

DAFTAR PUSTAKA

- Aaker, J. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34, 347–356.
- Arikunto, S. (2006). *Metode Penelitian Kualitatif*. Jakarta: Bumi Aksara.
- Chaudhuri. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65, 81–93.
- Chaudhuri, A., & Holbrook, M. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65, 81–93.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support System*, 54(1), 461–470.
- Chin, T. K. & H. (2017). Factors influencing consumers' purchase intention of cosmetic products in Malaysia. *International Journal of Business and Innovation*, 3(1), 1–15.
- Dawar, N., & Pillutla, M. M. (2000). Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations. *Journal of Marketing Research*, 37(2), 215–226.
- Delgado-Ballester, E., Munuera-Aleman, J. L., & Yague-Guillen, M. J. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1), 35–34.

- East, R., Romaniuk, J., Chawdhary, R., & Uncles, M. (2017). The impact of word of mouth on intention to purchase currently used and other brands. *International Journal of Market Research*, 59(3), 321–334.
- Engel, James. F, R. D. B. dan P. W., & Miniard. (1995). Consumer Behavior. In *Eight Edition*. Orlando: The Dryden Press.
- Evans, E. dan. (2015). The Impacts Of Electronic Word Of Mouth In Social Media On Consumers` Purchase Intentions. *International Conference on Digital Marketing*, 2.
- Fabricant, S. M. & S. G. (1993). Women`s Make Up Careers: An Interpretive Study of Color Cosmetic Use and Face Value. *Psychology and Marketing*, 10(6), 531–548.
- Granovetter. (2012). A Theoretical Agenda For Economic Sociology” PP. 35-60 dalam *The New Economic Sociology: Development In An Emerging Field. Didedit Oleh M. Guillen R. Collins, P. England Dan M. Meyer. New York: Russel Sage Foundation.*
- Hartono, R. (2018). Analisis Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Di Toko Kalimas. *AGORA*, 6(2).
- Hermawan, A. (2012). *Komunikasi Pemasaran*. Jakarta: Erlangga.
- Hodza, A. (2012). Economic Word-of-Mouth through Social Networking Sites – How Does it Affect Consumers. *Bachelor`s Thesis, Linnaeus University*.
- Hudrasyah, R. dan. (2015). The Effect of Electronic Word-Of-Mouth on Customer Purchase Intention (Case Study: Bandung Culinary Instagram Account).

International Journal of Humanities and Management Sciences (IJHMS),
3(3).

Jalilvand. (2012). The Effect of Electronic WordOf-Mouth on Brand Image and Purchase Intention. *Journals Of Marketing Inteligence And Planning*, 30(4), 5–5.

Jansen, et al. (2009). Twitter power: tweets as electronic word-of-mouth. *Journal of The American Society for Information Science and Technology*, 60.

Kaijasilta, N. (2013). The Conceptualization of Electronic Word-of-Mouth (EWOM) and Company Practices to Monitor, Encourage, and Commit to EWOM – a Service Industry Prespective. *Master's Thesis, Aalto University*.

Kapferer. (2008). The new strategic brand management: creating and sustaining brand equity long term. In *4th ed.* London and Philadelphia: Kogan Page.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.

Kotler, P., & Keller, K. L. (2015). *Marketing Management*. Pearson Education.

Kriyanto. (2006). *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana Predana Media Group.

Lau, G. T. dan Lee, S. H. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of Market Focused Management*, 4, 341–370.

Mirabi, V. (2015). A Study of Factors Affecting on Costumers Purchase Intention– Case Study: The Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology*, 2(1), 267–273.

- Montiel, I., & Delgado-Ceballos, J. (2014). Defining and measuring corporate sustainability: Are we there yet? *Organization & Environment*, 27(2), 113–139.
- NewsLab, R. (2018). Ekonomi, Kosmetik, dan Perempuan. Retrieved from <http://newslab.uajy.ac.id/2018/04/09/ekonomi-kosmetik-dan-perempuan/>
- Rahmi, Yaumul, D. (2016). The Influence of Beauty Vlog on Perceived Source Credibility and Purchase Intention. *Makara Hubs-Asia*, 21(1), 13–23.
- Rakhmat, J. (2009). *Metode Penelitian Komunikasi*. Bandung: PT Remaja Rosdakarya Offset.
- Reast. (2005). Brand trust and brand extension acceptance: the relationship. *Journal of Product Dan Brand Management*, 14(1), 4–13.
- Rini, A. S. (2018). Konsumsi Kosmetik Halal Meningkat, Industri Tumbuh 7,4 Persen.
- Sidharta. (1996). *Internet Informasi Bebas Hambatan 2*. Jakarta: PT Gramedia.
- Sugiyono. (2007). *Metodologi Penelitian Bisnis*.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sunyoto. (2015). *Perilaku Konsumen Dan Pemasaran*. Yogyakarta: Center Of Akademik Publishing Service.
- Twinarutami, A. dan H. (2013). Pengaruh Electronic Word Of Mouth (eWOM)

terhadap Kepercayaan Merek Pada Media Sosial di Kalangan Mahasiswi
(Studi Pada Produk Body Lotion Nivea). *Jurnal Administrasi Niaga.*, 1–16.