

DAFTAR PUSTAKA

- Agustina, L., Fayardi, A. O., & Irwansyah, I. (2018). *Online Review: Indikator Penilaian Kredibilitas Online dalam Platform E-commerce. Jurnal ILMU KOMUNIKASI*, 15(2), 141–154. <https://doi.org/10.24002/jik.v15i2.1320>
- Alifahmi, H. (2015). INTEGRATING CORPORATE AND MARKETING COMMUNICATIONS: Delapan Model Kolaborasi Branding, Public Relations, Iklan, dan Promosi. *Jurnal Public Relations Indonesia*, 2(3).
- Andrina, A. A. A. P., Christian, J. K., Irantha, H. K., & Sutrisno, T. F. (2022). The role of technology acceptance model factors on purchase intention in e-commerce. *BISMA (Bisnis Dan Manajemen)*, 14(2), 160–176. <https://doi.org/10.26740/bisma.v14n2.p160-176>
- Arta, T. L. F., & Azizah, S. N. (2020). Pengaruh Perceived Usefulness, Perceived Ease Of Use dan E-Service Quality Terhadap Keputusan Menggunakan Fitur Go-Food dalam Aplikasi Gojek. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(2), 291–303. <https://doi.org/10.32639/jimmba.v2i2.478>
- Artanti, Y., Hari Prasetyo, F., & Sulistyowati, R. (2019). How Social Media Marketing Influences Online Purchasing Decision: Study of the Viral Marketing and Perceived Ease of Use. *KnE Social Sciences*, 3(11), 988. <https://doi.org/10.18502/kss.v3i11.4066>
- Batu, R. L., Situngkir, T. L., Krisnawati, I., & Halim, S. (2018). Pengaruh Digital Marketing Terhadap Online Purchase Decision Pada Platform Belanja Online Shopee. *Jurnal Ekonomi & Bisnis*, 18(2), 144–152.
- Chaffey, D., & Chadwick, F. E. (2016). *Digital Marketing: Strategy, Implementation and Practice* (Sixth Edit). Pearson Education.
- Chandra, S. J., & Santoso, T. (2022). Pengaruh Perceived Usefulness dan Perceived Ease of Use Terhadap Purchase Intention Masyarakat Dalam Membeli Produk kecantikan Melalui Behavioral Intention to Use pada Aplikasi Socobysociolla.

- Agora*, 10(2), 1–8.
- Creswell, J. W. (2014). *Research Design: Pendekatan, Kualitatif, Kuantitatif, dan Mixed Method*. Pustaka Pelajar.
- Dahiya, R., & Gayatri, G. (2018). A Research Paper on Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger Car Market. *Journal of Global Marketing*, 31(2), 73–95. <https://doi.org/10.1080/08911762.2017.1365991>
- Dastane, O. (2020). Impact Of Digital Marketing On Online Purchase Intention: Mediation Effect Of Customer Relationship Management. *Journal of Asian Business Strategy*, 10(1), 142–158. <https://doi.org/https://doi.org/10.18488/journal.1006.2020.101.142.158>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 22. <https://doi.org/https://doi.org/10.2307/249008>
- Díaz, M. R., & Rodríguez, T. F. E. (2017). Determining the reliability and validity of online reputation databases for lodging: Booking. com, TripAdvisor, and HolidayCheck. *Journal of Vacation Marketing*, XX(X), 1–14.
- Dwityas, N. A., Mulyana, A., Hesti, S., Briandana, R., & Kurniasari, P. M. (2020). Digital marketing communication strategies: The case of Indonesian news' portals. *International Journal of Economics and Business Administration*, 8(3), 307–316. <https://doi.org/10.35808/ijeba/517>
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104–114.
- Ellitan, L., & Prayogo, C. (2022). Increasing online Purchase through Perceived Usefulness, Perceived Risk and Perceived Ease of Use. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 1(2), 261–270. <https://doi.org/10.56799/ekoma.v1i2.463>

- Fauzia, M., & Djumena, E. (2021). *Di Tengah Pandemi, Transaksi Sociolla Meningkatkan 50 persen*. <https://money.kompas.com/read/2021/03/27/172000726/di-tengah-pandemi-transaksi-sociolla-meningkat-50-persen>
- Ferdinand. (2013). *Research methods management: Pedoma research for thesis and accompanied management science*. Diponegoro University.
- Fimela. (2023). *Survei Menunjukkan 90% Perempuan Indonesia Pilih Brand Makeup Lokal*. <https://www.fimela.com/beauty/read/5059290/survei-menunjukkan-90-perempuan-indonesia-pilih-brand-makeup-lokal>
- Frimayasa, A. (2022). Pengaruh Persepsi Kegunaan Dan Persepsi Kemudahan Terhadap Keputusan Pembelian Onlinshop Tokopedia. *Jurnal Ekonomi Dan Bisnis*, 11(1), 49–58.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (8th ed.)*. Badan Penerbit Universitas Diponegoro.
- Gunawan, F., Ali, M. M., & Nugroho, A. (2019). Analysis of the Effects of Perceived Ease of Use and Perceived Usefulness on Consumer Attitude and Their Impacts on Purchase Decision on PT Tokopedia In Jabodetabek. *European Journal of Business and Management Research*, 4(5), 1–6. <https://doi.org/10.24018/ejbmr.2019.4.5.100>
- Herawati, Prajanti, S. D. W., & Kardoyo. (2019). Predicted Purchasing Decisions from Lifestyle, Product Quality and Price Through Purchase Motivation. *Journal of Economic Education*, 8(1), 1–11.
- Hertanto, E. (2017). Perbedaan Skala Likert lima Skala dengan Modifikasi Skala Likert Empat Skala. *Jurnal Metodologi Penelitian*.
- Hidayatullah, A. (2022). *Co-founder Sociolla Chrisanti Indiana: Challenge Bisa Diubah Jadi Opportunity, Kita Harus Siap Improve*. <https://www.suara.com/wawancara/2022/09/23/131733/chrisanti-indiana-jadikan-sociolla-sebagai-destinasi-terlengkap-produk-kecantikan-yang-aman-dan-terpercaya>
- Iriani, S. S., & Andjarwati, A. L. (2020). Analysis of perceived usefulness, perceived

- ease of use, and perceived risk toward online shopping in the era of Covid-19 pandemic. *Systematic Reviews in Pharmacy*, 11(12), 313–320. <https://doi.org/10.31838/srp.2020.12.50>
- Jafari, A. (2022). *The Role of Institutions in Non-Western Contexts in Reinforcing West-Centric Knowledge Hierarchies: Towards More Self-Reflexivity in Marketing and Consumer Rese.* 22(2), 211–227. <https://doi.org/https://doi.org/10.1177/14705931221075371>
- Kandhogo, A. T. B. (2014). Peran dari Integrated Marketing Communication terhadap Brand Equity Ari Titis Bimo Kandhogo. *Jurnal Interaksi*, III(1), 94–102. <https://ejournal.undip.ac.id/index.php/interaksi/article/view/8211/6731>
- Key, T. M., & Czaplewski, A. J. (2017). Upstream Social Marketing Strategy: An Integrated Marketing Communications Approach. *Business Horizons*, 60(3), 325–333. <https://doi.org/https://doi.org/10.1016/j.bushor.2017.01.006>
- Kim, S. H., & Garrison, G. (2009). Investigating mobile wireless technology adoption: An extension of the Technology Acceptance Model. *Information System Frontiers*. *Information System Frontiers*, 11(3), 323–333.
- Kitchen, P. J., & Burgmann, I. (2015). Integrated marketing communication: Making it work at a strategic level. *Journal of Business Strategy*, 36(4), 34–39. <https://doi.org/10.1108/JBS-05-2014-0052>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (Vol. 15, Issue 1). Pearson Education.
- Krotel, S. M. L. (2021). Digital Communication of Public Service Information and its Effect on Citizens' Perception of Received Information. *International Journal of Public Administration*, 44(2), 132–145. <https://doi.org/https://doi.org/10.1080/01900692.2019.1672182>
- Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. *Tourism Management*

- Perspectives*, 34(November 2019). <https://doi.org/10.1016/j.tmp.2020.100652>
- Liew, Y. S., & Falahat, M. (2019). Factors influencing consumers' purchase intention towards online group buying in Malaysia. *International Journal of Electronic Marketing and Retailing*, 10(1), 60. <https://doi.org/10.1504/ijemr.2019.10017363>
- Lok, C. K. (2015). *Adoption of smart card-based e-payment system for retailing in Hong Kong using an extended technology acceptance model*. 255–466. <https://doi.org/https://doi-.org/10.1108/S1069-09642015000023B003>
- Manis, K. T., & Choi, D. (2019). The virtual reality hardware acceptance model (VR-HAM): Extending and individuating the technology acceptance model (TAM) for virtual reality hardware. *Journal of Business Research*, 100, 503–513. <https://doi.org/https://doi.org/10.1016/j.jbusres.2018.10.021>
- Maulana, Y. (2019). *Sociolla, Ekosistem Kecantikan dalam Satu Platform*. <https://swa.co.id/youngster-inc/youngsterinc-startup/sociolla-ekosistem-kecantikan-dalam-satu-platform>
- Mutia, A. (2022). *Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI Capai Rp111,83 Triliun pada 2022*. <https://databoks.katadata.co.id/datapublish/2022/12/05/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022>
- Nabila, M. (2020). *Sociolla Terus Optimalkan Konsep Omnichannel, Sembari Tambah Gerai Ritel Baru*. <https://dailysocial.id/post/sociolla-terus-optimalkan-konsep-omnichannel>
- Oktyana, T. (2020). *Skincare Wajib Digunakan Wanita Usia 40 Tahun, Kulit Jadi Kencang dan Awet Muda*. <https://www.beautynesia.id/beauty/skincare-wajib-digunakan-wanita-usia-40-tahun-kulit-jadi-kencang-dan-awet-muda/b-180880>
- Pahlevi, R. W., & Nurcahyo, N. (2022). Systematic Analysis of Integrated Marketing Communication Research. *Jurnal Manajemen Pemasaran*, 16(2), 104–114. <https://doi.org/10.9744/pemasaran.16.2.104-114>
- Panigoro, E., Harwani, Y., Permana, D., & ... (2023). The Impact of Digital

- Communication on Online Purchasing Behavior among Indonesian Millennials: A Case Study of Tokopedia. *Jurnal ...*, 12(2).
<https://doi.org/10.7454/jkmi.v12i2.1210>
- Pramita, E. W. (2020). *Survei: Perempuan Indonesia Sudah Pakai Skincare sebelum 19 Tahun*. https://www.cantika.com/read/1298640/survei-perempuan-indonesia-sudah-pakai-skincare-sebelum-19-tahun#google_vignette
- Purwanto, E., & Budiman, V. (2020). *Applying the Technology Acceptance Model to Investigate the Intention to Use E-health: A Conceptual Framework*. 62(5).
- Rachmawati, I. K., Bukhori, M., Nuryanti, F., Marta, D., & Hidayatullah, S. (2020). The Effect Of Perceived Usefulness And Perceived Ease Of Use On Online Buying Interest Is Through The Attitude Of Using Social Media. *5th ICGSS International Conference of Graduate School on Sustainability, December*, 173–182.
- Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2).
<https://doi.org/10.1177/21582440221099936>
- Rismayanti, R. (2017). Integrated Marketing Communications (IMC) di PT Halo Rumah Bernyanyi. *Jurnal ILMU KOMUNIKASI*, 13(2), 253–266.
<https://doi.org/https://doi.org/10.24002/jik.v13i2.835>
- Rizaldi, A., Margareta, F., Simehate, K., N Hikmah, S., N Albar, C., & A Rafdhi, A. (2021). Digital Marketing as a Marketing Communication Strategy. *International Journal of Research and Applied Technology*, 1(1), 61–69.
<https://doi.org/10.34010/injuratech.v1i1.5639>
- Sadya, S. (2023). *Indonesia Masuk Negara Paling Banyak Main Twitter pada Awal 2023*. <https://dataindonesia.id/internet/detail/indonesia-masuk-negara-paling-banyak-main-twitter-pada-awal-2023>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesian male's skin care by social media marketing effect towards brand

- image and brand trust. *Management Science Letters*, 2139–2146.
- Santoso, A., & Sispradana, A. (2021). Analysis Toward Purchase Decision Determinant Factors. *Asian Management and Business Review*, 1(2), 155–164. <https://doi.org/10.20885/ambr.vol1.iss2.art7>
- Saraswati, D. A., & Hastasari, C. (2020). *Strategi Digital Content Marketing pada Akun Media Sosial Instagram Mojok. co dalam Mempertahankan Brand Engagement*. 9(2), 114–128.
- Sayekti, I. M. S. (2023). *Lampau 50 Toko, Sociolla Perluas Jangkauan dari 3 Kota di 2020 Jadi 30 Kota di 2023*. <https://pressrelease.kontan.co.id/news/lampau-50-toko-sociolla-perluas-jangkauan-dari-3-kota-di-2020-jadi-30-kota-di-2023>
- Schultz, D., & Schultz, H. (2003). *IMC – The Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communication*. The McGraw Hill Companies.
- Setia, U. K. (2017). *Tren Media Sosial Dongkrak Kemajuan Bisnis Kecantikan*. <https://www.liputan6.com/lifestyle/read/2936353/tren-media-sosial-dongkrak-kemajuan-bisnis-kecantikan>
- Setyowati, D. (2022). *Dua Kunci Sukses Para Bos Sociolla Menggarap Bisnis Kecantikan*. <https://katadata.co.id/desysetyowati/digital/6282de9d79cb2/dua-kunci-sukses-para-bos-sociolla-menggarap-bisnis-kecantikan>
- Sharma, M., & Rahman, Z. (2022). Anthropomorphic Brand Management: An Integrated Review and Research Agenda. *Journal of Business Research*, 463–475. <https://doi.org/https://doi.org/10.1016/j.jbusres.2022.05.039>
- Singh, P., Keswani, S., Preeti, S., Sarika, K., Shilpy, S., & Sukanya, S. (2016). A Study of Adoption Behavior for Online Shopping: An Extension of Tam Model. *International Journal Advances in Social Science and Humanities (IJASSH)*, 4(7), 11–22. www.ijassh.com
- Soegoto, E. S., & Akbar, R. (2018). *Effect of the internet in improving business transactions with online market methods*. In *IOP Conference Series: Materials Science and Engineering*. 407(1).

- Song, H., Ruan, W. J., & Jeon, Y. J. J. (2021). An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *International Journal of Hospitality Management*, 95. <https://doi.org/https://doi.org/10.1016/j.ijhm.2021.102943>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta.
- Susilo, D., & K. Santos, M. C. (2023). Digital Marketing Communication for Promoting Philippines Tourism. *International Journal of Research and Review*, 10(6), 209–220. <https://doi.org/https://doi.org/10.52403/ijrr.20230625>
- Susilo, D., Putranto, T. D., & Santos, R. R. T. (2022). The strategy of digital marketing of Bening's Clinic through Instagram. *Profesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 7(1), 109–129.
- Waheed, A., Zhang, Q., Farrukh, M., & Khan, S. Z. (2021). Effect of Mobile Social Apps on Consumer's Purchase Attitude: Role of Trust and Technological Factors in Developing Nations. *SAGE Open*, 11(2). <https://doi.org/10.1177/21582440211006714>
- Wilson, N. (2019). The Impact of Perceived Usefulness and Perceived Ease-of-Use Toward Repurchase Intention in the Indonesian E-Commerce Industry. *Jurnal Manajemen Indonesia*, 19(3), 241. <https://doi.org/10.25124/jmi.v19i3.2412>
- Wu, L., Danko, Y., Chen, F., Yao, X., & Zhang, F. (2022). Mapping the Literature of Integrated Marketing Communications: a Scientometric Analysis Using Citespace. *Innovative Marketing*, 18(1), 152–167. [https://doi.org/https://doi.org/10.21511/im.18\(1\).2022.13](https://doi.org/https://doi.org/10.21511/im.18(1).2022.13)
- Yolandha, F. (2023). *Rudiantara: E-commerce Masih Jadi Penopang Ekonomi Indonesia 2023*. <https://ekonomi.republika.co.id/berita/rox9dm370/rudiantara-ecommerce-masih-jadi-penopang-ekonomi-indonesia-2023>
- Yulyana, R., Hidayat, A. R., & Tresnati, R. (2016). Pengaruh Bauran Pemasaran Islami (Islamic Marketing Mix) terhadap Peningkatan Jumlah Muzakki pada RZ Kantor Cabang Bandung Antapani. *Prosiding Hukum Ekonomi Syariah*, 2.