

DAFTAR PUSTAKA

- Abdullah, M. (2015). *Metodologi Penelitian Kuantitatif*. Yogyakarta: Aswaja Pressindo.
- Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2019). Influence of eWOM information on consumers' behavioral intentions in mobile social networks. *Journal of Advances in Management Research*, 17(1), 84–109. <https://doi.org/10.1108/jamr-04-2019-0058>
- Azizah, L., Gunawan, J., & Sinansari, P. (2021). Pengaruh Pemasaran Media Sosial TikTok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia. *Jurnal Teknik ITS*, 10(2). <https://doi.org/10.12962/j23373539.v10i2.73923>
- Bangsawan, S., Marquette, C. J., & Ms, M. (2017). Consumer restaurant experience, electronic word of mouth and purchase intention in the Indonesian restaurant industry. *Journal for Global Business Advancement*, 10(6), 613. <https://doi.org/10.1504/jgba.2017.091945>
- Boone, T., Reilly, A. J., & Sashkin, M. (1977). SOCIAL LEARNING THEORY Albert Bandura Englewood Cliffs, N.J.: Prentice-Hall, 1977. 247 pp., paperbound. *Group & Organization Studies*, 2(3), 384–385. <https://doi.org/10.1177/105960117700200317>
- Cassel, C. M., Hackl, P., & Westlund, A. (1999). Robustness of partial least-squares method for estimating latent variable quality structures. *Journal of Applied Statistics*, 26(4), 435–446. <https://doi.org/10.1080/02664769922322>
- Cheung, C. M. K., & Lee, M. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218–225. <https://doi.org/10.1016/j.dss.2012.01.015>
- Cheung, C. M. K., Lee, M., & Rabjohn, N. (2008a). The impact of electronic word-of-mouth. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Cheung, C. M. K., Lee, M., & Rabjohn, N. (2008b). The impact of electronic word-of-mouth. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*. Modern Methods for Business Research.
- Chu, S. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/ija-30-1-047-075>



Compas. (2023, February 21). 10 Brand Skincare Lokal Terlaris di E-Commerce - Kompas. *Compas*. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>

Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA: Sage. www.academia.edu.
https://www.academia.edu/57201640/Creswell_J_W_2014_Research_Design_Qualitative_Quantitative_and_Mixed_Methods_Approaches_4th_ed_Thousand_Oaks_CA_Sage

Creswell, J. W. (2014). *Research Design Qualitative, Quantitative and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA Sage. - *References - Scientific Research Publishing*. (n.d.).
[https://www.scirp.org/\(S\(i43dyn45teexjx455qlt3d2q\)\)/reference/ReferencesPapers.aspx?ReferenceID=1964849](https://www.scirp.org/(S(i43dyn45teexjx455qlt3d2q))/reference/ReferencesPapers.aspx?ReferenceID=1964849)

D'Souza, D. (2023). TikTok: What it is, how it works, and why it's popular. *Investopedia*. <https://www.investopedia.com/what-is-tiktok-4588933>

Erkan, I., & Evans, C. (2016). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632.
<https://doi.org/10.1080/13527266.2016.1184706>

Fannin, R. (2023, March 30). *The strategy behind TikTok's global rise*. Harvard Business Review. <https://hbr.org/2019/09/the-strategy-behind-tiktoks-global-rise>

Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270.
<https://doi.org/10.1016/j.jbusres.2014.11.006>

Fishbein, M. A., & Ajzen, I. (1975). Belief, attitude, intention and behaviour: An introduction to theory and research. *ResearchGate*.
https://www.researchgate.net/publication/233897090_Belief_attitude_intention_and_behaviour_An_introduction_to_theory_and_research

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. In *Journal of Marketing Research* (Vols. 39–50).
<https://www.jstor.org/stable/3151312?origin=crossref>

Ghozali, I., & Latan, H. (2015). *Partial least squares: Konsep, teknik, dan aplikasi menggunakan program smart PLS 3.0* (2nd ed.).



Gruen, T. W., Osmonbekov, T. D., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59(4), 449–456. <https://doi.org/10.1016/j.jbusres.2005.10.004>

Hair, J. F., Black, W., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis: A Global Perspective. *ResearchGate*. https://www.researchgate.net/publication/237009923_Multivariate_Data_Analysis_A_Global_Perspective

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/eb-10-2013-0128>

Hammer, T. R. (2011). Social Learning Theory. In *Springer eBooks* (pp. 1396–1397). https://doi.org/10.1007/978-0-387-79061-9_2695

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>

Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention - the case of Instagram. *Independent Journal of Management & Production*, 12(4), 1019–1033. <https://doi.org/10.14807/ijmp.v12i4.1336>

Hong, H., & Kim, H. (2016). Impact of review characteristics on female consumer perceptions of review usefulness and patronage intent of online stores hosting the reviews. *Journal of the Korean Society of Clothing and Textiles*, 40(6), 994–1009. <https://doi.org/10.5850/jksct.2016.40.6.994>

Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Yang, J. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, 66, 96–102. <https://doi.org/10.1016/j.chb.2016.09.034>

Hussain, S., Song, X., & Niu, B. (2020). Consumers' motivational Involvement in eWOM for Information adoption: The Mediating role of organizational motives. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.03055>

Indrawati, Yones, P. C. P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia-Pacific Management Review*. <https://doi.org/10.1016/j.apmr.2022.07.007>



Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (EWOM) in the marketing context. In *SpringerBriefs in business*. <https://doi.org/10.1007/978-3-319-52459-7>

Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>

Kaplan, A., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>

Kemenperin dorong kinerja industri kosmetik | IDNFinancials. (2020, August 3). <https://www.idnfinancials.com/id/news/35516/ministry-industry-boost-performance-cosmetics-industry>

Kemp, S. (2023). Digital 2023: Indonesia — DataReportal – Global Digital Insights. *DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2023-indonesia>

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

Krieger, N. (2012). Who and What Is a “Population”? Historical Debates, Current Controversies, and Implications for Understanding “Population Health” and Rectifying Health Inequities. *Milbank Quarterly*, 90(4), 634–681. <https://doi.org/10.1111/j.1468-0009.2012.00678.x>

Lee, H., Kim, J. W., & Hackney, R. (2011a). Knowledge hoarding and user acceptance of online discussion board systems in eLearning: A case study. *Computers in Human Behavior*, 27(4), 1431–1437. <https://doi.org/10.1016/j.chb.2010.07.047>

Lee, H., Kim, J. W., & Hackney, R. (2011b). Knowledge hoarding and user acceptance of online discussion board systems in eLearning: A case study. *Computers in Human Behavior*, 27(4), 1431–1437. <https://doi.org/10.1016/j.chb.2010.07.047>

Lee, J., & Hong, I. B. (2019). Consumer’s Electronic Word-of-Mouth adoption: The trust transfer perspective. *International Journal of Electronic Commerce*, 23(4), 595–627. <https://doi.org/10.1080/10864415.2019.1655207>

Lin, P. (2022, August 15). TikTok vs Douyin: A Security and Privacy Analysis - The Citizen Lab. *The Citizen Lab*. <https://citizenlab.ca/2021/03/tiktok-vs-douyin-security-privacy-analysis/>

López, M., & Piñero, M. S. (2014). Determinants of E-WOM influence: The role of Consumers’ internet experience. *Journal of Theoretical and Applied*



Electronic Commerce Research, 9(1), 7–8. <https://doi.org/10.4067/s0718-18762014000100004>

Ltd, R. a. M. (n.d.). *Skincare Products Market - Growth, Trends, and Forecasts (2023-2028)*. Research and Markets Ltd 2023. <https://www.researchandmarkets.com/report/skincare#product--toc>

Masson, M. (2023). TikTok Made Me Buy It: Understanding TikTok's influence on purchasing. *Spiralytics*. <https://www.spiralytics.com/blog/tiktok-made-me-buy-it/>

Mcleod, S., PhD. (2023). Albert Bandura's Social Learning Theory. *Simply Psychology*. <https://www.simplypsychology.org/bandura.html>

Miremadi, A., & Haghayegh, M. (2022). The competitive advantage of EWOM in digital marketing. *European Journal of Business and Management Research*, 7(2), 258–269. <https://doi.org/10.24018/ejbmr.2022.7.2.866>

Nasim, Z., & Hosein, N. (2012). Measuring the purchase intention of visitors to the auto show. *ResearchGate*. https://www.researchgate.net/publication/268172888_Measuring_the_Purchase_Intention_of_Visitors_to_the_Auto_Show

Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/jcm-10-2019-3450>

Park, D., Lee, J., & Han, I. (2007). The effect of On-Line consumer reviews on consumer purchasing intention: the moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <https://doi.org/10.2753/jec1086-4415110405>

Pentina, I., Bailey, A. A., & Zhang, L. (2015). Exploring effects of source similarity, message valence, and receiver regulatory focus on yelp review persuasiveness and purchase intentions. *Journal of Marketing Communications*, 24(2), 125–145. <https://doi.org/10.1080/13527266.2015.1005115>

Prough, G. E. (1990). Book Reviews : Consumer Behavior, Sixth Edition by James F. Engel, Roger D. Blackwell, and Paul W. Miniard (Hinsdale, Illinois: The Dryden Press, 789 pp. \$48.00). *Journal of the Academy of Marketing Science*, 18(3), 254–255. <https://doi.org/10.1177/009207039001800311>

Ramadhanny, F. (2019, November 14). 5 Jenis Video TikTok Paling favorit. *Detikinet*. <https://inet.detik.com/cyberlife/d-4785023/5-jenis-video-tiktok-paling-favorit>

Ratu, E. P. (2022). THE IMPACT OF DIGITAL MARKETING, SALES PROMOTION, AND ELECTRONIC WORD OF MOUTH



ON CUSTOMER PURCHASE INTENTION AT TIKTOK SHOP | Jurnal
EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi.
ejournal.unsrat.ac.id. <https://doi.org/10.35794/emba.v10i4.43705>

Rizaty, M. A. (2021, May 10). Industri Kosmetik Tumbuh 5,59 Persen, Ini Merek Perawatan Tubuh Terlaris pada Agustus 2021. *Katadata*. <https://databoks.katadata.co.id/datapublish/2021/10/05/industri-kosmetik-tumbuh-559-persen-ini-merek-perawatan-tubuh-terlaris-pada-agustus-2021>

Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An Empirical examination of the impact of EWOM information on young consumers' online purchase intention: Mediating role of eWOM Information Adoption. *SAGE Open*, *11*(4), 215824402110525. <https://doi.org/10.1177/21582440211052547>

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial least squares structural equation modeling. In *Springer eBooks* (pp. 1–40). https://doi.org/10.1007/978-3-319-05542-8_15-1

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial least squares structural equation modeling. In *Springer eBooks* (pp. 587–632). https://doi.org/10.1007/978-3-319-57413-4_15

Schiffman, L., O'Cass, A., & Paladino, A. (2014). *Consumer Behaviour* (6th ed.). Pearson Australia.

Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). Wiley & Sons, West Sussex.

Shen, X., Zhang, K. Z., & Zhao, S. J. (2014). Understanding Information Adoption in Online Review Communities: The Role of Herd Factors. *47th Hawaii International Conference on System Sciences*. <https://doi.org/10.1109/hicss.2014.81>

Skincare Trend di Indonesia. (2020, December 16). iPrice Lite. <https://iprice.co.id/trend/insights/produk-skincare-mana-yg-paling-banyak-ditonton-di-tiktok/>

Sulthana, A., & V., D. (2019). Influence of electronic word of mouth eWOM. *International Journal of Scientific & Technology Research*.

Sussman, S. W., & Siegal, W. S. (2003). Informational Influence in Organizations: An Integrated Approach to knowledge adoption. *Information Systems Research*, *14*(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>

Teng, S., & Khong, K. W. (2015). Conceptualising cues in social media. *International Journal of Internet Marketing and Advertising*, *9*(3), 233. <https://doi.org/10.1504/ijima.2015.071488>



Tien, D. H., Rivas, A. a. A., & Liao, Y. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia-Pacific Management Review*, 24(3), 238–249. <https://doi.org/10.1016/j.apmr.2018.06.003>

TikTok. (2021, July 1). More Tok on the Clock: Introducing longer videos on TikTok. *Newsroom / TikTok*. <https://newsroom.tiktok.com/en-us/longer-videos>

TikTok. (2023, September 12). Introducing TikTok Shop. *Newsroom / TikTok*. <https://newsroom.tiktok.com/en-us/introducing-tiktok-shop>

TikTok For Business. (2023). The new word-of-mouth marketplace: How TikTok drives action and satisfaction throughout the purchase journey | TikTok For Business Blog. *TikTok for Business*. <https://www.tiktok.com/business/en-US/blog/new-word-of-mouth-marketplace>

Weitzl, W. (2017). Measuring Electronic Word-of-Mouth effectiveness. In *Springer eBooks*. <https://doi.org/10.1007/978-3-658-15889-7>

Wu, P. C., Yeh, G. Y., & Hsiao, C. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal (Amj)*, 19(1), 30–39. <https://doi.org/10.1016/j.ausmj.2010.11.001>

Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt? *Electronic Commerce Research and Applications*, 17, 62–73. <https://doi.org/10.1016/j.elerap.2016.03.004>

Yang, F. (2016). Effects of restaurant satisfaction and knowledge sharing motivation on eWOM intentions. *Journal of Hospitality & Tourism Research*, 41(1), 93–127. <https://doi.org/10.1177/1096348013515918>

Yu, W. (2016). “Information Adoption Model, a Review of the Literature.” *Journal of Economics, Business and Management*, 4(11), 618–622.

Yuliatuti, N. (2020, August 2). Kemenperin "percantik" kinerja industri kosmetik. *Antara News*. <https://www.antarane.ws.com/berita/1644998/kemenperin-percantik-kinerja-industri-kosmetik>

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>

Zhang, J. Q., Craciun, G., & Shin, D. (2010). When does electronic word-of-mouth matter? A study of consumer product reviews. *Journal of Business Research*, 63(12), 1336–1341. <https://doi.org/10.1016/j.jbusres.2009.12.011>



Zhu, F., & Zhang, X. (2010). Impact of Online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, 74(2), 133–148. <https://doi.org/10.1509/jm.74.2.133>