia Annur, C. (2022). Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022. Retrieved from <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- Mutia Annur, C. (2023). Survei KIC-Kominfo: Pengguna TikTok di Indonesia Meroket Tajam Semenjak Pandemi Covid-19. Retrieved from <https://databoks.katadata.co.id/datapublish/2023/02/01/survei-kic-kominfo-pengguna-tiktok-di-indonesia-meroket-tajam-semenjak-pandemi-covid-19>
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer. *Journal of Consumer Marketing*. <https://doi.org/https://doi.org/10.1108/JCM-10-2019-3450>
- Pasi, G., & Viviani, M. (2020). *Information credibility in the social web: Contexts, approaches, and open issues*.
- Priansa, D. J. (2017). *Pemasaran Terpadu*. Bandung: Pustaka Setia Bandung.
- Raeisya Aurellia, M. (2022). *PENGARUH ULASAN PRODUK TERHADAP KEPUTUSAN PEMBELIANKONSUMEN PADA PRODUK KOSMETIK MADAME GIE*.
- Rizaty, M. A. (2023). Pengguna Internet di Indonesia Sentuh 212 Juta pada 2023. Retrieved from <https://dataindonesia.id/digital/detail/pengguna-internet-di>

indonesia-sentuh-212-juta-pada-2023

- Sari, M. I., & Keni, K. (2019). Pengaruh Information Quality Dan Relationship Quality Terhadap Uncertainty Reduction Dan Purchase Intention. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 112.
<https://doi.org/10.24912/jmie.v3i1.3490>
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66.
<https://doi.org/https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Similiarweb. (2022). Traffic Skincare Avoskin. Retrieved from
<https://www.similarweb.com/website/skincare.com/#overview>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif R&D*. Bandung: Alfabeta.
- Sugiyono, P. D. (2013). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Sugiyono, P. D. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sujarweni. (2020). *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Sujarweni, V. W. (2015). *Metode Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Sujarweni, V. W. (2019). *Metode Penelitian Bisnis dan Ekonomi*. Jl. Wonosari Km.6 Demblakasari Baturetno Banguntapan Bantul Yogyakarta: Pustaka Baru Press.
- TikTokAvoskin. (2023). Akun Official TikTok Avoskin.
- Widodo. (2017). *Metodologi Penelitian, Populer & Praktis*. Jakarta: PT. Raja Grafindo Persada.