

DAFTAR PUSTAKA

- Aaker, D. A., & Biel, A. L. (2013). *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*. Psychology Press.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Firmansyah, A. (2018). *Perilaku Konsumen: Teori dan Aplikasinya dalam Pemasaran*. Alfabeta.
- Ghozali, I. (2016). *No Title* (Edisi 8). Badan Penerbit Universitas Diponegoro.
- 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>
- 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>
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Kartajaya, H. (2005). *Hermawan Kartajaya on Marketing*. Gramedia Pustaka Utama.
- Keller, K. L. (2013). *Strategic Brand Management* (4th ed). Pearson Education.
- Khoirunnisa, S., Syarief, N., & Supriadi, Y. N. (2022a). Pengaruh Kualitas Produk,

Citra Merek, Dan Harga Terhadap Keputusan Pembelian Sunscreen Nivea. *Bussman Journal : Indonesian Journal of Business and Management*, 2(1), 240–259. <https://doi.org/10.53363/buss.v2i1.90>

Khoirunnisa, S., Syarief, N., & Supriadi, Y. N. (2022b). PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SUNSCREEN NIVEA. *Bussman Journal : Indonesian Journal of Business and Management*, 2(1), 240–259. <https://doi.org/10.53363/buss.v2i1.90>

Kotler, P. (2008). *Principles of Marketing Pearson Education* (12th ed.). Pearson/Prentice Hall.

Kotler, P. (2021). *Marketing 4.0: Bergerak dari Tradisional ke Digital*. Gramedia Pustaka Utama.

Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (15th ed.). Pearson.

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th globa). Pearson Education.

Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.

Lesmana, N., Masnita, Y., & Kurniawati, K. (2023). Peran Mediasi Electronic Word of Mouth dan Brand Experience pada Pengaruh Social Media Marketing terhadap Brand Equity. *Jurnal Administrasi Bisnis*, 12(1), 31–42. <https://doi.org/10.14710/jab.v12i1.47975>

Lin, C., Wu, Y.-S., & Chen, J.-C. V. (2013). Electronic word-of-mouth: The

moderating roles of product involvement and brand image. *Proceedings of the International Conference on Business and Information*, 29–47.

- Luthfi, A. S., Suryoko, S., & Susanta, H. (2022). Pengaruh Electronic Word Of Mouth (E-WOM) dan Brand Image terhadap Keputusan Pembelian Online pada Marketplace Lazada (Studi pada Konsumen Lazada di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 11(4), 793–799. <https://doi.org/10.14710/jiab.2022.35791>
- Luthfiyatillah, Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas Media Instagram Dan E-Wom (Electronic Word Of Mouth) Terhadap Minat Beli Serta Keputusan Pembelian. *Jurnal Penelitian IPTEKS*, 5(1), 101–115. <https://doi.org/10.32528/ipteks.v5i1.3024>
- Rahmadhani, R., & Prihatini, A. E. (2019). Pengaruh Electronic Word Of Mouth dan Perceived Risk Terhadap Keputusan Pembelian Pada Konsumen Tokopedia Pendahuluan Perkembangan teknologi dan informasi. *Jurnal Administrasi Dan Bisnis*, 8, 23–30.
- Schiffman, Leon G., Kanuk, L. L. (2007). *Consumer Behavior* (9th ed.). Pearson Prentice Hall.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior*. Pearson Education.
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson Education.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tjiptono, F. (2015). Strategi Pemasaran. In *ANDI* (Vol. 14, Issue 3).
- Tjiptono, F., & Diana, A. (2020). *Pemasaran* (Edisi 1). ANDI.
- Utami, Indah, D., & Hidayah, N. (2022). Pengaruh citra merek, kualitas produk, dan Brand Ambassador terhadap keputusan pembelian produk scarlett. *Jurnal Ilmiah Multidisiplin*, 1 (04), 102–111.

ZAP Beauty Index. (2020). ZAP Beauty Index & MarkPlus. *ZAP Clinic*, 1–36.