

## DAFTAR PUSTAKA

- Agichtein, E., Castillo, C., Donato, D., Gionis, A. and Mishne, G. (2008), "Finding high-quality content in social media", *Proceedings of the 2008 International Conference on Web Search and Data Mining*, ACM, pp. 183-194
- Alexander, M. and Jaakkola, E. (2016), "Customer engagement and value co-creation", in Brodie, R., Hollebeek, L. and Conduit, J. (Eds), *Customer Engagement: Contemporary Issues and Challenges*, Abingdon, pp. 3-20.
- APJII. (2021), "Hasil Survei Penetrasi dan Perilaku Pengguna Internet Indonesia 2021" APJII Online: Available at: <https://apjii.or.id/content/utama/39>.
- Badan Pusat Statistik. (2021). "*Hasil Sensus Penduduk 2021*". BPS, Infografis. Diakses pada tanggal 25 Desember 2021.
- Ballantyne, D. and Varey, R. (2006), "Creating value-in-use through marketing interaction: the exchange logic of relating, communicating and knowing", *Marketing Theory*, Vol. 6 No. 3, pp. 335-348.
- Beauty personal care <https://www.statista.com/outlook/cmo/beauty-personal-care/indonesia#revenue> . Diakses pada tanggal 6 Januari 2022
- Brand skincare lokal terlaris di Marketplace <https://compas.co.id/article/brand-skincare-lokal-terlaris/>. Diakses pada tanggal 1 November 2021.
- Cooper, D.R. dan Schindler, P.S. (2014), *Business Research Method*, Twelve Edition, New York: McGraw-Hill Education
- Compas, (2021), "10 Brand Skincare Lokal Terlaris", Available at: <https://compas.co.id/article/brand-skincare-lokal-terlaris/> accessed on Desember 5, 2021.
- Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33, 761–784. <https://doi.org/10.1108/14684520910985710>
- Choi, S., Cheong, K., Somera, B., & Hao, Q. (2014). Determinants of utilitarian value in smartphone-based mobile commerce. PACIS 2014 proceedings. Chengdu, China. Retrieved 24–28, Jun. 2014 and 11 October 2016 from <http://aisel.aisnet.org/pacis2014/151>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2019). The influence of perceived social media marketing elements on consumer–brand engagement and brandknowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695– 720. <https://doi.org/10.1108/APJML-04-2019-0262>

- Cheung, M. L., Pires, G., & Rosenberger, P. J. Leung, W.K.S. Chang, M.K. (2021) The role of social media elements in driving co-creation and engagement. *Asia Pacific Journal of Marketing and Logistics*, 1355-5855. <https://doi.org/10.1108/APJML-03-2020-0176>
- Cheung, M.L., Pires, G.D., Rosenberger, P.J. III, Leung, W.K. and Ting, H. (2020c), "Investigating the role of social media marketing on value co-creation and engagement: an empirical study in China and Hong Kong", *Australasian Marketing Journal* (AMJ, doi: <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Cheung, M.L., Leung, K.S. and Chan, H. (2020d), Driving healthcare wearable technology adoption for generation Z consumers in Hong Kong, *Young Consumers*, doi: 10.1108/YC-04-2020-1123.
- Cheung, M.L., Pires, G.D., Rosenberger, P.J. III and De Oliveira, M.J. (2020e), Driving COBRAs: the power of social media marketing, *Marketing Intelligence and Planning*, doi: 10.1108/MIP-11-2019-0583.
- Dessart, L., Veloutsou, C. and Morgan-Thomas, A. (2015), "Consumer engagement in online brand communities: a social media perspective", *The Journal of Product and Brand Management*.
- De Vries, L., Gensler, S., Leeftang, P.S., 2012. Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *J. Interact. Mark.* 26 (2), 83–91.
- Digiads, (2021), "Digital Advertising Indonesia 2020 Masih Berkembang Pesat" Available at: <https://digiads.co.id/pasar-digital-advertising-indonesia-2020-masih-berkembang-pesat>, accessed on Desember 11, 2021.
- EIBN. (2019), "Cosmetics," EIBN Sector Reports, hal.7-66.
- Esposito, Vinzi V. (2009). Introduction To Pls (Partial Least Squares) World And Pls Path Modeling: Model And Basic Algorarithm. Lillehammer, Norway.
- France, C., Merrilees, B. and Miller, D. (2016), "An integrated model of customer-brand engagement: drivers and consequences", *Journal of Brand Management*, Vol. 23 No. 2, pp. 119-136.
- France, C., Grace, D., Lo Iacono, J. and Carlini, J. (2020), "Exploring the interplay between customer perceived brand value and customer brand co-creation behaviour dimensions", *Journal of Brand Management*, Vol. 27, pp. 466-480.
- Frasquet-Deltoro, M., Alarcon-del-Amo, M. and Lorenzo-Romero, C. (2019), "Antecedents and consequences of virtual customer co-creation behaviours", *Internet Research*, Vol. 29 No. 1, pp. 218-244.

- Gefen, D., Straub, D.W., Boudreau, M.-C. (2020), “Structural Equation Modeling And Regression: Guidelines For Research Practice”, *Communications Of Ais*, Vol.4 No. 7, Pp.1-79.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. and Singh, R. (2016), “Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior”, *Journal of Business Research*, Vol. 69 No. 12, pp. 5833-5841.
- Gummesson, E., Mele, C., Polese, F., Galvagno, M., Dalli, D., 2014. Theory of value co-creation: a systematic literature review. *Managing Service Quality*.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management*. In Pearson (3rd ed.). United Kingdom: Pearson.
- Kamboj, S., & Rahman, Z. (2016). The influence of user participation in social media-based brand communities on brand loyalty: age and gender as moderators. *Journal of Brand Management*, 23(6), 679–700. <https://doi.org/10.1057/s41262-016-0002-8>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Ginanti, A.R. 2018. “In-depth : Skincare Korea dan Lokal Lagi Tren! Mana Tercocok untuk Kulit Indonesia?”. <https://review.bukalapak.com/beauty/skincare-korea-melesat-indonesia-perlahan-menyalip-siapa-juaranya-72918> Diakses pada 6 Januari 2022..
- Hajli, M. N. & J, Sims. (2015), “Social commerce: the transfer of power from sellers to buyers,” *Technological Forecasting and Social Change*, Vol. 94, 350-358
- Harwood, T. and Garry, T. (2015), “An investigation into gamification as a customer engagement experience environment”, *Journal of Services Marketing*, Vol. 29 Nos 6/7, pp. 533-546.
- Haryono, S., (2016), *Metode SEM untuk penelitian Manajemen dengan AMOS, Lisrel dan Smart PLS*, Jawa Barat: PT Intermedia Personalia Utama.
- Haryono dan Wardoyo, (2012), *Struktural Equation Modelling Untuk Penelitian Manajemen Menggunakan Amos*, Jawa Barat: PT Intermedia Personalia Utama.
- Hair, J.J., Black, W.C., Babin, B.J., Anderson, R.E dan Tahtham, B. (2006), *Multivariate Data Analysis, Sixth Edition*. Personal Education

- Hair, J.J., Black, W.C., Babin, B.J., Anderson, R.E dan Tahtham, B.(2010), *Multivariate Data Anlysis, Sixth Edition*. Personal Education.
- Hair,J.J., Black, W.C., Babin, B.J., Anderson, R.E.(2014) *Multivariate Data Analysis, Seventh Edition*. Harlow:Pearson.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The Use Of Partial Least Squares Path Modeling In International Marketing. *Advaces In International Marketing*, 20,277-319
- Hinson, R., Boateng, H., Renner, A., Kosiba, J.P.B., 2019. Antecedents and conse- quences of customer engagement on Facebook: an attachment theory perspec- tive. *J. Res. Interact. Mark.* 13 (2), 204–226.
- Hennig-Thurau, T., Gwinner, K., Walsh, G. and Gremler, D. (2004), “Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the Internet?”, *Journal of Interactive Marketing*, Vol. 18 No. 1, pp. 38-52.
- Hollebeek, L. (2019), “Developing business customer engagement through social media engagementplatforms: an integrative SD logic/RBV-informed model”, *Industrial Marketing Management*, Vol. 81, pp. 89-98. doi:[10.1016/j.indmarman.2017.11.016](https://doi.org/10.1016/j.indmarman.2017.11.016).
- Hootsuite and We Are Social. (2021). Digital 2021: July Global Statshot. <https://databoks.katadata.co.id/datapublish/2021/10/14/pengguna-internet-indonesia-peringkat-ke-3-terbanyak-di-asia> Diakses pada tanggal 25 November 2021.
- Hootsuite. (2020, Desember 24). Digital 2020: Indonesia. Retrieved from We Are Social: <https://datareportal.com/reports/digital-2020-indonesia>
- Hsieh, S. and Chang, A. (2016), “The psychological mechanism of brand co-creation engagement”, *Journal of Interactive Marketing*, Vol. 33, pp. 13-26.
- Mishra, A. S. (2019). Antecedents of consumers’ engagement with brand-related content on social media. *Marketing Intelligence and Planning*, 37(4), 386– 400. <https://doi.org/10.1108/MIP-04-2018-0130>
- Moliner, M.A., Sanchez, J., Rodringuez, R.M. adn Callarisa, L. (2007), “Perceived relationship quality and post-purchase perceived value: an integrative framework”, *European Journal of Marketing*, Val. 41, No, 11/12, 1392-1422. <https://doi.org/10.1108/03090560710821233>.
- Oh, H. (2003), “Price fairness and is asymmetric effects on overall price, quality, and value judgment: the case of a upscale hotel”. *Tourism Management*, Vol.24,241-9. [https://doi.org/10.1016/S0261-5177\(02\)00109-7](https://doi.org/10.1016/S0261-5177(02)00109-7)

- Nysveen, H. and Pedersen, P. (2014), “Influences of cocreation on brand experience”, *International Journal of Market Research*, Vol. 56 No. 6, pp. 807-832.
- Prahalad, C. and Ramaswamy, V. (2004), “Co-Creation experiences: the next practice in value creation”, *Journal of Interactive Marketing*, Vol. 18 No. 3, pp. 5-14.
- Pansari, A., Kumar, V., 2017. Customer engagement: the construct, antecedents, and consequences. *J. Acad. Mark. Sci.* 45 (3), 294–311.
- Ramadan, Z., Farah, M. F., & Dukenjian, A. (2018). Typology of social media followers: the case of luxury brands. *Marketing Intelligence & Planning*, 36(5), 558–571. <https://doi.org/10.1108/MIP-01-2018-0039>.
- Ramaswamy, V. and Ozcan, K. (2014), *The Co-creation Paradigm*, Stanford University Press, Palo Alto, California, CA.
- Ramaswamy, V. and Ozcan, K. (2016), “Brand value co-creation in a digitalized world: an integrative framework and research implications”, *International Journal of Research in Marketing*, Vol. 33 No. 1, pp. 93-106. <https://doi.org/10.1016/j.ijresmar.2015.07.001>.
- Richard, M., Chebat, J., Yang, Z. and Putrevu, S. (2010), “A proposed model of online consumer behavior: assessing the role of gender”, *Journal of Business Research*, Vol. 63 Nos 9-10, pp. 926-934.
- Islam, J. and Rahman, Z. (2017), “The impact of online brand community characteristics on customer engagement: an application of stimulus-organism-response paradigm”, *Telematics and Informatics*, Vol. 34 No. 4, pp. 96-109.
- Ismail, A. (2017), “The influence of perceived social media marketing activities on brand loyalty: the mediation effect of brand and value consciousness”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 29 No. 1, pp. 129-144.
- Sangar, K. (2012). *Gucci – social media marketing strategies using internet and social networking sites*. <http://www.slideshare.net/AngelKritiSangar/gucci-social-mediemarketing-strategies-using-internet-social-networking-sites>.
- Sekarang, U., dan Bougie, R. (2016). *Research Methods for Business: A skill Building Approach*, Seventh Edition. West Sussex: John Wiley & Sons Ltd.
- Seo, E.J., Park, J.W., 2018. A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *J. Air Transp. Manag.* 66, 36–41..

- Survei Bayu, D.J., (2020).” Jumlah Pengguna Internet di Indonesia Capai 196,7 Juta” Availabel at: <https://databoks.katadata.co.id/datapublish/2020/11/11/jumlah-pengguna-internet-di-indonesia-capai-1967-juta>.
- Schernelleh-Engel,K.,Moosbrugger, H. Dan Muller, H (2003). “Evaluating the Fit of Structural Equation Models: Test of Significance and Descriptive Goodness-of-Fit Meansure”, *Methods of Psychological Research*, Vol. 8, No.2,23-74.
- Schindler, P.S. (2019). *Business Research Methods*. New York: McGraw-Hill.
- Tajvidi, M., Richard, M., Wang, Y. and Hajli, N. (2020), “Brand co-creation through social commerce information sharing: the role of social media”, *Journal of Business Research*, Vol. 121 December, pp. 476-486.
- Tenenhaus, M., Vinzi, V, E., Chatelin, Y, M., & Lauro, C, (2005), “Pls Path Modeling”, *Computation Statistics & Data Analysis*, Vol.48 No. 1, pp.159-205.
- Kline, R. (2017), *Principles and Practice of Structural Equation Modeling*, Third Edition. New York: The Guildford Press.
- Lankova, S., Davies, I., Archer-Brown, C., Marder, B. and Yau, A. (2019), “A comparison of social media marketing between B2B, B2C and mixed business models”, *Industrial Marketing Management* Vol. 81 August, pp. 169-179. <https://doi.org/10.1016/j.indmarman.2018.01.001>.
- Lichterfeld, A., Hauss, A., Surber, C., Peters, T., & Kottner, J. (2015). Evidence-Based Skincare: A Systematic Literature Review and the Development of Basic Skin Care Algorithm. *Wound, Ostomy and Continence Nurses Society*. [https://doi: 10.1097/WON.0000000000000162](https://doi.org/10.1097/WON.0000000000000162).
- Leckie, C., Nyadzayo, M. and Johnson, L. (2016), “Antecedents of consumer brand engagement and brand loyalty”, *Journal of Marketing Management*, Vol. 32 Nos 5-6, pp. 558-578. <https://doi.org/10.1080/0267257X.2015.1131735> No. 2, pp. 199-210.
- Lee, Z., Chan, T., Chong, A. and Thadani, D. (2019), “Customer engagement through omnichannel retailing: the effects of channel integration quality”, *Industrial Marketing Management*, Vol. 77, pp. 90-101
- Li, F., Larimo, J. and Leonidou, L.C. (2020), “Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda”, *Journal of the Academy of Marketing Science*, Vol. 49, pp. 1-20. <https://doi.org/10.1007/s11747-020-00733-3> /

- Lima, V., Irigaray, H. and Lourenco, C. (2019), "Consumer engagement on social media: insights from a virtual brand community", *Qualitative Market Research: An International Journal*, Vol. 22 No. 1, pp. 14-32.
- Liu, X., Shin, H. and Burns, A. (2019), "Examining the impact of luxury brand's social media marketing on customer engagement: using big data analytics and natural language processing", *Journal of Business Research*, Vol. ahead-of-print No. ahead-of-print, doi: 10.1016/j.jbusres.2019.04.042.
- Loureiro, S. M. C., Romero, J., & Bilro, R. G (2020). Stakeholder engagement in Co-creation processes for innovation: a systemtic literature review and case study, *Journal of Business Research*, 119,388-409.
- Merz, M.A., Zarantonello, L., Grappi, S., 2018. How valuable are your customers in the brand value co-creation process? The development of a Customer Co-Creation Value (CCCV) scale. *J. Bus. Res.* 82, 79–89.
- Mishra, A. S. (2019). Antecedents of consumers' engagement with brand-related content on social media. *Marketing Intelligence and Planning*, 37(4), 386– 400. <https://doi.org/10.1108/MIP-04-2018-0130>
- Muntinga, D.G., Moorman, M., Smit, E.G., 2011. Introducing COBRAs: exploring motivations for brand-related social media use. *Int. J. Advert.* 30 (1), 13–46.
- Neuman, W. (2014). *Social Research Methods Qualitative and Quantitative Approaches*. Edisi Ketujuh. United States: Pearson Education Limited.
- Van Doorn, J., Lemon, K., Mittal, V., Nass, S., Pick, D., Pirner, P. and Verhoef, P.C. (2010), "Customer engagement behavior: theoretical foundations and research directions", *Journal of Service Research*, Vol. 13 No. 3, pp. 253-266. <https://doi.org/10.1177/1094670510375599>.
- Vargo, S. and Lusch, R. (2008), "Service-dominant logic: continuing the evolution", *Journal of the Academy of Marketing Science*, Vol. 36 No. 1, pp. 1-10.
- Woodruff, R. (1997), "Cosumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52, No. 3,2-22. <https://doi.org/10.1177/002224298805200302>.
- Zhou, T. (2015). Understanding user adoption of locationbased services from a dual perspective of enablers and inhibitors. *Information Systems Frontiers*, 17, 41. DOI 10.1007/s10796-013-9413-1
- \_\_\_\_\_ (2018), "Industri Kosmetik Nasional Tumbuh 20%". Available at: <https://kemenperin.go.id/artikel/18957/Industri-KosmetikNasional-Tumbuh-20>, accessed on Desember 28, 2021.

\_\_\_\_\_ (2021), “Beauty & Personal Care Report 2021”. Available at:  
<https://www.statista.com/study/55499/cosmetics-andpersonal-care/>,  
accessed on Januari23, 2022.