

THE INFLUENCE OF PRODUCT REVIEW AND SOURCE CREDIBILITY BY BEAUTY VLOGGER ON CONSUMER BUYING DECISIONS OF LOCAL COSMETIC PRODUCTS IN MANADO

PENGARUH ULASAN PRODUK DAN KREDIBILITAS SUMBER OLEH BEAUTY VLOGGER TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PRODUK KOSMETIK LOKAL DI MANADO

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Abstract: At this era, make-up and personal care are increasingly becoming integral part of Indonesian lifestyles, especially for a woman. Indonesian local cosmetic company is growing with the advantages of colors and materials that suitable with Indonesian women's skin. Some things that cause consumers to buy a local cosmetic product are based on product review and source credibility of social influencer / beauty vlogger. This study is to know the influence of product review and source credibility by beauty vlogger on consumer buying decisions of local cosmetic products in Manado. The type of this research is quantitative research method and the population is the people in Manado who have experience using local cosmetic product. The sampling technique in this study used convenience sampling method. Based on data result concluded that: product review has significant effect on consumer buying decisions and source credibility has significant effect on consumer buying decisions in Manado. If the Product Review from Beauty Vlogger's viewers video is higher, then the consumer buying decision will increase.

Keywords: consumer buying decisions, product review and source credibility

Abstrak: Di era ini, make up dan personal care semakin menjadi bagian tak terpisahkan dari gaya hidup Indonesia, khususnya pada wanita. Perusahaan kosmetik lokal Indonesia berkembang dengan keunggulan warna dan bahan yang sesuai dengan kulit wanita Indonesia. Beberapa hal yang menyebabkan konsumen membeli produk kosmetik lokal adalah berdasarkan review produk dan kredibilitas sumber dari social influencer / beauty vlogger. Penelitian ini bertujuan untuk mengetahui pengaruh ulasan produk dan kredibilitas sumber beauty vlogger terhadap keputusan pembelian konsumen produk kosmetik lokal di Manado. Jenis penelitian ini adalah metode penelitian kuantitatif dan populasinya adalah masyarakat Manado yang memiliki pengalaman menggunakan produk kosmetik lokal. Teknik pengambilan sampel dalam penelitian ini menggunakan metode convenience sampling. Berdasarkan hasil data dapat disimpulkan bahwa: review produk berpengaruh signifikan terhadap keputusan pembelian konsumen dan kredibilitas sumber berpengaruh signifikan terhadap keputusan pembelian konsumen di Manado. Jika video Review Produk dari penonton Beauty Vlogger lebih tinggi, maka keputusan pembelian konsumen akan meningkat.

Kata Kunci: keputusan pembelian konsumen, ulasan produk dan kredibilitas sumber

INTRODUCTION

Research Background

Indonesia's cosmetics and make up industry has been enjoying a steady growth in the past few years. This currently experiencing a lot of increase and show the significant progress. At this era, make-up and personal care are increasingly becoming integral part of Indonesian lifestyles. It is driven by a beauty trend that is increasingly being discussed, where nowadays cosmetic is one of the top important needs for most women. The reasons to use cosmetic are often too implicated to look attractive. Cosmetics are a response to the construction of beauty for women. This phenomenon has been responded to by capitalists in the form of cosmetic products that offer a wide range of beautiful concepts to the consumers. Therefore, using of cosmetics is a way to support women appearance. Cosmetics industry continues to strive to satisfy of consumers with range innovative cosmetics products to meet the demands and needs. Nowadays Indonesian local cosmetic company is growing with the advantages of colors and materials that suitable with the skin of Indonesian women. The example of cosmetics is makeup which is Mascara, Foundation, Cushion, Blush On, Lip Stick, etc. Based on data from the Ministry of Industry, industrial market growth cosmetics reached an average of 9.67% per year in the last six years (2009-2015). In Indonesia, there are many local cosmetic products, such as Wardah, Emina, Make Over, Viva, Sari Ayu, Mustika Ratu, La Tulip, etc. Most girls are searching the cosmetics that looks popular absolutely by their brand. But how they will recognize the quality of the product just by seeing the brand of the product itself. With this amount, Indonesia is a potential market for entrepreneurs of beauty industry.

Social media is an emerging media that has developed rapidly in recent years. The dissemination of information through online media is also diverse. One of them is a video blog. Vlogs can usually be found on YouTube. Vlog contains about interests, opinions and thoughts, almost similar with television shows. Vlog videos related to beauty products are called beauty vlogs, while people who use vlogs to convey or introduce beauty products are called beauty vloggers. Beauty vlogger is a person who creates beauty guides and is related to fashion, packaged in the form of videos with the aim to share information and experiences. Beauty Vlogger, one of the most engaging and attractive communities on YouTube, is designed to help consumers provide aesthetic reviews in the form of video and audio. When users watch a vlog, rather than read texts or images, they are more likely to have a clearer understanding of the products because they are able to picture them.

Product reviews for goods and services have become valuable sources of information that helps the users to make purchasing decisions (Becker and Nobre, 2014). A lot of research has been done on impact of online reviews and purchase intentions. This helps the customers to make personal decisions. Such reviews and recommendations are easily accessible hence they have weakened the power of communication as a strategy in marketing. The online information given by other clients influences the customers' views, preferences as well as decision to purchase more than the information provided by the company (Chua and Banerjee, 2015). Along with the times, consumers are getting smarter in using technology. One of them is to take the advantage of beauty vlog content to get the product reviews they want to buy. By the looking at product review from the beauty vlog, consumers no longer need to feel loss for the products they buy, but consumers will be more confident about the products they buy because of the Attractiveness, Expertise and Trustworthiness of the beauty vlog. Factors in all these categories have been found to impact overall credibility perceptions, and variance of characteristics in one dimension (e.g., the message) may influence perceptions of credibility in another dimension (Metzger et al., 2003). For example, differences in message characteristics such the completeness of the information or argument presented can impact perceived source credibility (Dutta-Bergman, 2004).

Research Objectives

This research aims to identify the influence of:

1. Product Review and Source Credibility on Consumer Buying Decisions simultaneously.
2. Product Review on Consumer Buying Decisions partially.
3. Source Credibility on Consumer Buying Decisions partially.

THEORETICAL REVIEW

Marketing

According to Kotler (2009), marketing is a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and wants. Thus, return to

definition of marketing as a process by which individuals and groups obtain what they need and want by creating and exchanging products and value with others.

Electronic Word of Mouth (EWOM)

According to Hennig-Thurau et al. (2004), e-WOM is a form of positive or negative statement about product or service, shared by consumer to another consumer via online platform. By having information about certain product or service, consumer could get a clearer point of view (Forman, Ghose, and Wiesenfeld, 2008). EWOM is often exercised through the use of user-generated content (UGC), which refers to content that is created by consumers, rather than by corporations, and allows anyone with access to the Internet to create and upload his or her own content (Molyneaux et al., 2008). A form of UGC is for example online vlogs.

Social Influencers

Social influencers have become recognized as a separate social group both by online channels such as YouTube, but also by companies in search of the best marketing strategies for their brands. Social influencers across all market segments are increasingly signing contracts with media agencies that help them organize their personal brands and assist them in establishing promotional contracts and advertising campaigns with brands; the social influencer thereby becomes an entrepreneur (Duffy and Hund, 2015).

Product Review

Online customer product review is one of the most commonly used word of mouth. According to Mudambi and Schuff (2010), the results from his study indicate that 88% of the customers who have read online reviews to know the quality of the product that the company offers and among the 88%, the 39% usually read the reviews on a daily basis. This shows how frequent people read online reviews. Moreover, Lu et al. (2014) also found out that 88% of the customers consult online reviews before making purchases and out of that 66% are likely to buy the product after reading the product review. Online reviews coming from the clients who have purchased the product give extensive information and that attracts more customers' interest.

Source Credibility

According to Lopez and Sicillia (2004), source credibility is consumer's perception about the credibility of the message source. It must be competent, believable and trustworthy for the readers, because it is considered as important aspect (Cheung, Lee, and Rabjohn, 2008). Based on the previous study which belongs to Bataineh (2015), source credibility is important things to the consumers in the process of receiving information. High level of credibility will result into higher purchase intention, otherwise, low level of credibility will have lower purchase intention.

Consumer Buying Decisions

Buying decision is consumer action to choose product from several alternate products which will be used by the consumer. It means that purchase decision is series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy (Kotler and Keller, 2006). Consumer buying decision can be concluded as the whole process consumer get through in order to get the products and services needed to fulfill their daily needs.

Previous Research

Azka Faranisa Ananda and Harimukti Wandebori (2016) aimed to determine the impact of drugstore makeup product reviews by beauty vloggers on YouTube towards purchase intention by undergraduate students in Indonesia. In order to determine the factors that influence purchase intention, the variables of Source Credibility Model were used. The Source Credibility Model was also projected as a mean to evaluate the factors of quality that was delivered by the beauty vloggers on their videos. Moreover, the dimensions of Trustworthiness, Expertise and Attractiveness from Source Credibility Model are projected into overall consumer attitude in order to determine the impact towards purchase intention. The author had gathered primary data in the form of online questionnaires as well as secondary data resources including journals, books, and articles. Furthermore, quantitative research methods were used in order to examine the respondent's knowledge and preference. The result indicates that the dimensions of Source Credibility Model in most extent had significantly influenced purchase intention through the videos that was presented by the beauty vloggers on YouTube.

Winda Lely Oroh (2014) analyzed the influence of consumers' tie strength, homophily, and source credibility toward electronic word-of-mouth behavior (eWOM). This research used quantitative analyze. The method used to analyze the data is the Multiple Regression Analysis. The population observed is the consumer who ever buy outfit product through online services and give publication via electronic word-of-mouth (eWOM) located in Manado, North Sulawesi with sample size as many as 100 respondents. The result from this research is tie strength and source credibility influences the electronic word-of-mouth (eWOM) behavior both simultaneously and partially. While homophily has no significant influence to the electronic word-of-mouth (eWOM) behavior partially.

Dorojatun Prihandono, Angga Pandu Wijaya, Ina Rizqiana, Wan Kalthom Yahya, and Agung Kresnamurti Rivai Prabumenang (2020) aimed to examine green marketing tools, eco-friendly labels, and green advertising influence on consumer purchase behavior in mineral water. This research elaborates on the Ades brand, which promotes eco-friendly image in Indonesia. Green marketing has become a trending issue in all consumer package goods industries in the past decades. The bottled water industry faces enormous challenges to produce an idiosyncratic product to win a highly competitive market. Methodology: This study applies the partial least square analysis to examine the variable relationships. 115 respondents were involved in this study. Data collected using a questionnaire and processed by SmartPLS 3.0. Main Findings: The analysis results show that eco-friendly Label and green advertising have a positive and significant relationship on the consumer purchase decision.

Conceptual Framework

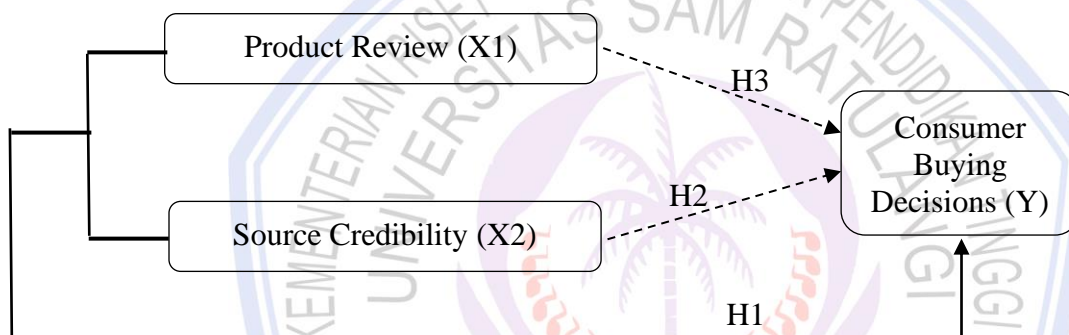


Figure 1. Conceptual Framework

Source: Data Processed 2021

RESEARCH METHOD

Types of Research

This study uses quantitative research methods using data collection methods, namely surveys. The data collection was carried out using a questionnaire. Respondents obtained were asked to provide short answers that had been written in the questionnaire to further answers and all respondents were processed using certain quantitative analysis techniques (Martono, 2010).

Population, Sample and Sampling Technique

Population is all good value calculation and measurement results, both quantitative and qualitative, of certain characteristics about a group of objects that complete and clear. The populations in this study are people with experience using local cosmetic products. Sample According to Arikunto (2002), if we examine some of the population, then the research is called sample research. The samples in this study were viewers who had or frequently watched beauty vlogs from various social media such as Youtube and also used local cosmetic products. In this study the samples taken in large sizes whose numbers are not known exactly, and used techniques of determining the number of samples for the infinity population as follows (Purba, 1996)

$$n = \frac{z^2}{4(moe)^2} = \frac{1,96^2}{4(0,1)^2} = 96,04 = 100$$

N : number of samples

Z : normal distribution level at 5% significant level (1.96).

Moe: margin of error max, is the maximal fault rate of sampling that can still be tolerated, by 10%

According to the calculations above, the sample can be taken 96 people but in Principle there is no definite rule to determine the percentage that is considered fixed in determining the sample (Purba, 1996). In this case the researchers took a sample of 100 respondents who are representative enough to be studied.

Data Collection Method

Data collection through questions that have been compiled and given to respondents to get accurate data in accordance with the objectives of this study.

Data Analysis Method

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of our conclusions, inferences of propositions. Proposition and conclusion. Reliability test is the degree of consistency of a measure. A test will be reliable when it gives the same repeated result under the same conditions. According to Riduwan and Achmad (2012), Reliability test done to get the level of accuracy data collection tool (instrument is used). The main usage of Reliability test is to make sure that the used measurement tool (questionnaires) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object.

Testing of Classical Assumption

Multicollinearity Test

The purpose of multicollinearity testing is to identify whether a correlation among independent variables occurs. Good regression model must not have a correlation among the independent variable. If the value is higher than the tolerance value of 0.1 or VIF smaller than 10, then it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

The purpose of conducting this part is to test whether any residual variance difference from one observation to another in a regression model. The data with no heteroscedasticity (homoscedasticity) can be concluded as good data.

Normality Test

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and model-predicted values of the dependent variable.

Autocorrelation Test

Autocorrelation is the correlation between some observed data that is organized based on time series or data in a certain time or is cross-sectional. It is attempt to test if there is any correlation between errors in t period and t-1 period in a linear regression model.

Multiple Regression Analysis Method

Multiple regression analysis is similar to the simple regression analysis but only in this case multiple regression use more than one independent variable to explain variance in the dependent variable. The starting point of multiple regression analysis is the conceptual model and the hypotheses derived from that model that the researcher has developed in an earlier stage of the research process (Sekaran and Bougie, 2009).

Hypothesis Testing (F-Test and T-Test)

The F-Test will be used to determine the significance of all independent variables that affected the dependent variables. To have all independent variables which contribute simultaneously significant to the dependent variable, significant value (Sig) is 5% ($\alpha \leq 0.05$). The T-test is intended to determine individual independent variables have an influence on the dependent variable assuming constant value independent variables. This test is done by comparing t count with t table while the level of significance is 5% ($\alpha=0.05$).

RESULT AND DISCUSSION

Result

Table 1. Validity Test

Variables	Indicators	Pearson Correlation	Sig. (2.tailed)	N	r table	Status
Product Review (X1)	X _{1.1}	0.457	0.000	100	0.300	Valid
	X _{1.2}	0.371	0.000	100	0.300	Valid
	X _{1.3}	0.332	0.000	100	0.300	Valid
	X _{1.4}	0.418	0.000	100	0.300	Valid
Source Credibility (X2)	X _{2.1}	0.649	0.000	100	0.300	Valid
	X _{2.2}	0.631	0.000	100	0.300	Valid
	X _{2.3}	0.627	0.000	100	0.300	Valid
	X _{2.4}	0.523	0.000	100	0.300	Valid
Consumer Buying Decisions (Y)	X _{3.1}	0.424	0.000	100	0.300	Valid
	X _{3.2}	0.607	0.000	100	0.300	Valid
	X _{3.3}	0.585	0.000	100	0.300	Valid
	X _{3.4}	0.612	0.000	100	0.300	Valid

Source: SPSS Output, 2021

Table 1 shows the validity data test, where r table value is 0.30 with the significant value that is used is 5% or 0.05. Which means all the statements or indicators that is used in the questionnaire for this research is valid.

Table 2. Reliability Test

Variable	N of items	Cronbach's Alpha	Description
X1 (Product Review)	4	0.611	Reliable
X2 (Source Credibility)	4	0.789	Reliable
Y (Consumer Buying Decision)	4	0.757	Reliable

Source: SPSS Output, 2021

The reliability test shows the Cronbach's Alpha of these 3 variables are reliable, because the value of Cronbach's Alpha of every variable is above 0.60.

Testing of Classical Assumption
Normality Test

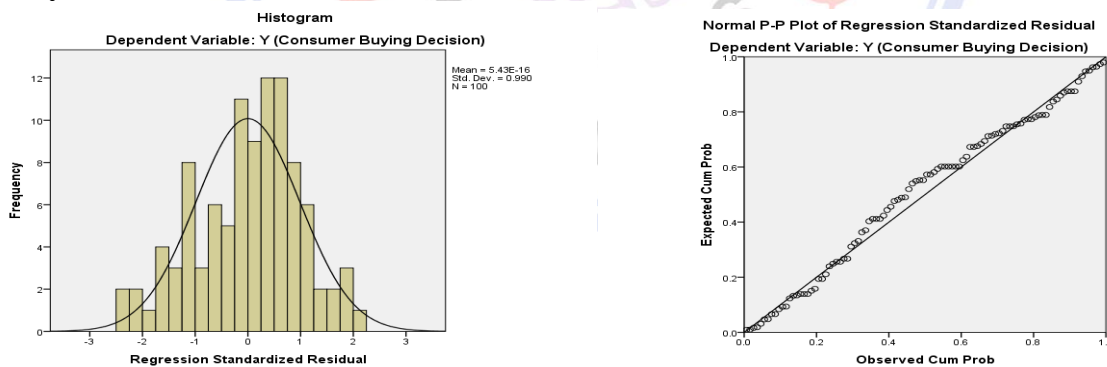


Figure 2. Histogram and Normal P-P Plot

Source: SPSS Output, 2021

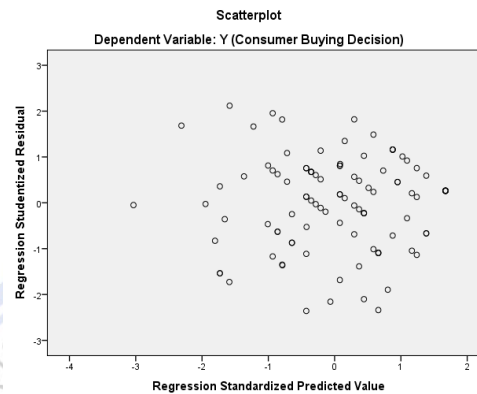
Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is complete.

Multicollinearity Test**Table 3. Multicollinearity Test**

Variable	Tolerance	VIF	Status
X1 (Product Review)	0.679	1.473	No Multicollinearity
X2 (Source Credibility)	0.679	1.473	No Multicollinearity

Source: Data Processed, 2021

The results of Multicollinearity Test, shows Product Review and Source Credibility has a Tolerance (T) value of 0.679 and Variance Inflation Factor (VIF) value of both independent variables is 1.473.

Heteroscedasticity Test**Figure 3. Heteroscedasticity Test**

Source: Data Processed, 2021

The figure shows the result of scatterplot, where the dots are spread between above and below, the dots also do not spread form waves and do not form pattern. It means that there is no Heteroscedasticity, because the data dots spread above and below or around 0 on the Y axis.

Autocorrelation Test**Table 4. Autocorrelation Test Result**

d_L	d_U	DW	$4-d_U$	$4-d_L$
1.634	1.715	2.074	2.285	2.366

Source: Data Processed, 2021

Based on the autocorrelation test result shows the d_U value is 1.715 which is less than d value (2.116) and for $4-d_U$ value is 2.285 which is higher than d value (2.116) or ($1.715 < 2.116 < 2.285$). So it can be concluded there is no autocorrelation in the regression.

Multiple Linear Regression Analysis Model**Table 5. Multiple Linear Regression Analysis Result**

Variable	B	t_{count}	p-value	Status
Constant	1.269			
X1 (Product Review)	0.391	3.672	0.000	Significant
X2 (Source Credibility)	0.524	6.577	0.000	Significant

Source: Data Processed, 2021

The analysis from Table 5 can be written as the following equation:

$$Y = 1.269 + 0.391 X_1 + 0.524 X_2 + e_i$$

Table 6. Coefficient of Determination (R)

Model	R
1	.749 ^a

Source: SPSS Output, 2021

The value of Coefficient of Correlation (R) is 0.749, it means the interval value shows substantial positive association of independent variable Product Review (X1), Source Credibility (X2) towards dependent variable Consumer Buying Decision (Y).

Table 7. Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.749 ^a	.561	.552	1.61554	1.634

Source: SPSS Output, 2021

A value of R square is 0.561, it can be explained both independent variables Product Review (X1) and Source Credibility (X2) can influence dependent variables Consumer Buying Decision (Y) at 0.561 or 56,10%, and the rest of it about 34.50% are influencing by the other variables which not explained on this research.

Table 8. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	323.474	2	161.737	61.969	.000 ^b
Residual	253.166	97	2.610		
Total	576.640	99			

Source: SPSS Output, 2021

The F value is 61.969 with a significance level of 0.000, because the significant level is less than 0.05 ($0.000 < 0.05$), the overall degree of freedom is 99 that consists of the degree of freedom in value in regression model is 2, and the degree of freedom residual is 97. If the value of F count is greater than F table ($61.969 > 3.090$). It can be concluded that the Product Review (X1) and Source Credibility (X2) are simultaneously have a significant influence on Purchase Decision (Y) of local cosmetic products in Manado.

Table 9. T-Test

Model	T	Sig.	Status
1 (Constant)	.818	.415	
Product Review	3.672	.000	Accepted
Digital Marketing	6.577	.000	Accepted

Source: SPSS Output, 2021

The result shows there is a significant positive influence of Product Review and Source Credibility by Beauty Vlogger on Consumer Buying Decisions of Local Cosmetic Products in Manado.

Discussion

The influence of Product Review and Source Credibility influencing Consumer Buying Decisions of Local Cosmetic Products in Manado. The result of R tests showed a value of R square is 0.561, it can be explained both independent variables Product Review (X1) and Source Credibility (X2) can influence dependent variables Purchase Decision (Y) at 56.10%, and the rest of it about 34.50% are influencing by the other variables which not explained on this research. The result of f-test (simultaneously test) shows the F value is 61.969 is greater than F table 3.09. Product review and source credibility has a significant influence to the consumer buying decision of local cosmetics product in Manado. This characteristic gives a big influence to local cosmetic product company on how often the customer choose to buy local cosmetic product in Manado, based on the product review and the source credibility of beauty vlogger or social influencer. This will improve the company's abilities to maintain the loyal customer, since the issues right here is how the customer preference towards the brand is taking a big part on their buying decision. Also, from this research, it will give more perspective to the company on how they should advertise and review the product, how they should bring more value on the product through a proper review from social influencer like beauty vlogger, and educate the customer that local cosmetic product is a good product too and suitable with Indonesia's skin. The product is not always expensive, but also it can be a cheaper too, as long as it did not affect the quality of the product, in this case, a local cosmetic product.

CONCLUSSION AND RECOMMENDATION**Conclusion**

1. Product Review and Source Credibility have significant influence on Consumer Buying Decision of local cosmetic products in Manado simultaneously.
2. Product Review have significant effect on Consumer Buying Decision partially. Positive and negative review based on their experience using the product will influence the consumer buying decision to buy a local cosmetic product.
3. Source Credibility have significant effect on Consumer Buying Decision partially. With the Source Credibility that Beauty Vlogger have, it can increase the number of viewers Beauty Vlog's video and will influence the consumer buying decision to buy a local cosmetic product.

Recommendation

1. There is always space for research improvement. In this research, there are several limitations, which can be improved in next study. This study is not completely perfect due to a limited time and also not all the population are represented. Hope for further researcher can be done by adding a number of samples from observed doing by this study, so it will increase the level of data accuracy.
2. For the local cosmetic company, through this research that product review and source credibility by beauty vlogger is positively influencing consumer buying decision of local cosmetic product in Manado, which means that the beauty vlogger / social influencer should considering an attractiveness product review's video for each new local cosmetic product that not only shows how great the product is, but focusing on how it can affect, fulfill the customer needs, and maybe giving a great impact in customer daily life, because at the end of the day, people buying a value from the product, not just a feature.

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