

## DAFTAR PUSTAKA

### **Jurnal&Skripsi:**

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): alternatif structural equation modeling (SEM) dalam penelitian bisnis*. Yogyakarta: Penerbit Andi, 22, 103-150.
- Abuznaid. (2012). *Pemasaran Syariah Teori, Filosofi dan Isu-Isu Kontemporer*. Depok: Rajawali Pers.
- Ajzen, I. (1991). *The Theory of Planned Behavior*. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I. and Fishbein, M. (1977). *Attitude-behavior relations: theoretical analysis and review of empirical research*. *Psychological Bulletin*, 84(5), 888-918.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77.
- Ali, H. (2019). Purchase Decision and Repurchase Models: Product Quality and Process Analysis (Case Study of House Ownership Credit Financing in Permata Sharia Bank Jakarta). *Scholars Bulletin*. [https://doi.org/10.36348/sb\\_v05i09](https://doi.org/10.36348/sb_v05i09).
- Amilia, S. (2017). Pengaruh citra merek, harga, dan kualitas produk terhadap keputusan pembelian handphone merek xiaomi di kota langsa. *Jurnal Manajemen Dan Keuangan*, 6(1), 660-669.
- Amri, S., & Prihandono, D. (2019). Influence lifestyle, consumer ethnocentrism, product quality on purchase decision through purchase intention. *Management Analysis Journal*, 8(1), 25-38.
- Anggita, R., & Ali, H. (2017). The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *Scholars Bulletin*, 3(6), 261-272.
- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of brand awareness and social media content marketing on consumer purchase decision. *Journal of Public Value and Administrative Insight*, 2(2), 5-10.
- Anwar, I., & Satrio, B. (2015). Pengaruh harga dan kualitas produk terhadap keputusan pembelian. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 4(12).
- Arinawati, E., dan Suryadi, B. (2019). *Penataan Produk*. Jakarta: Gramedia.

- Aritonang, R. (2007). *Riset Pemasaran: Teori dan Praktik*. Bogor: Ghalia Indonesia.
- Ariyanto, N. (2020). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian. Pamulang. *Jurnal Pemasaran Kompetitif*, 3, 12-22.
- Armstrong, Garry & Kotler. (2012). *Principles of Marketing*. (14 ed.). Global
- Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Boston, MA: Pearson.
- Castillo, R. (2017). Who is Slovin and where and how did the Slovin's Formula for determining the sample size for a survey research originated.
- Chin, W. W. (1998). *The partial least squares approach for structural equation modeling*.
- Dapas, C. C., Sitorus, T., Purwanto, E., & Ihalauw, J. J. (2019). The effect of service quality and website quality of Zalora. com on purchase decision as mediated by purchase intention. *Calitatea*, 20(169), 87-92.
- Edition. Pearson Education.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in human behavior*, 61, 47-55.
- Fure, H. (2013). Lokasi, keberagaman produk, harga, dan kualitas pelayanan pengaruhnya terhadap minat beli pada pasar tradisional Bersehati Calaca. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 1(3).
- Ghozali, I. 2012. *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Yogyakarta: Universitas Diponegoro
- Ghozali, I. (2014). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 Untuk Penelitian Empiris*. Semarang, Indonesia: Badan Penerbit Universitas Diponegoro Semarang.
- Goodrich, K., & De Mooij, M. (2014). How 'social' are social media? A cross-cultural comparison of online and offline purchase decision influences. *Journal of marketing communications*, 20(1-2), 103-116.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet.
- Halim, N. R., & Iskandar, D. A. (2019). Pengaruh Kualitas Produk, Harga dan Persaingan terhadap Minat Beli. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 415-424.
- Henderi, Yusuf, M., & Graha, Y. I., (2007). *Pengertian Media Sosial*. Jakarta: Kencana.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). *The Use of Partial Least Squares*

- Path Modeling in International Marketing*. *Advances in International Marketing*, 20, 277-319.
- Indika, D. R., & Jovita, C. (2017). Media sosial instagram sebagai sarana promosi untuk meningkatkan minat beli konsumen. *Jurnal Bisnis Terapan*, 1(01), 25-32.
- Journal of Marketing Theory & Practice*, 19 (2), 139-151.
- Kotler, P. (2002). *Manajemen Pemasaran Jilid 2* (Millenium ed.), PT Prenhallindo:Jakarta.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Penerbit: Erlangga. Jakarta.
- Kotler, P., & Keller, K. L. (2016). *A framework for marketing management* (p. 352).
- Kotler, P., & Keller, K. L. (2016). *A framework for marketing management* (p. 352).
- Lupiyoadi, H. (2008). *Manajemen Pemasaran Jasa (edisi kedua)*. Jakarta: Salemba Empat.
- Malihah, N. (2019). Tiktok dalam Perspektif Al-qur'an. *At Tahfizh*, 1(01), 40–57.
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of retailing and consumer services*, 53, 101975.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
- Modern methods for business research, 236-295.
- Nugroho J. S., (2003). *Perilaku Konsumen*, (1 ed.). Prenada Media: Jakarta.
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence & Planning*.
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*.
- Pusparisa, Y. (2020, July 2). Produk Skincare Korea Selatan Jadi Pilihan Warga Asia. [Katadata.co.id](https://katadata.co.id); Databoks.
- Putri, C. S. (2016). Pengaruh media sosial terhadap keputusan pembelian konsumen cherie melalui minat beli. *Jurnal Manajemen dan Start-Up Bisnis*, 1(5), 594-603.
- Rizaty, M, A. (2021, October 5). Industri Kosmetik Tumbuh 5,59 Persen, Ini Merek Perawatan Tubuh Terlaris pada Agustus 2021. [Katadata.co.id](https://katadata.co.id); Databoks.
- Rachbini. (2018). Pengaruh Kualitas Produk, Citra Merek dan Celebrity Endorser terhadap Keputusan Pembelian Smartphone Melalui Minat Beli sebagai Variabel Intervening. *Ejournal Administrasi Bisnis*, 7(4, 2019), 414.

- Robbins, Stephen P. 1996. *Perilaku Organisasi Jilid 2* (7 ed.). Jakarta : Prehallindo.
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product perceived quality and purchase intention with consumer satisfaction. *Global journal of management and business research*.
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business (6th ed.)*. West Sussex, United Kingdom: John Wiley & Sons Ltd.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA.
- Tjiptono, F. (2008). Strategi bisnis pemasaran. *Yogyakarta: Andi*, 68.
- Wahyuni, D. U. (2008). Pengaruh Motivasi, Persepsi dan Sikap Konsumen Terhadap Keputusan Pembelian Sepeda Motor Merek" Honda" di Kawasan Surabaya Barat. *Jurnal Manajemen dan kewirausahaan*, 10(1), pp-30.Y. *Procedia-Social and Behavioral Sciences*, 148, 177-185.
- Yogesh, F., & Yesha, M. (2014). Effect of social media on purchase decision. *Pacific Business Review International*, 6(11), 45-51.
- Yunan, A., Analisis Faktor-Faktor yang Memengaruhi Minat Beli Konsumen Rokok dalam Perspektif Ekonomi Islam (Studi Masyarakat Muslim Kecamatan Waylima Kabupaten Pesawaran).
- Zuhro, F., & Faishol, M. (2021). Penggunaan Media Sosial Likee Menurut Perspektif Islam. *Sahafa Journal of Islamic Communication*. 3(2), 215-230.

### Website:

- Compas. (2021). 10 Brand Skincare Lokal Terlaris di Online Marketplace - Kompas. (2021, April 22). Kompas. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- PDDikti. (2022). PDDikti - Pangkalan Data Pendidikan Tinggi. Pddikti.kemdikbud.go.id. [https://pddikti.kemdikbud.go.id/data\\_pt/REQ2RkMyM0YtN0I4OC00QzE5LTk4NDAtRjcyNjkzMTgwNDZE](https://pddikti.kemdikbud.go.id/data_pt/REQ2RkMyM0YtN0I4OC00QzE5LTk4NDAtRjcyNjkzMTgwNDZE) diakses pada 13 September 2022
- Statista (2022). Global: skin care market revenue 2013-2026 | Statista. (2013). Statista; Statista.<https://www.statista.com/forecasts/1268473/worldwide-revenue-skin-care->

[market#:~:text=In%202020%2C%20the%20global%20skin,billion%20U.S.%20dollars%20by%202026.](#)

Statista (2022). Indonesia: skin care market revenue 2017-2026 | Statista. (2017). Statista; Statista. <https://www.statista.com/forecasts/1214255/indonesia-revenue-skin-care-market>  
<https://databoks.katadata.co.id/datapublish/2020/07/02/produk-skincare-korea-selatan-jadi-pilihan-warga-asia>  
<https://databoks.katadata.co.id/datapublish/2021/10/05/industri-kosmetik-tumbuh-559-persen-ini-merek-perawatan-tubuh-terlaris-pada-agustus-2021>