



DAFTAR PUSTAKA

- _____(2016), “Konsumen Indonesia Lebih Suka Merek Kosmetik Global,” *Databoks Katadata Online*. Available at: <https://databoks.katadata.co.id/datapublish/2016/11/17/konsumen-indonesia-lebih-suka-merek-kosmetik-global>, accessed on Juni 23, 2020.
- _____(2020), “Perubahan Gaya Hidup Dorong Industri Kosmetik”, *Kemenperin Online*. Available at: <http://www.kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>, accessed on Juni 12, 2020.
- Alam, S.S. dan Yasin, N.M. (2010), “The antecedents of online brand trust: Malaysian evidence”, *Journal of Business Economics and Management*, Vol. 11, No. 2, 210-226.
- Albert, N., Merunka, D. dan Valette-Florence, P. (2013), “Brand Passion: Antecedents and Consequences”, *Journal of Business Research*, Vol. 66, No. 7, 904-909.
- Algharabat, R.S. (2017), “Linking Social Media Marketing Activities with Brand Love: The Mediating Role of Self-Expressive Brands”, *Kibernetes*, Vol. 46, No. 10, 1801-1819.
- Almana, A.M. dan Mirza, A.A. (2013), “The Impact of Electronic Word of Mouth on Consumers’ Purchasing Decisions”, *International Journal of Computer Application*, Vo. 82, No. 9, 23-31.
- Angelin, R. (2018), “Banyak yang Nggak Tahu, 14 Brand Kosmetik yang Sekilas Namanya Asing Ini Buatan Anak Bangsa Lho!”, *Hipwee Online*. Available at: <https://www.hipwee.com/style/banyak-yang-nggak-tahu-14-brand-kosmetik-indie-ini-asli-buatan-anak-bangsa-lho/>, accessed on July 23, 2020.
- Annistri, A. (2020), “Brand Makeup Lokal Terbaik 2020, Sudah Coba yang Mana?”, *Cekaja Online*. Available at: <https://www.cekaja.com/info/brand-makeup-lokal-terbaik-2020-sudah-coba-yang-mana/>, accessed on July 29, 2020.
- Anselmsson, J., Bondesson, N.V. dan Johansson, U. (2014), “Brand Image and Customers’ Willingness to Pay a Price Premium for Food Brand”, *Journal of Product and Brand Management*, Vol. 23, No. 2, 90-102.
- APJII. (2018), “Hasil Survei Penetrasi dan Perilaku Pengguna Internet Indonesia 2018,” *APJII Online*. Available at:



<https://apjii.or.id/content/read/39/410/Hasil-Survei-Penetrasikan-Perilaku-Pengguna-Internet-Indonesia-2018>, accessed on Juni 11, 2020.

Arenas-Gaitan, J. dan Rondan-Cataluna, F.J. (2013), “Social Identity, Electronic Word-of-Mouth and Referrals in Social Network Services”, *Kybernetes*, Vol.42, No. 8, 1149-1165.

Arnett, D.B., German, S.D. dan Hunt, S.D. (2003), “The Identity Salience Model of Relationship Marketing Success: The Case of Nonprofit Marketing”, *Journal Marketing*, 67, 89-105.

Augusto, M. dan 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*, No. 42, 1-10.

Augusto, M. Godinho, P. dan Torres, P. (2019), “Building Customers’ Resilience to Negative Information in The Airline Industry”, *Journal of Retailing and Consumer Services*, 50, 235-248.

Baron, R.M. dan Kenny, D.A. (1986), “The Moderator-Mediator Variable Distinction in Social Psychological Research, Conceptual, Strategic and Statistical Consideration”, *Journal of Personality and Social Psychology*, Vol. 51, No. 6, 1173-1182.

Binwani, K.J. dan Ho, J.S.Y. (2019), “Effects of Social Media on Cosmetic Brands”, *Journal of Marketing Advances and Practices*, Vol. 1, 1-10.

Casidy, R dan 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*, Vol. 32, 189-197.

Chan, Y.Y.Y dan Ngai, E.W.T. (2011), “Conceptualising Electronic Word of Mouth Activity: An Input-Process-Output Perspective”, *Marketing Intelligence and Planning*, Vol. 29, No. 5, 488-516.

Chang, J.H. dan Wang S.H. (2019), “Different Levels of Destination Expectation: The Effects of Online Advertising and Electronic Word-of-Mouth”, *Telematics and Informatics* 36, 27-38.

Chaudhuri, A. dan Ligas, M. (2009), “Consequences of Value in Retail Markets”, *Journal of Retailing*, Vol. 85, No. 3, 406-419.

Cheung, C.M.K dan Thadani, D.R. (2010), “The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis”, *23rd Bled eConference*



eTrust: Implications for The Individual, Enterprises and Society, Bled, Slovenia, 2010, 329-345.

Cooper, D.R. dan Schindler, P.S. (2014), *Business Research Method*, Twelve Edition, New York: McGraw-Hill Education.

Del Rio, A.B., Vazquez, R. dan Iglesias, V. (2001), “The Effects of Brand Associations on Consumer Response”, *Journal of Consumer Marketing*, Vol. 18 No. 5, 410-425.

Dellarocas, C. (2003), “The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms”, *Management Science*, Vol. 49, No. 10, 1407-1424.

Durkin, M., McGowan, P. dan Murray, L. (2014), “Perspectives on The Potential for Social Media to Improve Communication in Small Business–Bank Relationships”, *International Journal of Entrepreneurship and Innovation*, Vol. 15, No. 4, 251-264.

Dwivedi, A., Nayeem, T. dan Murshed, F. (2018), “Brand Experience and Consumers’ Willingness-to-Pay (WTP) a Price Premium: Mediating Role of Brand Credibility and Perceived Uniqueness”, *Journal of Retailing and Consumer Services*. Vol.44, 100-107.

EIBN. (2019), “Cosmetics,” *EIBN Sector Reports*, hal.7-66.

Evans, C. dan Erkan, I. (2014), “The Impacts of Electronic Word of Mouth in Social Media on Consumers Purchase Intentions”, The International Institute of Knowledge Management (TIIKM). Available at: <http://tiikm.com/publication/ICODM-2014Online-Proceeding-Book.pdf>, accessed on July 7, 2020.

Fournier, S. dan Lee, L. (2009), “Getting Brand Communities Right”, *Harvard Business Review*, Vol. 87 No. 4, 343-373.

Ghozali, I. (2011), *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2016), *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro.

Gioia, D.A., Scultz, M. dan Corley, K.G. (2000), “Organizational Identity, Image, and Adaptative Instability”, *Academy of Management Review*, Vol. 25, No. 1, 63-81.



Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. dan 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, 5833-5841.

Gonzalez-Rodriguez, M.R dan Diaz-Fernandez, M.C. (2019), “Factors Influencing Willingness of Customers of Environmentally Friendly Hotels to Pay a Price Premium”, *International Journal of Contemporary Hospitality Management*, Vol. 32, No. 1, 60-80.

Graham, K.W. dan Wilder, K.M. (2020), “Consumer-Brand Identity and Online Advertising Message Elaboration”, *Journal of Research in Interactive*, Vol. 12, No. 1, 111-132.

Gujarati, D., dan Porter, D. (2009), *Basic Econometric*, 5th Edition, New York: McGraw Hill Inc.

Hair, J.J., Black, W.C., Babin, B.J., Anderson, R.E., dan Tahtham, B. (2006), *Multivariate Data Analysis, Sixth Edition*. Pearson Education.

Hair, J.J., Black, W.C., Babin, B.J., dan Anderson, R.E. (2014), *Multivariate Data Analysis*, Seventh Edition. Harlow: Pearson.

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*, Vol. 41, No. 1, 60-75.

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.

He, H., Li, Y. dan Harris, L. (2012), “Social Identity Perspective on Brand Loyalty”, *Journal of Business Research*, Vol. 65, No. 5, 648-657.

Hennig-Thurau, T., Gwinner, K., Walsh, G. dan 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, 38-52.

Horváth, C. dan van Birgelen, M. (2015), “The Role of Brands in The Behavior and Purchase Decisions of Compulsive Versus Noncompulsive Buyers”, *European Journal of Marketing*, Vol. 49, 2-21.



Howcroft, B., Durkin, M., Armstrong, G. dan Emerson, E. (2007), “Small Business-Bank Relationships and The Role of Internet Banking”, *The Service Industries Journal*, Vol. 27, No. 7, 947-961.

Ishak, S., Omar, A.R.C. Khalid, K. Ghafar, I.S.A. dan Hussain, M.Y. (2019), “Cosmetics Purchase Behavior of Educated Millenial Muslim Females”, *Journal of Islamic Marketing*, Vol.11, No.5, 1055-1071.

Jalilvand, M.R., Salimipour, S., Elyasi, M. dan Mohammadi, M. (2016), “Factors Influencing Word of Mouth Behaviour in The Restaurant Industry”, *Marketing Intelligence and Planning*, Vol. 35, No.1, 81-110.

Keh, H.T. dan Xie, Y. (2009), “Corporate Reputation and Customer Behavioral Intentions: The Roles of Trust, Identification, and Commitment”, *Industrial Marketing Management*, Vol. 38, No. 7, 732-742.

Keller, K.L. (2008), “Strategic Brand Management: Building, Measuring, and Managing Brand Equity”, Prentice Hall, Englewood Cliffs, NJ.

Keller, K.L. (2009), “Building Strong Brands in Modern Marketing Communications Environment”, *Journal of Marketing Communications*, Vol. 15, No. 2/3, 139-155.

Kim, A. dan Ko, E. (2012), “Do Social Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand”, *Journal of Business Research*, Vol. 65, No. 10, 1480-1486.

Kline, R. (2017), *Principles and Practice of Structural Equation Modeling*, Third Edition. New York: The Guilford Press.

Kozinets, R., de Valck, K., Wojnicki, A. dan Winer, S. (2010), “Networked Narratives: Understanding Word-Of-Mouth Marketing in Online Communities”, *Journal of Marketing*, Vol. 74, No. 2, 71-89.

Lam, S.K., Ahearne, M., Hu, Y. dan Schillewaert, N. (2010), “Resistance to Brand Switching When a Radically New Brand is Introduced: A Social Identity Theory Perspective”, *Journal of Marketing*, Vol. 74 No. 6, 128-146.

Lam, S.K., Ahearne, M., Mullins, R., Hayati, B. dan Schillewaert, N. (2013), “Exploring The Dynamics of Antecedents to Consumer–Brand Identification With a New Brand”, *Journal of the Academy of Marketing Science*, Vol. 41, No. 2, 234-252.

Lamberton, C. dan 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*, Vol. 80, No. 6, 146-172.

Lee, J., Park, D.H., dan Han, I. (2008). “The Effect of Negative Online Consumer Reviews on Product Attitude: An Information Processing View Electronic Commerse Research and Applications”, Vol. 7, No. 3, 341.

Martin, K. dan Todorov, I. (2010), “How Will Digital Platforms Be Harnessed in 2010, and How Will They Change The Way People Interact with Brands?”, *Journal of Interactive Advertising*, Vol. 10, No. 2, 61-66.

Muntinga, D., Moorman, M. dan Smit, E. (2011), “Introducing Cobras: Exploring Motivations for Brand Related Social Media Use”, *International Journal of Advertising*, Vol. 30, No. 1, 13-46.

Netemeyer, R.G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., dan Wirth, F. (2004), “Developing and Validating Measures of Facets of Customer Based Brand Equity”, *Journal of Business Research*, Vol. 57, No. 2, 209-224.

Nuseir, M.T. (2019), “The Impact of Electronic Word of Mouth (e-WOM) on The Online Purchase Intention of Consumers in The Islamic Countries-a Case of (UAE)”, *Journal of Islamic Marketing*.

Park, N., Kee, K.F. dan Valenzuela, S. (2009), “Being Immersed in Social Networking Environment: Facebook Groups, Uses and Gratifications, and Social Outcomes”, *Cyberpsychology & Behavior*, Vol. 12, No. 6, 729-733.

Phan, M., Thomas, R. dan Heine, K. (2011), “Social Media and Luxury Brand Management: The Case of Burberry”, *Journal of Global Fashion Marketing*, Vol. 2, No. 4, 213-222.

Qiutong, M dan Rahman, Md. J. (2019), “The Impact of Cosmetics Industry Social Media Marketing on Brand Loyalty: Evidence from Chinese College Students”, *Academy of Marketing Studies Journal*, Vol.23, 1-15.

Rather, R.A., Theseen, S. dan Parrey, S.H. (2018), “Promoting Customer Brand Engagement and Brand Loyalty Through Customer Brand Identification and Value Congruity”, *Spanish Journal of Marketing*, Vol. 22, No.3, 321-339.

Schermelleh-Engel, K., Moosbrugger, H. dan Muller, H. (2003), “Evaluating The Fit of Structural Equation Models: Test of Significance and Descriptive Goodness-of-Fit Measures”, *Methods of Psychological Research*, Vol. 8, No.2, 23-74.

Schindler, P.S. (2019). *Business Research Methods*. New York: McGraw-Hill.



Sehar, R., Ashraf, S. dan Azam, F. (2019), “The Influence of Social Media’s Marketing Efforts on Brand Equity and Consumer Response”, *The IUP Journal of Marketing Management*, Vol. 18, No.2, 30-54.

Sekaran, U., dan Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*, Seventh Edition. West Sussex: John Wiley & Sons Ltd.

Sigmaresearch. (2017), “Tren dan Perilaku Pasar Kosmetik Indonesia Tahun 2017”, *Sigmaresearch Online*. Available at: <http://sigmaresearch.co.id/tren-dan-perilaku-pasar-kosmetik-indonesia-tahun-2017/>, accessed on July 2, 2020.

Singh, G. dan Pandey, N. (2018), “The Determinants of Green Packaging that Influence Buyers’ Willingness to Pay a Price Premium”, *Australasian Marketing Journal*. Vol. 26, 221-230.

So, K., King, C., Hudson, S. dan Meng, F. (2017), “The Missing Link in Building Customer Brand Identification: The Role of Brand Attractiveness”, *Tourism Management*, Vol. 59, 640-651.

Sprott, D., Czellar, S. dan Spangenberg, E. (2009), “The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale”, *Journal of Marketing Research*, Vol. 46, No. 1, 92-104.

Stokburger-Sauer, N., Ratneshwar, S. dan Sen, S. (2012), “Drivers of Consumer-Brand Identification”, *International Journal of Research in Marketing*, Vol. 29, No. 4, 406-418.

Thomson, M., MacInnis, D.J. dan Park, C.W. (2005), “The Ties That Bind: Measuring The Strength of Consumers’ Emotional Attachments to Brands”, *Journal of Consumer Psychology*, Vol. 15, No. 1, 77-91.

Torres, P., Augusto, M. dan Godinho, P. (2017), “Predicting High Consumer-Brand Identification and High Repurchase: Necessary and Sufficient Conditions”, *Journal of Business Research*, Vol. 79, 52-65.

Torres, P., Augusto, M. dan Wallace, E. (2018), “Improving Consumers’ Willingness to Pay Using Social Media Activities”, *Journal of Services Marketing*, Vol. 32, No. 7, 880-896.

Tsai, W.H.S. dan Men, L.R. (2013), “Motivations and Antecedents of Consumer Engagement with Brand Pages on Social Networking Sites”, *Journal of Interactive Advertising*, Vol. 13, No. 2, 76-87.



Tuskej, U. dan Podnar, K. (2018), “Exploring Selected Antecedents of Consumer-Brand Identification: The Nature of Consumer’s Interactions with Product Brands”, *Baltic Journal of Management*, Vol.13, No. 4, 451-470.

Tuten, T.L. dan Solomon, M.R. (2017), *Social Media Marketing*. Newbury Park, CA: Sage Publications.

Widhiarso, W. (2009), “*Praktek Model Persamaan Struktural (SEM) Melalui Program AMOS*,” working paper, Fakultas Psikologi, Universitas Gadjah Mada, Yogyakarta.

Wolter, J.S., Brach, S., Cronin, J.J., Jr. dan Bonn, M. (2016), “Symbolic Drivers of Consumer-Brand Identification and Disidentification”, *Journal of Business Research*, Vol. 69, No. 2, 785-793.

Xiao, N. dan Lee, S.H. (2014), “Brand Identity Fit in Co-branding: The Moderating Role of C-B Identification and Consumer Coping,” *European Journal of Marketing*, Vol.48, 1239-1254.

Yeh, C., Wang, Y dan Yieh, K. (2016), “Predicting Smartphone Brand Loyalty: Consumer Value and Consumer-Brand Identification Perspectives”, *International Journal of Information Management*, Vol. 36, No. 3, 245-257.

Yusuf, A.S., Hussin, A.R.C dan Busalim, A.H. (2018), “Influence of e-WOM Engagement on Consumer Purchase Intention in Social Commerce”, *Journal of Services Marketing*, Vol 32, No. 4, 493-504.

Zap Beauty Index. (2018), “Lets Talk Beauty,” Markplus.Inc.

Zhang, T.C., Omran, B.A dan Cobanoglu, C. (2016), “Generation Y’s Positive and Negative eWOM: Use of Social Media and Mobile Technology”, *International Journal of Contemporary Hospitality Management*, Vol.29, No.2, 732-761.