

DAFTAR PUSTAKA

- Akbar, R. I. (2021). *Manajemen Hubungan Pelanggan (Customer Relationship Management)*. Yayasan Sahabat Alam Rafflesia.
- Anggraeni, I., & Eko Hartanto. (2023). Pengaruh Konten dan Kualitas Informasi Akun Instagram @idvolunteering terhadap Pemenuhan Kebutuhan Informasi Followers. *Communicology: Jurnal Ilmu Komunikasi*, 11(2), 229–242.
- Aritonang, J. P. (2014). *CANTIK Panduan Lengkap Merawat Kulit Wajah*. Jakarta: Gramedia Pustaka Utama.
- Ashman, R., Solomon, M. R., & Wolny, J. (2015). An old model for a new age: Consumer decision making in participatory digital culture. *Journal of Customer Behaviour*, 14(2), 127–146.
- Bogoevska-Gavrilova, I., & Ciunova-Shuleska, A. (2024). *Decoding Source Credibility: How it Influences Trust in Informative Brand-Related Content and Customer Purchase Intentions*. 18–22.
- Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. In *SAGE Publications, Inc.: Fifth*.
- Di Gangi, P. M., & Wasko, M. M. (2016). Social Media Engagement Theory. *Journal of Organizational and End User Computing*, 28(2), 53–73.
- Dinh, T. C. T., & Lee, Y. (2024). COBRAs and virality: viral campaign values on consumer behaviour. *Humanities and Social Sciences Communications*, 11(1).
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26 (Edisi 10)*. (10th ed.). Badan Penerbit Universitas Diponegoro.
- Golan, J., & Hai, N. (2005). JetPeel: A New Technology for Facial Rejuvenation. *Annals of Plastic Surgery*, 54(4), 369–374.
- Gunawan, D. D., & Huarng, K. H. (2015). Viral effects of social network and media on consumers' purchase intention. *Journal of Business Research*, 68(11), 2237–2241.
- Harahap, M. G., Ditra, Y., Lisa, K., Catherine, J., Hasanah, P., Eko, R., Nurdin, F., Siddiqa, H., Annas, M., Rose, K., Dahlia, R., Anggraini, T., Atus, H., Alima, S., Erni, S., Meliana, J., Heru, M., & Chakim, R. (2024). *Perilaku Konsumen Teori dan Praktik*.
- Hassan, S., Nadzim, S. Z. A., & Shiratuddin, N. (2015). Strategic Use of Social Media for Small Business Based on the AIDA Model. *Procedia - Social and Behavioral Sciences*,

- 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 / Winter 2003-4*, 8(2), 51–74.
- Iannitti, T., Capone, S., & Palmieri, B. (2011). *Short review on face rejuvenation procedures: focus on preoperative antiseptic and anesthetic delivery by JetPeel™-3 (a high pressure oxygen delivery device)*. *Minerva Chirurgica*, 66(3, Suppl. 1), 1–8.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions*. Cham: Springer International Publishing.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226.
- Istiqomah, Maryati, W., & Nawawi, A. (2022). *Pengaruh Konten Review, Ephemeral Content Dan Kepercayaan Terhadap Minat Beli Followers Instagram*.
- Jarżabek-Perz, S., Dziedzic, M., Kołodziejczak, A., & Rotsztejn, H. (2023). Split-face evaluation: Gluconolactone plus oxybrasion versus gluconolactone plus microneedling. The effects on skin parameters. *Skin Research and Technology*, 29(6).
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
- Kholil, H. G. (2025). *Pengaruh Postingan Sosial Media Instagram Dan Tiktokbening's Clinic Palembang Terhadap Minat Dankeputusan Membeli Produk Di Klinik Beningcabang Palembang*. [Skripsi, Universitas Islam Sultan Agung].
- Kioek, M. A. C., Ellitan, L., & Handayani, Y. I. (2022). *Pengaruh Instagram Dan Ewom Terhadap Minat Dan Keputusan Pembelian Konsumen Produk Skincare*. *Jurnal Bisnis Perspektif (BIP's)*, 14(1), 11–28.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran Edisi ke-15*. Jakarta: Penerbit Erlangga.
- Mubarok, H. (2025). *Pengaruh Kredibilitas Dan Kualitas Konten Pada Akun Instagram @Depok24jam Terhadap Pemenuhan Kebutuhan Informasi Followers Seputar Kota Depok (Survey Pada Followers Instagram @Depok24jam)*.
- Mulyani, S. P. (2023). *Pengaruh Postingan Sosial Media Instagram Dan Tiktokbening's Clinic Palembang Terhadap Minat Dankeputusan Membeli Produk Di Klinik Beningcabang Palembang*.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs.

International Journal of Advertising, 30(1), 13–46.

Nurchaya, H., Santosa, J., Kristiyanti, M. M., & Aziz, M. (2021). *Update Information System Succes Model 1992 to 2003 (Delone & Mclean)*.

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.

Paramitha, H., & Doho, Y. D. B. (2021). Pengaruh Konten Instagram Ads @Luxebarbershop Terhadap Peningkatan Brand Awareness. *Journal of Research on Business and Tourism*, 1(2), 119.

Pasolong, H. (2023). *Teori Pengambilan Keputusan*. Bandung: Alfabeta.

Permata Sari, D. (2021). *Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian, Kualitas Produk, Harga Kompetitif, Lokasi (Literature Review Manajemen Pemasaran)*. 2(4). 524–533.

Pratidina, S. M., Setyariningsih, E., & Dwianoko, T. H. (2024). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada Klinik Kecantikan Loutira Skincare Mojokerto. *LEX PRIVATUM*, 12(3).

Pujiono, P., Sulistianingsih, D., & Fidiyani, R. (2021). *Utilization Of Social Media As A Strategy For Micro Business Actors In Dealing With The Covid 19 Pandemic*.

Rohmain, A. D. P., Yulia, E., & Jubaedah, L. (2026). *Kontribusi Promo Program Facial Oxy Gratis Melalui Instagram Terhadap Perilaku Konsumen Dalam Melakukan Facial Oxy*. 4(1), 4902–4909.

Sagiyanto, A., & Sulfiah, A. (2020). *Pemanfaatan Instagram Sebagai Media Promosi Produk Haus Melalui Akun @Haus.Indonesia.*. *Jurnal Ilmu Komunikasi*, 5, 97–114.

Sari, D. M., Maduwinarti, A., & Pratiwi, N. M. I. (2023). *Pengaruh Content Marketing dan Online Customer Review terhadap Keputusan Pembelian Produk Kecantikan pada Followers Akun Instagram @Sociolla. (The Influence of Content Marketing and Online Customer Reviews on Beauty Product Purchasing Decisions among Followers of the @Sociolla Instagram Account)*.

Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). *Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands*. *Journal of Advertising Research*, 56(1), 64–80. Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.

Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.

Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta.

Susila, & Suyanto. (2014). *Metodologi penelitian cross sectional*.

Wertgen, A. G., Richter, T., & Rouet, J.-F. (2021). The Role of Source Credibility in the Validation of Information Depends on the Degree of (Im-)Plausibility. *Discourse Processes*, 58(5–6), 513–528.

Wulandari, F. D., & Permatasari, I. R. (2022). Pengaruh Social Media Marketing Instagram Danword OfMouth Terhadap Keputusan Pembelianproduk Skincare Di Novatic Skin Clinic Tulungagung. *Jurnal Aplikasi Bisnis*.

Zeithaml, A., Bitner, M. J., Gremler, D. D., & Mende, M. (2025). *Services marketing: Integrating customer focus across the firm (8th ed.)*. New York, NY: McGraw-Hill Higher Education.

