

## DAFTAR PUSTAKA

- Aaker, D.A. (1991). *Managing Brand Equity*. Free Press, New York.
- Aaker, D.A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38 (3), 102-120.
- Anandra, F. (2017). Analisis Pengaruh Keadilan Harga Pada Getok Tular Konsumen Wanita Untuk Pembelian Kosmetik Di Kota Yogyakarta. *Tesis*. Program Magister Manajemen Universitas Gadjah Mada, Yogyakarta.
- Anselmsson, J., Bondesson, N.V., Johansson, U. (2014). Brand Image and Customers' Willingness To Pay a Price Premium for Food Brands. *Journal of Product & Brand Management*, 23 (2), 90-102,
- Ardhiyansyah, A. (2018). Sikap Konsumen Pada Toko Daring Produk Fesyen di Indonesia, Efek Pada Kualitas Website, Getok Tular Elektronik, Manfaat Dirasakan dan Kepercayaan. *Tesis*. Program Magister Manajemen Universitas Gadjah Mada, Yogyakarta.
- Aryandi, M.P.G. (2011). Pengaruh Pengalaman Masa Lalu Dan Kesadaran Konsumen Terhadap Pembelian Produk Merek Toko Di Yogyakarta. *Tesis*. Program Magister Manajemen Universitas Gadjah Mada, Yogyakarta.
- Ashforth, B. E., Mael, F. (1989). Social Identity Theory and The Organization. *Academy of Management Review*, 14 (1), 20-39.
- Augusto, M., Torres, P. (2018). Effects of Brand Attitude and eWOM on Consumers' Willingness To Pay in The Banking Industry: Mediating Role of Consumer-Brand Identification and Brand Equity. *Journal of Retailing and Consumer Services*, 42, 1-10.
- Bagozzi, R.P., Dholakia, U.M. (2006). Antecedents and Purchase Consequences of Customer Participation In Small Group Brand Communities. *International Journal of Research in Marketing*, 23 (1), 45-61.
- Bambauer-Sachse, S., Mangold, S. (2011). Brand Equity Dilution Through Negative Online Word-Of-Mouth Communication. *Journal of Retailing and Consumer Services*, 18, 38-45.
- Basri, S. (2011). Analisis Kuadran Harapan dan Persepsi Publik. Tersedia di <http://setabasri01.blogspot.com/2011/04/analisis-deskriptif-dengan-importance.html>, diakses pada 18 Desember 2018.

- Berli, A., Martín, J.D., Quintana, A. (2004). A Model Of Customer Loyalty In The Retail Banking Market. *European Journal Of Marketing*, 38, 253-275.
- Casidy R., Wymer W. (2016). A Risk Worth Taking: Perceived Risk as Moderator of Satisfaction, Loyalty, and Willingness-To-Pay Premium Price. *Journal of Retailing and Consumer Services*, 32, 189–197.
- Davcik, N.S., Sharma, P., Lee, N., Dennis, C. (2015). Impact Of Product Differentiation, Marketing Investments and Brand Equity on Pricing Strategies: a Brand Level Investigation. *European Journal Of Marketing* 49 (5/6), 760–781.
- De Pelsmacker, P., Geuens, M., Van den Bergh, J. (2007.) *Marketing Communications: A European Perspective*. Pearson Education, London.
- Djayapranata, G.F. (2017). Peran Mediasi Kredibilitas Merek Dan Reputasi Perusahaan Dalam Pengaruh Tanggung Jawab Sosial Perusahaan Yang Dipersepsikan Pada Ekuitas Merek Perusahaan Rokok. *Tesis*. Program Magister Manajemen Universitas Gadjah Mada, Yogyakarta.
- DPR. (2014). Undang-Undang Republik Indonesia Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal. Tersedia di [www.dpr.go.id/dokjdi/document/uu/1615.pdf](http://www.dpr.go.id/dokjdi/document/uu/1615.pdf), diakses pada 7 Desember 2018.
- Durkin, M., McGowan, P., Murray, L. (2014). Perspectives On The Potential For Social Media To Improve Communication In Small Business-Bank Relationships. *International Journal of Entrepreneurship and Innovation Management*, 15, 251-264.
- Felia, J.(2016). Brand Attitude dan Purchase Intention Pada Pasar Pembalut Tipe Slim: Charm Body Fit Super Slim vs Laurire Double Comfort (Part 3). Tersedia di <https://sbm.binus.ac.id/2016/10/24/brand-attitude-dan-purchase-intention-pada-pasar-pembalut-tipe-slim-charm-body-fit-super-slim-vs-laurier-double-comfort-part-3/>, diakses pada 2 September 2018.
- Ghozali, I. (2014). *Model Persamaan Struktural Konsep Dan Aplikasi Dengan Program AMOS 22 Update Bayesian SEM*, 6<sup>th</sup> edition. Badan Penerbit Universitas Diponegoro, Semarang.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Dengan Program AMOS 24 Update Bayesian SEM*, 7<sup>th</sup> edition. Badan Penerbit Universitas Diponegoro, Semarang.
- Global Business Guide Indonesia. (2018). Indonesia’s Cosmetics Industry: The Rise Of Halal Cosmetics. Tersedia di [http://www.gbgingonesia.com/en/manufacturing/article/2018/indonesia\\_s\\_](http://www.gbgingonesia.com/en/manufacturing/article/2018/indonesia_s_)

cosmetics\_industry\_the\_rise\_of\_halal\_cosmetics\_11842.php, diakses pada 7 Desember 2018.

Global Healthcare. (2016). Indonesia: Personal Care & Cosmetics Products. Tersedia di <https://build.export.gov/build/idcplg>, diakses pada 7 Desember 2018.

Halal Corner. (2018). Daftar Kosmetik Bersertifikat Halal MUI 2018. Tersedia di <https://www.halalcorner.id/daftar-kosmetik-bersertifikat-halal-mui-per-2018/>, diakses pada 7 Desember 2018.

Harrison-Walker, J.L. (2001). The measurement of Word-Of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents. *Journal of Service Research*, 41, 60-75.

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, 38-52.

Hennig-Thurau, T., Gwinner, K., 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, 38-52.

Hess, R.L., Ring, L. (2016). The Influence of The Source and Valence of Word-Of-Mouth Information on Post-Failure and Post-Recovery Evaluations. *Service Business*, 10, 319-343.

Hirschman, E., Holbrook, M. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46, 92-101.

Investor Daily. (2018). Industri Kosmetik Nasional Tumbuh 20%. Tersedia di <http://www.kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>, diakses pada 21 Agustus 2018.

Jalilvand, Reza, M., Samiei, N. (2012). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention. *Journal of Marketing*, 30 (4), 460-476

Kay, M.J. (2006). Strong Brands and Corporate Brands. *European Journal Of Marketing*, 40, 742-760.

Keh, H.T., Xie, Y. (2009). Corporate Reputation and Customer Behavioral Intentions: The Roles of Trust, Identification, and Commitment. *Industrial Marketing Management*, 38, 732-742.

- Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57, 1-22.
- Kotler, P., Keller, K. L. (2012). *Marketing Management*, 14<sup>th</sup> edition. Pearson Education Inc, New Jersey.
- Kozinets, R.V., de Valck, K., Wojnicki, A.C., Wilner, S.J.S. (2015). Networked Narratives: Understanding Word-Of-Mouth Marketing in Online Communities. *Journal of Marketing*, 74, 71-89.
- Lam, S.K., Ahearne, M., Hu, Y., Schillewaert, N. (2010). Resistance to Brand Switching When a Radically New Brand is Introduced: a Social Identity Theory Perspective. *Journal of Marketing*, 74, 128-146.
- Lam, S.K., Ahearne, M., Mullins, R., Hayati, B., Schillewaert, N. (2013). Exploring The Dynamics of Antecedents To Consumer-Brand Identification With a New Brand. *Journal of The Academy of Marketing Science*, 41, 234-252.
- Lamberton, C., Stephen, A. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution From 2000 to 2015 and an Agenda For Future Inquiry. *Journal of Marketing*, 80, 146-172.
- Liao, Y.K., Wu, W.Y., Ju, T.L. (2017). Cognitive, Experiential, and Marketing Factors Mediate the Effect of Brand Personality on Brand Equity. *Social Behavior and Personality*, 45, 1-18.
- Lin, C. (2013). Electronic Word-Of-Mouth: The Moderating Roles Of Product Involvement And Brand Image. Tersedia di [http://www.toknowpress.net/ISBN/978-961-6914-07-9/papers/S3\\_29-47.pdf](http://www.toknowpress.net/ISBN/978-961-6914-07-9/papers/S3_29-47.pdf), diakses pada 5 September 2018).
- Mael, F., & Ashforth, B. E. (1992). Alumni and Their Alma Mater: A Partial Test of The Reformulated Model of Organizational Identification. *Journal of Organizational Behavior*, 13(2), 103-123.
- Maity, M., Gupta, S. (2016). Mediating Effect of Loyalty Program Membership on The Relationship Between Advertising Effectiveness and Brand Loyalty. *Journal of Marketing Theory and Practice*, 24, 462-481.
- Mishra, A., Dash, S.B., Cyr, D. (2014). Linking User Experience and Consumer-Based Brand Equity: The Moderating Role of Consumer Expertise and Lifestyle. *Journal of Product and Brand Management*, 23, 333-348.
- Molinari, L.K., Abratt, R., Dion, P. (2008). Satisfaction, Quality and Value and Effects on Repurchase and Positive Word-Of-Mouth Behavioral Intentions in a B2B Services Context. *Journal of Service Marketing*, 22, 363-373.

- Netemeyer, R.G., et. al. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57 (2), 209-224.
- 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,
- Priem, R. (2007). A consumer perspective on value creation. *Academy of Management Review*, 32, 219–235.
- PT. Paragon Technology and Innovation. (2018). The History About Paragon. Tersedia di <https://www.paragon-innovation.com/about-paragon>, diakses pada 3 September 2018.
- Santoso, S. (2018). Konsep dasar Dan Aplikasi SEM Dengan AMOS 24. Pt. Elex Media Komputindo, Jakarta.
- Sari, N.P. (2017). Model Perilaku Menyusui Asi Eksklusif Di Kalangan Ibu Bekerja: Sebuah Penerapan Teori Kognitif Sosial. *Tesis*. Program Magister Manajemen Universitas Gadjah Mada, Yogyakarta.
- Sekaran, U., Bougie, R. (2010). *Research Methods for Business: a Skill Building Approach*, 5<sup>th</sup> edition. John Wiley and Sons, Ltd., Chichester, West Sussex, UK.
- Septia, P. (2018). Wardah Meluncurkan Lini Premium Bertajuk Instaperfect. Tersedia di <http://www.harpersbazaar.co.id/articles/read/8/2018/5557/Wardah-Meluncurkan-Lini-Premium-Bertajuk-Instaperfect>, diakses pada 3 September 2018.
- Sethuraman, R. (2000). *What Makes Consumers Pay More For National Brands Than For Private Labels – Image or Quality?*. Marketing Science Institute Paper Series, Cox School of Business, Southern Methodist University.
- Sethuraman, R. (2003). Measuring National Brands' Equity Over Store Brands. *Review of Marketing Science*, 1, 1-26.
- Shin, N., et.al. (2014). The Effect of Brand Equity on Brand Attitude and Brand Loyaty in Exhibition. Tersedia di [https://www.shs-conferences.org/articles/shsconf/pdf/2014/09/shsconf\\_4ictr2014\\_01018.pdf](https://www.shs-conferences.org/articles/shsconf/pdf/2014/09/shsconf_4ictr2014_01018.pdf), diakses pada 2 September 2018.
- Sigma Research. (2017). Tren dan Perilaku Pasar Kosmetik Indonesia Tahun 2107. Tersedia di <http://sigmaresearch.co.id/tren-dan-perilaku-pasar-kosmetik-indonesia-tahun-2017/>, diakses pada 7 Desember 2018.

- So, K.K.F., et.al. (2013). The Influence Of Customer Brand Identification On Hotel Brand Evaluation And Loyalty Development. *International Journal of Hospitality*, 34, 31-41.
- So, K.K.F., et.al. (2017). The Missing Link In Building Customer Brand Identification: The Role Of Brand Attractiveness. *Tourism Management*, 59, 640-651.
- Solomon, M.R. (2014). *Consumer Behavior: Buying, Having, and Being*. Prentice Hall, Engelwood Cliffs, NJ.
- Statista. (2018). Cosmetics & Personal Care. Tersedia di <https://www.statista.com/outlook/70000000/120/cosmetics-personal-care/indonesia#market-onlineRevenueShare>, diakses pada 7 Desember 2018.
- Stokburger-Sauer, N., Ratneshwar, S., Sen, S. (2012). Drivers of Consumer Brand Identification. *International Journal of Research in Marketing*, 29, 406-418.
- Tajfel, H., Turner, J.C. (1979). *The Social Identity Theory of Intergroup Behavior*. In: Worchel, S., Austin, W.G., Eds., 2<sup>th</sup> edition. Psychology of intergroup relations. Nelson-Hall, Chicago.
- Thompson, M., MacInnis, D.J., Park, C.W. (2005). The Ties That Bind: Measuring The Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 15, 77-91.
- Torres, P., Augusto, M., Godinho, P. (2017). Predicting High Consumer-Brand Identification and High Repurchase: Necessary and Sufficient Conditions. *Journal of Business Research*, 79, 52-65.
- Tuškej, U., Podnar, K. (2018). Exploring Selected Antecedents of Consumer-Brand Identification: The Nature of Consumer's Interactions With Product Brands. *Baltic Journal of Management*, 13 (4), 451-470
- Voester, J., Ivens, B., Leischnig, A. (2016). Partitioned Pricing: Review of The Literature and Directions For Further Research. *Review of Managerial Science*, 11, 879-931.
- Wardah Beauty. (2018). TV Commercial: Wardah Instaperfect 30s [Berkas Video]. Diperoleh dari [https://www.youtube.com/watch?v=lzW6ernxtsY&list=RDQMMCRrvDmLBhI&start\\_radio=1](https://www.youtube.com/watch?v=lzW6ernxtsY&list=RDQMMCRrvDmLBhI&start_radio=1), diakses pada 15 Oktober 2018.

- Widjaya, I. (2015). Kisah Jatuh Bangun Bisnis Wardah. Tersedia  
[dhttps://www.dream.co.id/fresh/kisah-jatuh-bangun-bisnis-wardah-140430f.html](https://www.dream.co.id/fresh/kisah-jatuh-bangun-bisnis-wardah-140430f.html), diakses pada 30 Agustus 2018.
- Wolter, J.S., Brach, S., Cronin Jr, J.J., Bonn, M. (2016). Symbolic Drivers of Consumer- Brand Identification and Disidentification. *Journal of Business Research*, 69, 785-793.
- Ye, Q., Law, R., Gu, B., Chen, W. (2011). The influence of user-generated content on traveler behavior: an empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human Behavior*, 27, 634–639.
- Yoganathan, D., Jebarajakirthy, C., Thaichon, P. (2015). The Influence of Relationship Marketing Orientation on Brand Equity in Banks. *Journal of Retailing and Consumer Service*, 26, 14-22.
- Zarantonello, L., Schmitt, B.H. (201). The Impact of Event Marketing on Brand Equity: The Mediating Roles of Brand Experience and Brand Attitude. *International Journal of Advertising*, 32, 255–280.
- 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.
- Zhu, Y.Q., Chen, H.G. (2015). Social Media and Human Need Satisfaction: Implications For Social Media Marketing. *Business Horizons*, 58, 335–345.