

DAFTAR PUSTAKA

- Aaker, D. A. 1991. *Managing Brand Equity: Capitalizing on the value of a brand name*. New York: Free Press.
- Aaker, David A. & Alexander L. Biel. 1993. *Brand Equity & Advertising, Advertising's Role in Building Strong Brands*. New York: Psychology Press.
- Alma, Buchari. 2012. *Manajemen Pemasaran dan Komunikasi Promosi*. Bandung: Alfabeta.
- Amal M. Almana. 2013. The Impact of Electronic Word of Mouth on Consumers's Purchasing Decisions. *Journal of Computer Applications*, 82(9): 23-31.
- Andreani, Francisca. Ruth Natalia. & Lucy Taniaji, 2012. The Impact of Brand Image towards Loyalty with Satisfaction as A Mediator in McDonald's. *Jurnal manajemen dan kewirausahaan*, 14(1): 63-70.
- Arikunto, Suharsimi. 2002. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta. PT. Rineka Cipta.
- Swastha, dan Irawan. 2008. *Menejemen Pemasaran Modern*. (edisi 2), Yogyakarta: Penerbit Liberty-Yogyakarta.
- Berger, J. 2014. Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4): 586.
- Brown, J.J. and Reingen, P.H. 1987. Social ties and world-of-mouse referral behavior. *Journal of Consumer Research*, 21(3): 350-362.
- Chaudhuri, A. and Holbrook, M.B. 2001. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 2(65): 81-93.
- Cooper, R. Donald dan Emory, William C. 1996. *Metode Penelitian Bisnis*. Edisi 5. Jilid 1. Jakarta: Erlangga.
- Cooper, J. & James, A. 2009. Challenges for Database Management in the Internet of Things. *IETE Technical Review*, 26(5): 320.
- Dawar, N., and Madan, M.P. 2000. Impact of Product Harm Crisis on Brand Equity: The Moderating Role of Consumer Expectations. *Journal of Marketing Research*, 37(2): 215-226.
- Delgado, E., Munuera, J.L. and Yague, M.J. 2003. Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1): 27.

- Desy, P. 2018. Analisis *Electronic Word Of Mouth* Terhadap Keputusan Pembelian Produk *Smartphone* OPPO dengan *Brand Image* dan *Brand Trust* Sebagai Variabel Moderator (Survei pada konsumen OPPO *Shop Center* Sidoarjo). Skripsi. Tidak di terbitkan. Fakultas Ekonomi dan Bisnis. Universitas Diponegoro: Semarang.
- Dian, W. 2016. Pengaruh *Electronic Word Of Mouth* Terhadap Keputusan Pembelian (Pada Konsumen Café Roti Gempol dan Kopi Anjis Bandung). Skripsi. Tidak di terbitkan. Ilmu Administrasi Bisnis. Universitas Telkom: Bandung.
- Ennew, C.T., Banerjee, A.K. and Li, D. 2000. Managing word of mouth communication: empirical evidence from India. *International Journal of Bank Marketing*, 18(2): 75-83.
- Reviews produk bedak Sariayu Martha Tilaar*. 2019. Dalam <https://reviews.femaledaily.com/>. Diakses pada April 2019.
- Ferrinadewi, Erna. 2008. *Merek dan Psikologi Konsumen, Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.
- Fuller, J., Matzler, K. & Hoppe, M. 2008. Brand Community Members as a Source of Innovation. *Journal of Product Innovation Management*, 25(6): 608-619.
- Ghozali, Imam. (2007). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goldsmith, R.E & Horowitz, D. 2006. Measuring motivations for online opinion seeking. *Journal of Interactive Advertising*, 6(2): 3-14.
- 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*, 27(1): 5-23.
- Gruen, T.W et al. 2006. e-WOM: the impact of customer-to-customer online knowhow exchange on customer value and loyalty. *Journal of Business Research*, 59(4): 449-456.
- Gurviez, Patricia. dan Korchia, Michael. 2008. *Peran Kepercayaan Pada Merek*. Jakarta: Manajemen Usahawan Indonesia.
- Semuel, Hanate, dan Adi, Suryanata. 2014. Analisis Ewom, Brand Image, Brand Trust Dan Minat Beli Produk Smartphone Di Surabaya. *Jurnal Manajemen Pemasaran*, 8(2): 47-54.

- Hasan, Ali. 2010. *Marketing dari Mulut ke Mulut*. Yogyakarta: Media Pressindo.
- Ma'ruf, Hendri. 2005. *Pemasaran Ritel*. Jakarta: PT Gramedia Pustaka Utama.
- Hennig, Thureau. Kevin P. Gianfranco W. & Dwayne D. 2004. Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet. *Journal of Interactive Marketing*, 8(2): 51-74.
- Kartajaya, Hermawan. 2006. *Hermawan Kartajaya on Marketing Mix Seri 9 Elemen Marketing*. Bandung: Mizan Pustaka.
- Ilham, Prisgunanto. 2006. *Komunikasi Pemasaran, Strategi, dan Taktik*. Jakarta: Ghalia Indonesia.
- Industri Kosmetik Nasional*. 2019. Dalam www.kemenperin.go.id. Diakses pada 30 Maret.
- Jeong, Eunha. and Soo Cheong (Shawn) Jang. 2011. Restaurant experience triggering positive electronic word-of-mouth (eWOM) motivations. *International Journal of Hospitality Management*, 30(2011): 356-366.
- Jones, B. 2010. Entrepreneurial marketing and the Web 2.0 interface. *Journal of Research in Marketing and Entrepreneurship*, 12(2): 143-152.
- Kautonen, Teemu & Heikki Karjaluo. 2008. Trust and new technologies: Marketing and management on the internet and mobile media. *Edward Elgar Publishing*.
- Keller, L. 1993. *How to manage brand equity*. Jakarta: Gramedia Pustaka.
- Kotler, Philip. & Keller. 2012. *Manajemen Pemasaran Jilid 1 dan 2*. Jakarta: Erlangga.
- Kotler, Philip, Armstrong, Garry. 2008. *Prinsip-prinsip Pemasaran Jilid 1*. Erlangga: Jakarta.
- Kotler, Philip, dan Karen, F.A Karen. 1995. *Strategic Marketing for Educational Institutions 2nd Editions*. New Jersey: Prentice-Hall, Inc.
- Kotler, Philip. 1997. *Manajemen Pemasaran Analisis Perencanaan, Implementasi dan Pengendalian (terjemahan Jaka Wasana)*. Salemba Empat. Jakarta.
- Lau, Geok Then and Sook Han Lee. 1999. Consumers Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 4:341-370.

- Lee, E.-J. & Shin, S.Y. 2014. When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*.
- Lin, Chinho, Yi Shuang Wu, Jeng-Chung Victor Chen. 2013. *Electronic Word-Of-Mouth: The Moderating Roles Of Product Involvement And Brand Image. International Conference on Technology Innovation and Industrial Management*. 2013. Phuket Thailand.
- Loudon, D.L. dan Bitta, A.J. 1993. *Consumer Behaviour Concept and Application* (4th ed). Singapore: Mc Graw Hill.
- Lupiyoadi, Hamdani. 2006. *Manajemen Pemasaran Jasa, Edisi Kedua*. Jakarta: Salemba Empat.
- Laporan Tahunan (Annual Report) 2014-2018*. 2019. Dalam www.martinaberto.co.id, Diakses pada Maret.
- Methaq, Ahmed. 2014. The Effects Of Brand Image And Brand Identification on Brand Love and Purchase Decision Making: The Role of Word Of Mouth. *Journal of Marketing Studies*, 7(10): 148-161.
- Morgan, R.M., and Hunt, D. 1994. The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(7): 20-38.
- Pindyck, Robert S, and Daniel L. Rubinfeld. 2007. *Mikro Ekonomi (terjemahan), Edisi Enam*. Penerbit PT. Indeks, Jakarta.
- Sastia, V. 2018. Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Beras Organik. Skripsi. Tidak di terbitkan. Ilmu Manajemen. Institut Pertanian Bogor: Bogor
- Schiffman, L.G., Kanuk, L.L. 2008. *Perilaku Konsumen Edisi Ketujuh*. Jakarta: PT. Indeks.
- Sernovitz. 2009. *Word of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama.
- Singarimbun, Masri dan Sofian Effendi, 2002. *Metode Penelitian Survei*. Jakarta: LP3ES.
- Stanton, William J. 1996. *Prinsip Pemasaran, Edisi ketujuh, jilid 2, cetakan keempat*. Gelora Aksara Pratama.
- Sudjana. 2002. *Metode Statistika. Edisi keenam*. Bandung: Tarsito.
- Sugiyono. 2012. *Statistika untuk Penelitian*. Bandung: Alfabeta.

- Sugiyono. 2013. *Metode Penelitian (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- Suliyanto, 2006. *Metode Riset Bisnis*. Yogyakarta: CV Andi.
- Sumardy, M. Silviana, dan M. Melona. 2011. *The Power of Word of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama.
- Sutojo, Siswanto. 2004. *Membangun Citra Perusahaan*. Jakarta: Damar Mulia Pustaka.
- Data Top Brand Indeks*. 2019. Dalam www.topbrand-award.com. Diakses pada Juni 2019.
- Umar, Husein. 2003. *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: Gramedia.
- WOMMA. 2007. *An Introduction to WOM Marketing*. WOM 101.
- Yuniarti, Vinna Sri. 2015. *Perilaku Konsumen*. Bandung: Pustaka Setia.