

DAFTAR PUSTAKA

- Aji, L. P. M. (2018). The Influence of Celebrity Endorser and Attitudes on Advertising towards Attitudes on Brand and Repurchase Intention. *International Journal of Social Science and Business*, 2(2), 46. <https://doi.org/10.23887/ijssb.v2i2.16205>
- Ana, L. K. (2020). *Pengaruh Pandemi Covid-19 pada Industri Kecantikan*. Lifestyle.Kompas.Com. <https://lifestyle.kompas.com/read/2020/06/07/180722420/pengaruh-pandemi-covid-19-pada-industri-kecantikan?page=all#>
- Bayumurti, G. (2018). *PENGARUH E-WOM DAN E-WEB TERHADAP E-LOYALTY DENGAN E-TRUST SEBAGAI VARIABEL INTERVENING DI TOKOPEDIA.COM (Studi Pada Mahasiswa SI FISIP UNDIP)*. UNIVERSITAS DIPONEGORO.
- Bernarto, I., Wilson, N., & Suryawan, I. N. (2019). Pengaruh Website Design Quality , Service Quality , Trust dan Satisfaction Terhadap Repurchase Intention (Studi Kasus : tokopedia . com). *Manajemen Indonesia*, 19(1), 80–90.
- Borges-Tiago, M. T., School, F. T., Veríssimo, J. M., & Silva, T. (2019). A brand-new world : brand-endorsers-users fit on social media. *Academia Revista Latinoamericana de Administración*, 32(4), 472–286. <https://doi.org/10.1108/ARLA-02-2019-0047>
- Borzooei, M., & Asgari, M. (2013). The Halal Brand Personality and its Effect on Purchase Intention. *Interdisciplinary Journal of Contemporary Research in Business*, 5(3), 481. <http://journal-archives34.webs.com/481-491.pdf>
- Ekarina. (2019). *Tren Perawatan Kecantikan Naik, Industri Kosmetik Dipatok Tumbuh 9%*. Katadata.Co.Id. <https://katadata.co.id/berita/2019/04/10/tren-perawatan-kecantikan-naik-industri-kosmetik-dipatok-tumbuh-9>
- Felicitas, M. (2016). *Mikha Tambayong Bikin Remaja Surabaya Histeris, Mikha Jadi Auto Focus Pixy*. Surya.Co.Id. <https://surabaya.tribunnews.com/2016/09/03/mikha-tambayong-bikin-remaja-surabaya-histeris-mikha-jadi-auto-focus-pixy>
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19* (5th ed.). Badan Penerbit Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23* (P. P.Harto (ed.); 8th ed.). Badan Penerbit Universitas Diponegoro.
- Halik, A. (2020). the Impact on Trust and Online Buying Decisions Through Information Quality, Celebrity Endorser and Price Perception At Instagrams in Surabaya. *Archives of Business Research*, 8(2), 79–97.

<https://doi.org/10.14738/abr.82.7796>

- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer Behaviour: Building Marketing Strategies* (D. Hughes (ed.); 11th ed.). McGraw-Hill/Irwin. www.mhhe.com
- Julian, M. (2020). *Ini Strategi yang Disiapkan Mandom Indonesia (TCID) Tahun Depan*. <https://Newssetup.Kontan.Co.Id/>. <https://newssetup.kontan.co.id/news/ini-strategi-yang-disiapkan-mandom-indonesia-tcid-tahun-depan>
- Kotler, P., & Amstrong, G. (2008). *Prinsip-prinsip Pemasaran* (A. Maulana, D. Barnadi, & W. Hardani (eds.); 12th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2009a). *Manajemen Pemasaran* (A. Maulana & W. Hardani (eds.); 13 Jilid 1). Erlangga.
- Kotler, P., & Keller, K. L. (2009b). *Manajemen Pemasaran* (A. Maulana & Y. S. Hayati (eds.); 13 Jilid 2). Erlangga.
- Lin, Y., & Huang, P. (2012). Effects of the Big Five Brand Personality Dimensions on Repurchase Intentions : Using Branded Coffee Chains as Examples. *Journal of Foodservice Business Research*, 15(1), 1–18. <https://doi.org/10.1080/15378020.2012.650509>
- Mahuda, F. D. (2017). PENGARUH BRAND PERSONALITY DAN BRAND TRUST TERHADAP KEPUTUSAN PEMBELIAN (Studi Kasus Butik Meccanism). *Al-Infaq: Jurnal Ekonomi Islam*, 8(2), 151–167. <https://doi.org/10.32507/ajei.v8i2.17>
- Martin, D. (2020). *THE BOSS (Best on SEO & SEM): Kitab Besar Panduan Ilmu SEO & SEM, dari Pemula hingga Mahir*. Digimind : Asosiasi Digital Marketing Indonesia.
- Nusaresearch. (2020). *Laporan tentang Makeup Routine*. Nusaresearch.Net. https://nusaresearch.net/public/news/996-Laporan_Tentang_Makeup_Routine.nrs
- Pangenggar, G., Hidayat, W., & Nurseto, S. (2016). PENGARUH KUALITAS PELAYANAN, LOKASI, DAN FASILITAS TERHADAP KEPUTUSAN PEMBELIAN (Studi kasus pada Konsumen “Warung Kopi Tunjang Cafe and Restaurant” Semarang). *Jurnal Ilmu Administrasi Bisnis*, 5(2), 155–163.
- Park, S., Choi, D., & Kim, J. (2005). Visualizing E-Brand Personality : Exploratory Studies on Visual Attributes and E-Brand Personalities in Korea. *International Journal of Human- Computer Interaction*, 19(1), 7–34. <https://doi.org/10.1207/s15327590ijhc1901>
- Peco-Torres, F., Polo-Peña, A. I., & Frías-Jamilena, D. M. (2020). Brand

- personality in cultural tourism through social media. *Tourism Review*.
<https://doi.org/10.1108/TR-02-2019-0050>
- Pentina, I., Zhang, L., & Basmanova, O. (2013). Antecedents and consequences of trust in a social media brand: A cross-cultural study of Twitter. *Computers in Human Behavior*, 29(4), 1546–1555.
<https://doi.org/10.1016/j.chb.2013.01.045>
- Rajalie, J., & Briliana, V. (2014). Pengaruh Trust , Perceived Usefulness , Satisfaction Dan Perceived Enjoyment Terhadap Online Repurchase Intention. *Jurnal Bisnis Dan Akuntansi*, 16(1), 1–9.
<http://jurnaltsm.id/index.php/JBA/article/view/92>
- Razak, N. S. A., Mahdee, J. M., & Ong, M. H. A. (2019). Does Repurchase Intention lead to successful Online Travel Agent?: An Analysis of Consistent Partial Least Squares. *Proceedings of the 2019 5th International Conference on E-Business and Mobile Commerce*, 46–50.
<https://doi.org/10.1145/3332324.3332336>
- Schiffman, L., & Kanuk, L. L. (2008). *Perilaku Konsumen* (B. Sarwiji (ed.); 7th ed.). PT. Indeks.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and other aspects of Integrated Marketing Communications* (E. Joyner, M. Roche, S. Blasco, & M. Fisher (eds.); 9th ed.). Cengage Learning.
- Sugiyono. (2017). *METODE PENELITIAN BISNIS (Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D)* (S. Y. Suryandari (ed.); 3rd ed.). CV.Afabeta.
- Sulistiyono, Z. A. (2018). *PENGARUH KUALITAS PELAYANAN DAN TARIF TERHADAP LOYALITAS PASIEN MELALUI KEPUASAN PASIEN*. UNIVERSITAS DIPONEGORO.
- Suliyanto. (2011). *Ekonometrika Terapan : Teori dan Aplikasi dengan SPSS* (1st ed.). ANDI Yogyakarta.
- Sung, Y., & Kim, J. (2010). Effects of Brand Personality on Brand Trust and Brand Affect. *Psychology & Marketing*, 27(7), 639–661. <https://doi.org/10.1002/mar>
- Taddeo, M. (2009). Defining trust and e-trust: From old theories to new problems. *International Journal of Technology and Human Interaction*, 5(2), 23–35.
<https://doi.org/10.4018/jthi.2009040102>
- Tjiptono, F. (2000). *Perspektif Manajemen dan Pemasaran Kontemporer* (Cetakan Pe). ANDI Yogyakarta.
- Wen, C., Prybutok, V. R., & Xu, C. (2011). An Integrated Model for Customer Online Repurchase Intention. *Journal of Computer Information Systems*,

52(1), 14–23. <https://doi.org/10.1080/08874417.2011.11645518>

YouGov. (2016). *APAC Sependapat dalam Hal Kosmetik; Lipstik itu Mutlak dan Kualitas Lebih Penting daripada Harga.* Id.Yougov.Com. <https://id.yougov.com/id/news/2016/12/02/make-up-culture-id/>