

## REFERENSI

- Abdillah, W., & Hartono. (2015). *Partial Least Square (PLS)*. Penerbit Andi.
- Arndt, J. (1967). *Word-of-Mouth Advertising and Informal communication*. In D. Cox (Ed.), *Risk taking and Information Handling in Consumer Behaviour*. Harvard University.
- Bailey, J. E., & Pearson, S. W. (1983). Development of a Tool for Measuring and Analyzing Computer User Satisfaction. *Management Science*, 29(5), 530–545. <http://doi.org/10.1287/mnsc.29.5.530>
- Baird, C. H., & Parasnis, G. (2011). From Social Media to Social Customer Relationship Management. *Strategy & Leadership*, 39(5), 30 – 37.
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating Brand Awareness in Online Social Networks. *Computers in Human Behavior*, 50, 600–609. <http://doi.org/10.1016/j.chb.2015.03.023>
- Bettman. (1973). Perceived Risk and its Components: a Model and Empirical Test. *Journal of Marketing Research*.
- Bickart, B., & Schindler, R. M. (2001). Internet Forums as Influential Sources of Consumer Information. *Journal of Interactive Marketing*, 15(3), 31–40.
- Canhoto, A. I., & Clark, M. (2013). Customer Service 140 Characters at a Time—The Users’ Perspective. *Journal of Marketing Managemen*, 29(5/6), 522–544.
- Cascella, M., Rajnik, M., Aleem, A., Dulebohn, S. C., & Di Napoli, R. (2022). *Features, Evaluation, and Treatment of Coronavirus (Covid-19)*. StatPearls Publishing LLC.
- Chan, Y. Y. Y., & Ngai, E. W. T. (2011). Conceptualising Electronic Word of Mouth Activity: an Input-Process-Output Perspective. *Marketing Intelligence & Planning*, 29(5), 488–516. <http://doi.org/10.1108/02634501111153692>
- Check, J., & Schutt, R. K. (2012). *Research Methods in Education*. Sage.
- Cheng, A. (2021). *Why You Should Care About Vegan Beauty*. New York Times. <https://www.nytimes.com/2019/02/26/style/why-you-should-care-about-vegan-beauty.html>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The Impact of Electronic Word-of-Mouth: The Adoption of Online Opinions in Online Customer Communities. *Internet Research*, 18(3), 229–247. <http://doi.org/10.1108/10662240810883290>
- 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. <http://doi.org/10.1016/j.dss.2012.06.008>
- Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line

- Consumer Recommendations. *International Journal of Electronic Commerce*, 13(4), 9–38.
- Chin, W. W. (1995). Partial Least Square is to LISREL as an Principal Component Analysis is to Common Factor Analysis. *Technology Studies*, 2, 315–319.
- Chu, C. S., & Choy, M. S. (2011). Electronic Word of Mouth in Social Networking Sites : a Cross - Cultural Study of The United States and China. *Journal Global Mark*, 263–281.
- Chu, S. C., & Kim, Y. (2011). Determinants of Consumer Engagement in Electronic Word-of-Mouth (eWOM) in Social Networking Sites. *International Journal of Advertising*, 30(1), 47–75. <http://doi.org/10.2501/IJA-30-1-047-075>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319–340. <http://doi.org/10.2307/249008>
- Erkan, I., & Evans, C. (2014). The Impacts of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions. In *In Proceedings of the International conference on digital marketing*.
- Erkan, Ismail, & Evans, C. (2015). The Influence of eWOM in Social Media on Consumer's Purchase Intention : an Extended Approach to Informational Adoption Behavior, Vol. 61 pp. 47-55. *Computers in Human*, 61, 47–55.
- Geladi, P., & Kowalski, B. R. (1986). Partial Least Square Regression: A Tutorial. *Elsevier Science Publishers*, 185, 1–17.
- 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. <http://doi.org/10.1002/dir.10073>
- Hovland, C. I., Janis, I. K., & Harold H., K. (1953). *Communication and Persuasion*. Yale University Press.
- Hsu, Meng-Hsiang, Chuang, Li-Wen, & Cheng-Se. (2013). Understanding Online Shopping Intention: The Roles of Four Types of Trust and Their Antecedents. *Internet Research*, 24(3), 332–352. <https://sci-hub.scihubtw.tw/10.1108/IntR-01-2013-%0A0007>
- Joshi, L. S., & Pawar, H. A. (2015). Herbal Cosmetics and Cosmeceuticals. *Natural Products Chemistry and Research*, 3(2), 1–3.
- Kemenperin. (2021). *Perubahan Gaya Hidup Dorong Industri Kosmetik*. Kementerian Perindustrian. <https://www.kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>
- Kestenbaum, R. (2018). *The Biggest Trends In The Beauty Industry*. Forbes. <https://www.forbes.com/sites/richardkestenbaum/2018/09/09/beauty-industry-biggest-trends-skin-care-loreal-shiseido-lauder/?sh=3979fb956982>

- Kim, E., Sung, Y., & Kang, H. (2014). Brand Followers' Retweeting Behavior on Twitter: How Brand Relationships Influence Brand Electronic Word-of-Mouth. *Computers in Human Behavior*, 37, 18–25. <http://doi.org/10.1016/j.chb.2014.04.020>
- Knoll, J. (2015). Advertising in Social Media: a Review of Empirical Evidence. *International Journal of Advertising*, 1–35.
- Lee, E.-J., & Shin, S. Y. (2014). When Do Cosumers Buy Online Product Reviews? Effects of Review Quality, Product Type, and Reviewer's Photo. *Computers in Human Behavior*, 31(1), 356–366. <http://doi.org/10.1016/j.chb.2013.10.050>
- Nabi, R. L., & Hendriks, A. (2003). The Persuasive Effect of Host and Audience Reaction Shots in Television Talk Shows. *Journal of Communication*, 53(3), 527–543. <http://doi.org/10.1093/joc/53.3.527>
- Naylor, R. W., Lamberton, C. P., & West, P. M. (2012). Beyond the “Like” Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings. *Journal of Marketing*, 76(6), 105–120. <http://doi.org/10.1509/jm.11.0105>
- Pamela, N. (2019). *6 Trends Shaping The Future Of The \$532B Beauty Business*. Forbes. <https://www.forbes.com/sites/pamdanziger/2019/09/01/6-trends-shaping-the-future-of-the-532b-beauty-business/?sh=39e2b137588d>
- Park, D. H., Lee, J., & Han, I. (2007). The Effect of Online Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <http://doi.org/10.2753/JEC1086-4415110405>
- Pitta, D. A., & Fowler, D. (2005). Online Consumer Communities and Their Value to New Product Developers. *Journal of Product & Brand Management*, 14(5), 183–291. <http://doi.org/10.1108/10610420510616313>
- Prendergast, G., Ko, D., & Yuen, S. Y. V. (2010). Online Word of Mouth and Consumer Purchase Intentions. *International Journal of Advertising*, 29(5), 687–708.
- See-To, E. W. K., & Ho, K. K. W. (2014). Value Co-Creation and Purchase Intention in Social Network Sites: The Role of Electronic Word-of-Mouth and Trust-a Theoretical Analysis. *Computers in Human Behavior*, 31(1), 182–189. <http://doi.org/10.1016/j.chb.2013.10.013>
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business. In A Skill-Building Approach (Seventh Ed)*. Wiley.
- Shen, X. L., Cheung, C. M. K., & Lee, M. K. O. (2013). What Leads Students to Adopt Information from Wikipedia? An Empirical Investigation into the Role of Trust and Information Usefulness. *British Journal of Educational Technology*, 44(3), 502–517. <http://doi.org/10.1111/j.1467-8535.2012.01335.x>
- Sohn, D. (2014). Coping with Information in Social Media: The Effects of Network

- Structure and Knowledge on Perception of Information Value. *Computers in Human Behavior*, 32, 145–151. <http://doi.org/10.1016/j.chb.2013.12.006>
- Srinivasan, N., & Ratchford, T. B. (1991). An Empirical Test of a Model of External Search for Automobiles. *The Journal of Consumer Research*, 18(2). <https://doi.org/10.1086/209255>
- Sundaram, D. S., Kaushik, M., & Webster, C. (1998). Word-of-Mouth Communications: A Motivational Analysis. *Advances in Consumer Research*, 25, 527–531.
- Sussman, S. W., & Siegal, W. S. (2003). Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption. *Information Systems Research*, 14, 47–65. <http://doi.org/10.1287/isre.14.1.47.14767>
- Thoumrungroje, A. (2014). The Influence of Social Media Intensity and EWOM Conspicuous Consumption. *Porcedia Social and Behavioral Sciences*, 148, 7–15.
- Wolny, J., & Mueller, C. (2013). Analysis of Fashion Consumers' Motives to Engage in Electronic Word-of-Mouth Communication through Social Media Platforms. *Journal of Marketing Management*, 29(5–6), 562–583. <http://doi.org/10.1080/0267257X.2013.778324>
- Xu, Q. (2014). Should I Trust him? The Effects of Reviewer Profile Characteristics on eWOM Credibility. *Computers in Human Behavior*, 33, 136–144. <http://doi.org/10.1016/j.chb.2014.01.027>