



DAFTAR PUSTAKA

- Acharya, A. (2021). The impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth. *South Asian Journal of Business Studies*, 10(1), 29–48. <https://doi.org/10.1108/SAJBkS-07-2019-0126>
- Ajzen, I. (1985). Action Control: From Cognition to Behavior. In *SSSP Springer Series in Social Psychology*. http://dx.doi.org/10.1007/978-3-642-69746-3_2
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13(4), 411. <https://doi.org/10.1086/209080>
- Baek, T. H., & Morimoto, M. (2012). Stay away from me. *Journal of Advertising*, 41(1), 59-76. doi:10.2753/joa0091-3367410105
- Bosnjak, M., Galesic, M., & Tuten, T. (2007). Personality determinants of online shopping: Explaining online purchase intentions using a hierarchical approach. *Journal of Business Research*, 60(6), 597–605. <https://doi.org/10.1016/j.jbusres.2006.06.008>
- Carrillat, F. A., Lafferty, B. A., & Harris, E. G. (2005). Investigating sponsorship effectiveness: Do less familiar brands have an advantage over more familiar brands in single and multiple sponsorship arrangements? *Journal of Brand Management*, 13(1), 50–64. <https://doi.org/10.1057/palgrave.bm.2540245>
- Casaló, L. V., Flavián, C., & Guinalíu, M. (2008). Promoting consumer's participation in virtual brand communities: A new paradigm in branding strategy. *Journal of Marketing Communications*, 14(1), 19–36. <https://doi.org/10.1080/13527260701535236>
- Chen, J., Kou, G., Wang, H., & Zhao, Y. (2021). Influence identification of opinion leaders in social networks: an agent-based simulation on competing advertisements. *Information Fusion*, 76(January), 227–242. <https://doi.org/10.1016/j.inffus.2021.06.004>
- Edris, M. (2009). Pengulangan Pessn Suatu Iklan dalam Proses Pembelajaran (Studi Terhadap Iklan Pasta Gigi Pepsodent). *Dies Natalis Ke-27 Umk*, 1.
- Farisa, F (2021), “Kemenkes Ungkap Angka Kematian Pasien Covid-19 Usia 46-59 Tahun Naik 5 Kali Lipat”, Kompas. Tersedia di <https://nasional.kompas.com/read/2021/08/04/17061911/kemenkes-ungkap-angka-kematian-pasien-covid-19-usia-46-59-tahun-naik-5-kali>, diakses pada 23 April 2023.
- Glasgan, L. R., & Albarracin, D. (2016). Forming Attitudes That Predict Future Behavior: A Meta- Analysis of the Attitude–Behavior Relation Laura R. Glasman and Dolores Albarracín University of Florida Abstract. *Physiology & Behavior*, 176(1), 139–148. <https://doi.org/10.1037/0033-2909.132.5.778>.Forming
- Guarner, J., Jenkins, K. M., & Franks, N. M. (2018). Successful and unsuccessful



- point-of-care testing in the emergency room. *American Journal of Clinical Pathology*, 150(3), 190–192. <https://doi.org/10.1093/AJCP/AQY079>
- Ha, H.-Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour*, 4(6), 438–452. <https://doi.org/10.1002/cb.29>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2018). (2018). on Multivariate Data Analysis Joseph F . Hair Jr . William C . Black Eight Edition. In *International Journal of Multivariate Data Analysis* (Vol. 1, Issue 2).
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Huang, C. Y., Chou, C. J., & Lin, P. C. (2010). Involvement theory in constructing bloggers' intention to purchase travel products. *Tourism Management*, 31(4), 513–526. <https://doi.org/10.1016/j.tourman.2009.06.003>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, 22(5), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Ioanăs, E., & Stoica, I. (2020). Social Media and its Impact on Consumers Behavior Part 2. *Journal Kesehatan Prima*, 1(1), 1–5.
- Islam, M. M., & Hani, F. F. (2021). Hopes and reality: consumers' purchase intention towards whitening cream. *Future Business Journal*, 7(1), 1–12. <https://doi.org/10.1186/s43093-021-00098-1>
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22. <https://doi.org/10.1016/j.dsm.2021.02.004>
- Kang, M., Shin, D. H., & Gong, T. (2016). The role of personalization, engagement, and trust in online communities. *Information Technology and People*, 29(3), 580–596. <https://doi.org/10.1108/ITP-01-2015-0023>
- Kent, R. J., & Allen, C. T. (1994). Competitive Interference Effects in Consumer Memory for Advertising: The Role of Brand Familiarity. *Journal of Marketing*, 58(3), 97. <https://doi.org/10.2307/1252313>
- Kusnandar, V (2022), “Industri Kimia, Farmasi, dan Obat Tradisional Terus Tumbuh di Masa Pandemi Covid-19”, Databoks. Tersedia di



<https://databoks.katadata.co.id/datapublish/2022/03/29/industri-kimia-farmasi-dan-obat-tradisional-terus-tumbuh-di-masa-pandemi-covid-19>, diakses pada 23 April 2023.

- Lambillotte, L., Magrofuoco, N., Poncin, I., & Vanderdonckt, J. (2022). Journal of Retailing and Consumer Services Enhancing playful customer experience with personalization. *Journal of Retailing and Consumer Services*, 68(April), 103017. <https://doi.org/10.1016/j.jretconser.2022.103017>.
- Li, C. (2016). When does web-based personalization really work? The distinction between actual personalization and perceived personalization. *Computers in Human Behavior*, 54, 25-33. doi:10.1016/j.chb.2015.07.049.
- Lind, D.A., Marchal, W.G. and Wathen, S.A. (2022) *Statistical Techniques in Business & Economics*. New York, NY: McGraw Hill.
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53(October 2019), 101975. <https://doi.org/10.1016/j.jretconser.2019.101975>
- Nepomuceno, M. V., Laroche, M., & Richard, M. O. (2014). How to reduce perceived risk when buying online: The interactions between intangibility, product knowledge, brand familiarity, privacy and security concerns. *Journal of Retailing and Consumer Services*, 21(4), 619–629. <https://doi.org/10.1016/j.jretconser.2013.11.006>
- Nichols, J. H., & Nichols, J. H. (n.d.). *Utilizing point-of-care testing to optimize patient care*. 32, 140–144.
- Nicolaou, A. I., Ibrahim, M., & Van Heck, E. (2013). Information quality, trust, and risk perceptions in electronic data exchanges. *Decision Support Systems*, 54(2), 986–996. <https://doi.org/10.1016/j.dss.2012.10.024>
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 134–145. <https://doi.org/10.1108/APJBA-06-2016-0063>
- Pletikosa Cvijikj, I., & Michahelles, F. (2013). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3(4), 843-861. doi:10.1007/s13278-013-0098-8
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The role of social media content format and platform in users' engagement behavior. *Journal of Interactive Marketing*, 53, 47-65. doi:10.1016/j.intmar.2020.05.001
- Shukla, M., & Gupta, R. (2022). Effect of social media personalization on brand strength. *International Journal of Online Marketing*, 12(1), 1-22. doi:10.4018/ijom.299401



- Wang, X. W., Cao, Y. M., & Park, C. (2019). The relationships among community experience, community commitment, brand attitude, and purchase intention in social media. *International Journal of Information Management*, 49(July), 475–488. <https://doi.org/10.1016/j.ijinfomgt.2019.07.018>
- Westerman, D., Spence, P. R., & Van Der Heide, B. (2014). Social Media as Information Source: Recency of Updates and Credibility of Information. *Journal of Computer-Mediated Communication*, 19(2), 171–183. <https://doi.org/10.1111/jcc4.12041>
- Wisnubroto, K (2022), “Prospek Cerah Industri Farmasi”, Portal Informasi Indonesia. Tersedia di <https://www.indonesia.go.id/kategori/editorial/4229/prospek-cerah-industri-farmasi?lang=1>, diakses 23 April 2023.
- Xiaobo, P. (2014). The Path of Influence of E-WOM on Consumer Purchase Intention-Based on Electronic Commerce in China. *Journal of Chemical and Pharmaceutical Research*, 6(6), 976–983. <http://jocpr.com/vol6-iss6-2014/JCPR-2014-6-6-976-983.pdf>
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/JSM-01-2017-0031>
- Zhang, C.B. and Lin, Y.H. (2015) ‘Exploring interactive communication using social media’, *The Service Industries Journal*, 35(11–12), pp. 670–693. doi:10.1080/02642069.2015.1064396.
- Zhao, Y., Kou, G., Peng, Y., & Chen, Y. (2018). Understanding influence power of opinion leaders in e-commerce networks: An opinion dynamics theory perspective. *Information Sciences*, 426, 131–147. <https://doi.org/10.1016/j.ins.2017.10.031>