

REFERENCES

- Aaker, D. (1996), *Building Strong Brands*, The Free Press, New York, NY.
- Altekar, S., Keskar, A., (2014). “A Study of the Factors Impacting the Buying Decision Process vis-à-vis Specified Consumer Durables in NOIDA”, *Journal of General Management Research*, Vol. 1, Issue 2, pp. 111–123.
- Assael, H. (2004). *Consumer Behavior - A Strategic Approach*. Boston: Houghton Mifflin.
- Bansal, H. S. and Voyer, P. A. (2000) “Word-of-Mouth Processes Within a Services Purchase Decision Context,” *Journal of Service Research*, 3(2), 166-177.
- Bataineh, A.Q., (2015). “The impact of perceived e-wom on purchase intention: The mediating role of corporate image”. *International Journal of Marketing Studies*, 7(1), 126-137.
- Bhattacharjee, A. a. S. (2006). “Influence process for information technology acceptance: an elaboration likelihood model.” *MIS Quarterly*, Vol.30 No.4 pp.805-825.
- Bisnis Indonesia. (2013). Survei Nielsen: Pengguna Internet Indonesia Capai 30%. (Online). (<http://industri.bisnis.com/>, accessed on November 22, 2017).
- Bristor, J. M., (1990), “Enhances Explanations of Word of Mouth Communications: The Power of Relationships,” *Research in Consumer Behavior*, 4, 51-83.
- Brown, M., Pope, N., & Voges, K. (2003). “Buying or browsing? An exploration of shopping orientations and online purchase intention”. *European Journal of Marketing*, 37(11/12), 1666–1684.
- Burmann, C., Schaefer, K., & Maloney, P. (2008). “Industry image: Its impact on the brand image of potential employees”. *Journal of Brand Management*, 16(3), 159-176.
- Canhoto, A.I. and Clark, M. (2013) “Customer service 140 characters at a time: the users’ perspective”, *Journal of Marketing Management*, Vol. 29, Nos. 5–6, pp.522–544.

- Chang, K. C. (2009). "A Study of Product Involvement, Perceived Value and Purchase Intention for Consumers to Organic Food". *Chiao Da Management Review*, 32(4), 92-108.
- Chatterjee, P. (2001). "Online reviews: Do consumers use them?", *Advances in Consumer Research*, Vol.28 pp.129-133.
- Cheung, C. M. K. and Thadani, D. R. (2010). "The State of Electronic Word-of-mouth Research: A literature Analysis." *Proceedings of the Pacific Asia Conference on Information Systems*, pp.1580-1587.
- Cheung, E. a. (2008). "The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities." *Internet Research*, Vol.18 No.3, pp.229-247.
- Chevalier, J. & Mayzlin D. (2006). "The effect of word of mouth on sales: Online book reviews." *Journal of Marketing Research*, Vol.43, pp.345-354.
- Chevalier, J. A. and Mayzlin, D. (2003). "The effect of word of mouth on sales: Online book reviews". *National Bureau of Economic Research Cambridge, Mass, USA*.
- Chisty, M,K.C., dan Lee, Matthew, K,O. (2008). "The Impact Of Electronic Word Of Mouth: The Adoption of Online Opinions In Online Customer Communities", *Journal Of Internet Research*.Vol 18, Iss :3, Hal 229-247.
- Davis, D. F., Golicic, S. L. and Marquardt, A. (2009), "Measuring brand equity for logistics services", *The International Journal of Logistics Management*, Vol. 20 No. 2, pp. 201-212.
- Dellarocas, C., (2003). "The digitization of word of mouth: Promise and challenges of online feedback mechanisms". *Management science*, 49(10), p. 1407-1424.
- Dellarocas, C., (2006), "Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms", *Management Science*, 52 (10), 1577–93.
- eMarketer. (2008). Online review sway shoppers. (Online). (<https://www.emarketer.com/>, accessed on December 12, 2017).

- Engel, J. R., Blackwell, R. D., & Miniard, P. W. (2001). *Consumer behavior*. Orlando Florida: Harcourt Inc.
- Faircloth, J. B. (2005), "Factors influencing nonprofit resource provider support decisions: applying the brand equity concept to nonprofits", *Journal of Marketing Theory and Practice*, 13 (3): 1 - 14.
- Ferdinand, Agusty., (2005). *Structural Equation Modeling dalam Penelitian Manajemen*. Badan Penerbit. Universitas Diponegoro, Semarang.
- Ghozali (2008). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square*. Akt Penerbit : Badan Penerbit Universitas Diponegoro.
- Gilly, M. C., J. L. Graham, M. F. Wolfinbarger, and L. J. Yale, (1998) "A Dyadic Study of Interpersonal Information Search," *Journal of the Academy of Marketing Science*, Vol. 26, pp. 83-100.
- Goldsmith, R.E. and Horowitz, D. (2006), "Measuring motivations for online opinion seeking", *Journal of Interactive Advertising*, Vol. 6 No. 2, pp. 1-16.
- Gunawan, A., Diana, B., Muchardie, B. G., Sijinjak, M. F., (2016), "The Effect of Involvement and Electronic Word of Mouth (eWOM) on Brand Image and Its Impact on Consumers Brand Switching of Mamypoko", *International Journal of Economics and Management*, 10(S1): 19 – 31.
- Hair, J.F., Anderson, R.E., Tatham, R.L. and Black, W.C. (1998), *Multivariate Data Analysis*, 5th ed., Prentice Hall, Upper Saddle River, NJ.
- Hawkins, D. I., Best, R. J., & Coney, K. A. (2004). *Consumer Behavior*. Building Marketing Strategy. New York: McGraw-Hill.
- He, Y. C., & Hu, H. H. (2008). "A Study of Consumers' Purchase Intentions toward Retail Store Brands in the Food Sector". *J. Hosp. and Home Econ*, 5(3), 63-84.
- Hennig-Thurau, T., & Walsh, G. (2003). "Electronic Word of Mouth: Motives for and Consequences of Reading Customer Articulations on the Internet". *International Journal of Electronic Commerce*, 8(2), 51–74.
- 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*, Vol.18 No.1, 38-52.

Higginbottom.G.M.A. (2004). “Sampling issues in qualitative research”. *Nurse Researcher*, 12, 7-19.

Hosein, N.Z. (2012). “Measuring Purchase Intention of Visitors to The Auto Show”. *Journal of Management and Marketing Research*. pp. 1-17.

Hung, K. H. & Li, S. Y. (2007). “The Influence of eWOM on Virtual Consumer Communities: Social Capital, Consumer Learning, and Behavioral Outcomes”. *Journal of Advertising Research*, 47(4), 485.

Huyen, T.T. and Costello, J., (2017), “Quality versus Quantity: An Investigation into Electronic Word of Mouth’s Influence on Consumer Buying Intention”, *Journal of Promotional Communications*, 5 (2), 137-155

Iversen, N. M., & Hem, L. E. (2008). “Provenance associations as core values of place umbrella brands”. *European Journal of Marketing*, 42, 5/6, 603-626.

Jalilvand, R., Samiei, N. (2012), “The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran”, *Marketing Intelligence & Planning*, Vol. 30 No. 4.

Keller, K. L. (1993). “Conceptualizing, Measuring, and Managing Customer-Based Brand Equity”. *Journal of Marketing*, 57(1), 1-22.

Kotler K., Keller, K.L., (2012), “Marketing Management”, 14th edition, Edinburgh Gate: Pearson Education.

Kotler P., Wong V., Saunder J., Armstrong G., (2005) , “Principle of Marketing” , 4th European Ed. Pearson Education Inc. Prentice Hall.

Kotler, P. (2009). “Marketing Management”, Volume 1 and 2, Jakarta PT indeks. Gramedia Group

Kotler, Philip., Gray, Amstrong., (2014), “Principle of Marketing”, 15th edition, Global edition, Pearson Education.

- Laroche, N., Kim, C. and Zhou, L. (1996), "Brand familiarity and confidence as determinants of purchase intention: an empirical test in a multiple brand context", *Journal of Business Research*, Vol. 37 No. 10, pp. 115-20.
- Lee, S. H. (2009). "How do online reviews affect purchasing intention?" *African Journal of Business Management*, Vol.3 No.10 pp.576-581.
- Lin, C. W. (2009). "The Influence of the Original Brand Attitude, Perceived Fit, and Sales Promotion on Customers' Brand Attitudes and Purchase Intentions of The Brand Extensions". *Journal Environment and Management*, 4(2), 1-30.
- Lin, C., Wu, Y.-S., Chen, J.-C.V. and others. (2013), "Electronic word-of-mouth: The Moderating Roles of Product Involvement and Brand Image", *Diversity, Technology, and Innovation for Operational Competitiveness: Proceedings of the 2013 International Conference on Technology Innovation and Industrial Management*, To Know Press, pp. S3_29–47.
- Luong, D. B., Vo, T. H. G., Le, K. H., (2017), "The impact of electronic word of mouth on brand image and buying decision: An empirical study in Vietnam tourism", *International Journal of Research Studies in Management*, Volume 6 Number 1, 53-63.
- Marcomm. (2016). Ramai Brand Korea Bertarung di Pasar Kosmetik, Siapa Menang. (Online). (<https://mix.co.id/>, accessed on December 8, 2017)
- Matute, J., Polo-Redondo, Y., Utrillas, A., (2016),"The influence of EWOM characteristics on online repurchase intention: mediating roles of trust and perceived usefulness", *Online Information Review*, Vol.40 Iss 7.
- Nia, A., & Zaichkowsky, J.L. (2000). "Do Counterfeits devalue the ownership of luxury brands?", *Journal of Procut & Brand Management*, 485-497.
- Okazaki, S. (2009), "The tactical use of mobile marketing: how adolescents' social networking can best shape brand extensions", *Journal of Advertising Research*, Vol. 49 No. 1, pp. 12-26.
- Padgett, D. & Allen, D. (1997). "Communicating experiences: A narrative approach to creating service brand image." *Journal of Advertising*, Vol.26 No.4, pp.49-62.

- Park, C. & Lee, T. (2009). "Information direction, website reputation and eWOM effect: A moderating role of product type". *Journal of Business Research*, 62(1), 61.
- Park, D.-H., & Kim, S. (2008). "The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews". *Electronic Commerce Research and Applications*, 7, 399–410.
- Park, D.-H., Lee, J., & Han, I. (2007). "The Effect of On-Line Consumer Reviews on Consumer Purchase Intention: The Moderating Role of Involvement". *International Journal of Electronic Commerce*, 11(4), 125–148.
- Peter Paul J. and Olson C. Jerry, 2010, "Consumer Behavior & Marketing Strategy", 9th edition, McGraw Hill International Edition.
- Petty, R.E.; Cacioppo, J.T.; & Schumann, D. (1983). "Central and peripheral routes to advertising effectiveness: The moderating role of involvement." *Journal of Consumer Research*, Vol.10 No.2 pp.135–146
- Pohan, Dian Khairana. (2014), "Diplomasi kebudayaan pemerintah korea selatan dalam penyebaran hallyu di Indonesia", *Ejournal ilmu hubungan internasional*, Vol. 2, No. 3, pp. 554.
- Pulse. (2017). S. Korea's AmorePacific Group ranks 7th in WWD's global top 100 beauty firms. (Online). (<http://pulsenews.co.kr/>, accessed on December 8, 2017).
- Richins, M.L. (1983). "Negative word-of-mouth by dissatisfied consumers: A pilot study". *The Journal of Marketing*, 47(1), p. 68-78.
- Sa'ait, N., Kanyan, A., Nazrin, M.F. (2016), "The Effect of E-WOM on Customer Purchase Intention", *International Academic Research Journal of Social Science*, 2(1), Page 73-80.
- Schiffman, L. G. & Kanuk, L. L. (2010). *Consumer Behavior*. New Jersey: Pearson-Prentice Hall
- Sharifpour, Y., Sukati, I., Azli, M.R., (2016), "The Influence of Electronic Word-of-Mouth on Consumers' Purchase Intentions in Iranian Telecommunication Industry", *American Journal of Business, Economics and Management*, 4(1): 1-6.

- Soloman, M. R. (1997), *Consumer Behavior*, Upper Saddle River, NJ: Prentice-Hall.
- Solomon, M.R., Bamossi, G. and Soren Askegaard. (1999). , Prentice-Hall.
- Sugiyono. (2003). *Metode Penelitian Bisnis*, Cetakan Kelima. Bandung: Penerbit CV. Alfabeta.
- Suliyanto. (2005), *Analisis Data dalam Aplikasi Pemasaran*, Ghalia Indonesia, Bogor.
- _____. 2006. *Metode Riset dan Bisnis*. ANDI : Yogyakarta.
- _____. 2011. *Ekonometrika Terapan : Teori dan Aplikasi dengan SPSS*. ANDI: Yogyakarta.
- Tirto.id. (2017). Indonesia, Target Pasar Seksi K-Beauty di Asia. (Online). (<https://tirto.id/>, accessed on December 8, 2017).
- Wang, X.W., Teo, H.H., & Kwok, K.W. (2015). “Simultaneity and interactivity of the effects of communication elements on consumers’ decision making in ewom system”. *Journal of Electronic Commerce Research*, 16(3), 153-174.
- Yeap, J. A., Ignatius, J., & Ramayah, T. (2014). “Determining consumers’ most preferred eWOM platform for movie reviews: A fuzzy analytic hierarchy process approach”. *Computers in Human Behavior*, 31(1), p. 250-258.
- Zangeneh, S., Mohammadkazemi, R. and Rezvani, M. (2014), “Investigating the effect of Electronic Word Of Mouth on customer’s purchase intention of digital products”, *Management Science Letters*, Vol. 4 No. 11, pp. 2433–244.