

## DAFTAR PUSTAKA

Alalwan, A.A., Rana, N.P., Dwivedi, Y.K., Algharabat, R., 2017. Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*. 34 (7), 1177–1190.

Alhabash, S., Mundel, J., and Hussain, S.A. 2017. Social Media Advertising: Unraveling the mystery box. Edited by. Rodgers, S. and Thorson, E. *Digital Advertising: Theory and Research*. Routledge. 3rd ed. 285-299.

Bennett, R. and Koudelova, R. (2000), “Market closeness, commitment, and the international customisation of brand image: the case of Western brands in the Czech Republic”, *Journal of Brand Management*, Vol. 8 No. 1, pp. 54-68.

Chakraborty, U., & Biswal, S.K. (2020). Impact of online reviews on consumer’s hotel booking intentions: Does brand image mediate, *Journal of Promotion Management*, 26(7), 943-963

Chakraborty, Uttam & Bhat, Savita. (2018). Credibility of Online Reviews and Its Impact on Brand Image. *Management Research Review*. 41. 148-164. 10.1108/MRR-06-2017-0173.

Chhetri, S., Fernandes, S., & Baby, S. (2021). Validating Purchase Intentions for Green Cosmetic Products: Applying and Extending theory of Planned Behavior. *INFORMATION TECHNOLOGY IN INDUSTRY*, 9(1), 773-785.

Chu, S. and Keh, H.T. (2006), “Brand value creation: analysis of the interbrand-business week brand value rankings”, *Marketing Letters*, Vol. 17 No. 4, pp. 323-331.

Chu, S.C., Kamal, S., Kim, Y., (2013). Understanding consumers’ responses toward social media advertising and purchase intention toward luxury products. *Journal of Global Fashion Marketing*. 4 (3), 158–174.

Dao, W.V., Le, A.N.H., Cheng, J.M., Chen, D.C., 2014. Social media advertising value: The case of transitional economies in Southeast Asia. *Int. J. Advertising*. 33 (2), 271–94.

Diamantopoulos, A., Schlegelmilch, B., & Palihawadana, D. (2011). The relationship between country of origin image and brand image as drivers of purchase intentions: A test of alternative perspectives. *International Marketing Review*.

Edward, V.V, (2017). *Science of People*. Diakses pada 12 Oktober 2022 dari <https://www.scienceofpeople.com/makeup/>

Essence. (November 21, 2021). Product categories that consumers bought or intended to buy on social networks in selected countries worldwide as of July 2021 [Graph]. In Statista. Retrieved October 27, 2022, from <https://www-statista-com.upm.remotlog.com/statistics/1341295/social-commerce-product-category-preference-by-country/>

Fu, S., Yan, Q., & Feng, G. C. (2018). Who will attract you? Similarity effect among users on online purchase intention of movie tickets in the social shopping context. *International Journal of Information Management*, 40, 88-102.

Ghorban, Z.S. (2012), “The role of advertising and promotions in enhancing brand credibility and customers ‘ using intention”, *IOSR Journal of Business and Management (Management)*, Vol. 1 No. 3, pp. 43-49.

Hanaysha, J. (2016), “The importance of social media advertisements in enhancing brand equity: a study on fast food restaurant industry in Malaysia”, *International Journal of Innovation, Management and Technology*, Vol. 7 No. 2, pp. 46-51.

Hanaysha, J. R. (2020). Marketing Mix Elements and Corporate Social Responsibility: Do they Matter to Store Image? *Jindal Journal of Business Research*, 9(1), 56–71. <https://doi.org/10.1177/2278682120908563>

Hayes, R.A. and Carr, C.T. (2015), “Does being social matter? Effects of enabled commenting on credibility and brand attitude in social media”, *Journal of Promotion Management*, Vol. 21 No. 3, pp. 371-390.

Hilman, H., Hanaysha, J.R.M. and Ghani, N.H.A. (2017), “Analyzing the relationship between advertising and sales promotion with brand equity”, *Asian International Journal of Social Sciences*, Vol. 17 No. 2, pp. 88 -103, available at: <http://aijss.org/index.php/aijss20170204/>

Hsu, C.L., Chen, M.C., Kikuchi, K. and Machida, I. (2017), “Elucidating the determinants of purchase intention toward social shopping sites: a comparative study of Taiwan and Japan”, *Telematics and Informatics*, Vol. 34 No. 4, pp. 326-338.

Hutter, K., Hautz, J., Dennhardt, S., & Fuller, 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 & Brand Management*, 22(5/6), 342-351

Jahan, I., Bhuiyan, K.H., Rahman, S., Bipasha, M.S., & Zayed, N.M. (2020). Factors influencing consumers’ attitude toward techno-marketing: An empirical analysis on restaurant businesses in Bangladesh. *International Journal of Management*, 11(8).

Keller, K.L. (2009), “Building strong brands in a modern marketing communications environment”, *Journal of Marketing Communications*, Vol. 15 Nos. 2/3, pp. 139-155.

Keller, K.L. and Lehman, D.R. (2006), “Brands and branding: research findings and future priorities”, *Marketing Science*, Vol. 25 No. 6, pp. 740-759, available at: <http://doi.org/10.1287/mksc.1050.0153>

Korenkova, M., Maros, M., Levicky, M., Fila, M., 2020. Consumer Perception of Modern and Traditional Forms of Advertising. *Sustainability*. 12 (23), 9996. <https://doi.org/10.3390/su12239996>

Lee, W.I., Cheng, S.Y. and Shih, Y.T. (2017), “Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping”, *Asia Pacific Management Review*, Vol. 22 No. 4, pp. 1-7.

Lee, J., Hong, I.B., 2016. Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management* 36, 360–373.

Lee, J. S., & Olafsson, S. (2009). Two-way cooperative prediction for collaborative filtering recommendations. *Expert Systems with Applications*, 36(3), 5353-5361.

Lee SG, Trimi S, Yang CG. Perceived usefulness factors of online reviews: A study of Amazon.com. *J Comput Inf Syst*. 2018;58 (4):344–52. doi:10.1080/08874417.2016.1275955

Lin, C.A. and Xu, X. (2017), “Effectiveness of online consumer reviews: the influence of valence, reviewer ethnicity, social distance and source trustworthiness”, *Internet Research*, Vol. 27 No. 2, pp. 362-380.

Lin, C.H. (2013). The Effects Of Brand Images On Purchase Intention In Catering Industry. *Pakistan Journal of Statistics* 2013, 29(5) 754.

Kalieva, O. M. (2015). Development of territory brand image: The marketing aspect. *Review of European Studies*, 23.

Luna-Nevarez, C., Torres, I.M., 2015. Consumer attitudes toward social network advertising. *Journal of Current Issues & Research in Advertising*. 36 (1), 1–19.

Kostyra, D.S., Reiner, J., Natter, M. and Klapper, D. (2016), “Decomposing the effects of online customer reviews on Brand, price, and product attributes”, *International Journal of Research in Marketing*, Vol. 33 No. 1, pp. 11-26.

Khaleeli, Majdi. (2020). THE EFFECT OF SOCIAL MEDIA ADVERTISING AND PROMOTION ON ONLINE PURCHASE INTENTION. *Journal of Critical Reviews*. 7.

Khanna, D., Yan, X., Tashkin, D. P., Furst, D. E., Elashoff, R., Roth, M. D., . . . Seibold, J. R. (2007). Impact of oral cyclophosphamide on health related quality of life in patients with active scleroderma lung disease: Results from the scleroderma lung study. *Arthritis & Rheumatism*, 56(5), 1676-1684

Kotler, P., & Keller, K. L. (2022). *Marketing Management, Global Edition* (16th ed.). Pearson International Content.  
<https://bookshelf.vitalsource.com/books/9781292405117>

Mishra, A.S., 2019. Antecedents of consumers' engagement with brand-related content on social media. *Marketing Intelligence & Planning*. 37 (4), 386–400.

Montaner, T., de Chernatony, L. and Buil, I. (2011), “Consumer response to gift promotions”, *Journal of Product and Brand Management*, Vol. 20 No. 2, pp. 101-110, available at: <https://doi.org/10.1108/10610421111121099>

Moriuchi, E. (2021). An empirical study on anthropomorphism and engagement with disembodied AIs and consumers' re-use behavior. *Psychology & Marketing*, 38(1), 21-42.

Nusaresearch. (September 21, 2020). Leading reasons why women wore makeup in Indonesia as of August 2020 [Graph]. In Statista. Retrieved October 27, 2022, from <https://www-statista-com.upm.remotlog.com/statistics/1224206/indonesia-makeup-usage-reasons/>

Okazaki, S. and Taylor, C.R. (2013), “Social media and international advertising: theoretical challenges and future directions”, *International Marketing Review*, Vol. 30 No. 1, pp. 56-71.

Perin, M. G. (2015). An analysis of the influence of discount sales promotion in consumer buying intent and the moderating effects of attractiveness. *Revista de Administração*, 50(4), 416–431. <https://doi.org/10.5700/rausp1210>

PowerReviews. (June 9, 2022). Share of beauty shoppers who read ratings and reviews while shopping online in the United States in 2022 [Graph]. In Statista. Retrieved October 27, 2022, from <https://www-statista-com.upm.remotlog.com/statistics/1325957/online-beauty-shoppers-reviews-ratings-us/>

Powers, T., Advicula, D., Austin, M.S., Graiko, S., Snyder, J., 2012. Digital and social media in purchase decision process: A special report from the advertising research foundation. *Journal of Advertising Research* 52 (4), 479–489.

Raji, R.A., Sabrina, M.R. and Sobhi, M.I. (2018), “Social media marketing communication and consumer-based brand equity: an account of automotive brands in Malaysia”, *Malaysian Journal of Communication (Jurnal Komunikasi)*, Vol. 34 No. 1, pp. 1-19.

Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content

and behavioral intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>

Rizwan, M.Q., Irshad, M. and Ali, K., Nadir, M. and Ejaz, M. (2009). Impact of Sales Promotion Tools on Purchase Intention, *International Journal of Management Sciences and Business Research*, 2 (1), 36-49.

Soni, N. and Varghese, M. (2013). Impact of Sales Promotion Tools on Consumers' Purchase Decision on White Good (Refridgerator) at Durg and Bhilai Region of CG, India, *Research Journal of Management Sciences*, 2 (7), 10- 14.

Statista Consumer Market Outlook. (March 9, 2021). Revenue of the beauty & personal care market in Indonesia from 2017 to 2025 (in million U.S. dollars) [Graph]. In Statista. Retrieved October 27, 2022, from <https://www-statista-com.upm.remotlog.com/forecasts/1220238/indonesia-revenue-beauty-and-personal-care-market>

Straker, K., Wrigley, C. and Rosemann, M. (2015), “Typologies and touchpoints: designing multichannel digital strategies”, *Journal of Research in Interactive Marketing*, Vol. 9 No. 2, pp. 110-128, available at: <https://doi.org/10.1108/JRIM-06-2014-0039>

Taecharungroj, V. (2016), “Starbucks’ marketing communications strategy on twitter”, *Journal of Marketing Communications*, Vol. 72 No. 66, pp. 1-19.

We Are Social, (2022). *Berapa Pengguna Media Sosial Indonesia*. Diakses pada 2 Maret 2022 dari <https://databoks.katadata.co.id/datapublish/berapa-pengguna-media-sosial-indonesia>

Wu, J.H., Wu, C.W., Lee, C.T. and Lee, H.J. (2015), “Green purchase intentions: an exploratory study of the Taiwanese electric motorcycle market”, *Journal of Business Research*, Vol. 68 No. 4, pp. 829-833.



Yoo, B., Donthu, N. and Lee, S. (2000), “An examination of selected marketing mix elements and brand equity”, *Journal of the Academy of Marketing Science*, Vol. 28 No. 2, pp. 195-211.

Yu, C.C., Lin, P.J., & Chen, C.S. (2013). How brand image, country of origin, and self-congruity influence internet users' purchase intention. *Social Behavior and Personality: An International Journal*, 41(4), 599-611.

Wunderman Thompson. (July 13, 2021). Intention to shop on social media platforms in selected Asia-Pacific countries in 2021 [Graph]. In Statista. Retrieved October 27, 2022, from <https://www-statista-com.upm.remotlog.com/statistics/1255660/apac-intention-to-shop-on-social-media-platforms-by-country/>

Woong, J., & Ki, J. (2020). Technology in Society Factors that influence purchase intentions in social commerce. *Technology in Society*, 63(April), 101365.

Zhang, K.Z., Zhao, S.J., Cheung, C.M. and Lee, M.K. (2014), “Examining the influence of online reviews on consumers’ decision-making: a heuristic–systematic model”, *Decision Support Systems*, Vol. 67, pp. 78-89