

## DAFTAR PUSTAKA

- Abzari, M., & Ghassemi, R. A. (2014). Analysing The Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company. *Journal of Social and Behavioral Sciences*, 143, 822–826.
- Adam, A. (2019, September 24). Saling Menguntungkan antara Beauty Vlogger dan Industri Kecantikan. Retrieved December 13, 2023, from Tirto.Id website: <https://tirto.id/saling-menguntungkan-antara-beauty-vlogger-dan-industri-kecantikan-c2aa>
- Aini, N. (2019). Pengaruh Pengetahuan dan Pemahaman Investasi, Modal Minimum Investasi, Return, Risiko dan Motivasi Investasi Terhadap Minat Mahasiswa Berinvestasi di Pasar Modal. *Jurnal Ilmiah Riset Akuntansi*, 8(5).
- Alma, B. (2015). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Angkie, N. S. (2019). Pengaruh Social Media Marketing Terhadap Brand Equity Pada Brand Fashion Zara, H&M, Pull&Bear, Dan Stradivarius Di Surabaya. *AGORA*, 7(1).
- Annur, C. M. (2022, March 14). Deretan Beauty Influencer Indonesia Terpopuler di Instagram, Siapa Saja? Retrieved from databoks.katadata.co.id website: <https://databoks.katadata.co.id/index.php/datapublish/2022/03/14/deretan-beauty-influencer-indonesia-terpopuler-di-instagram-siapa-saja>
- Azwar, S. (1998). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.
- Datareportal.com. (2023). Digital 2023: Indonesia. Retrieved December 13, 2023, from datareportal.com website: <https://datareportal.com/reports/digital-2023-indonesia>
- Fajar, M. (2009). *Ilmu Komunikasi Teori dan Praktek*. Yogyakarta : Graha Ilmu.
- Faliha, T. I., & Ridanasti, E. (2023). *Pengaruh Influencer Rachel Vennya terhadap Minat Beli Pelanggan di Instagram*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Pogram IBM SPSS* (9th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Hariyanti, N., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur). *Jurnal Eksekutif*, 15, 113–146.
- 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>

- Hovland, Carl, I., Irving, K., Janis, Harold, H., & Kelley. (1953). *Communication and Persuasion*. New Haven, CT: Yale University Press.
- Korichi, R., Pelle-De-Queral, D., Gazano, & Aubert, A. (2008). Why women use makeup: Implication of psychological traits in makeup functions. *J.Cosmet.Sci*, 59, 127–137.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). New Jersey: Pearson Prentice Hall, Inc.
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013). Importance of Online Product Reviews from a Consumer's Perspective. *Advances in Economics and Business*, 1(1), 1–5. <https://doi.org/10.13189/aeb.2013.010101>
- Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, 46(7/8), 922–937. <https://doi.org/10.1108/03090561211230098>
- McQuail, D. (2011). *Teori Komunikasi Massa McQuail*. Jakarta: Salemba Humanika.
- Megawati, N. S. (2019). *Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Minat Pembelian Pada Online Shop (Studi Kasus: Pelanggan Online Shop Lazada Pada Mahasiswa Feb Unila)* (Skripsi). Universitas Lampung, Lampung.
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 08(03), 419–424. <https://doi.org/10.4236/jssm.2015.83043>
- Murdianto, M. T. (2021, September 22). Mengenal Mother of Pearl, Brand Kecantikan Tasya Farasya. Retrieved December 13, 2023, from idntimes.com website: <https://www.idntimes.com/life/women/muhammad-tarmizi-murdianto/mother-of-pearl-brand-kecantikan-tasya-farasya?page=all>
- Nasrullah, R. (2015). *Media Sosial Perspektif Komunikasi, Budaya dan Sosioteknologi*. Bandung: Simbiosis Rekatama Media.
- Park, C., & Lee, T. M. (2009). Information direction, website reputation and eWOM effect: A moderating role of product type. *Journal of Business Research*, 62(1), 61–67. <https://doi.org/10.1016/j.jbusres.2007.11.017>
- Priyono. (2016). *Metode Penelitian Kuantitatif*. Surabaya: Zifatama Publishing.
- Putri, L., & Wandebori, H. (2016). Factors Influencing Cosmetics Purchase Intention. *International Conference on Ethics of Business, Economics, and Social Science*, 1, 255–263.
- Rakhmat, J. (2005). *Psikologi Komunikasi*. Jakarta: Remaja Rosdakarya.

- Rehman, F., Nawaz, T., Khan, A., & Hyder, S. (2014). How Advertising Affects the Buying Behavior of Consumer in Rural Areas: A case of Pakistan. *Academic Research International*, 5(4), 403–412.
- Riduwan. (2015). *Dasar-Dasar Statistika*. Bandung: Alfabeta.
- Sa'diyah, R. (2017). Pentingnya Melatih Kemandirian Anak. *Kordinat*, 15(1), 31–46.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour* (10th ed). New Jersey: Pearson Prentice Hall.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabet.
- Sujarweni, V., & Wiratna. (2014). *Metodologi Penelitian*. Yogyakarta: Pustakabarupress.
- Sujianto, A. (2009). *Aplikasi Statistik dengan SPSS 16.0*. Jakarta: PT. Prestasi Pustaka.
- Sulianta, F. (2015). *Keajaiban Sosial Media Fantasi Menumbuhkan Visitor, Circle, Likes, Koneksi, Retweet, dan Follower*. Jakarta: Elex Media Komputindo.
- Suyanto. (2017). *Marketing Strategy*. Yogyakarta: Andi Offset.
- Wijayanto, D. (2012). *Pengantar Manajemen*. Jakarta: PT. Gramedia Pustaka Utama.
- Zhu, F., & Zhang, X. (Michael). (2010). Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. *Journal of Marketing*, 74(2), 133–148. <https://doi.org/10.1509/jmkg.74.2.133>