





## REFERENCES

- Abubakar, I. (2016). *Analisis Structure, Conduct dan Performance pada Pasar Kakao: Kasus di Kabupaten Parigi Moutong Provinsi Sulawesi Tengah*. IPB.
- Akter, S., D'Ambra, J., & Ray, P. (2011). An evaluation of PLS based complex models: The roles of power analysis, predictive relevance and GoF index. *17th Americas Conference on Information Systems 2011, AMCIS 2011*, 2(January), 1313–1319.
- Ali, A. Z., & Prasetyo, A. (2019). Intergrated Marketing Communication Strategy Through Instagram Social Media. *E-Proceeding of Management*, 6(2), 4881–4892.
- Amil, R. (2021). Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian (Studi Kasus Produk Skincare MS Glow). In *Skripsi*. UIN Malang.
- Amraeni, A. (2011). Pengaruh Citra Merek Terhadap Keputusan Pembelian Laptop Asus Pada Mahasiswa Program Studi Manajemen Universitas Negeri Makassar. *Manajemen*, 53(9), 3. <https://doi.org/10.1017/CBO9781107415324.004>
- Armstrong, G., & Kotler. (2004). *Dasar-Dasar Pemasaran*. Prehalindo.
- Assauri, S. (2017). *Manajemen Pemasaran: Dasar, Konsep dan Strategi*. Rajawali Press.
- Astuti, N. P., & Rahmawati, H. R. (2023). The Impact of E-Wom and Perceived Quality on Purchase Intention and Purchase Decision. *FORUM EKONOMI: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 25(1), 22–34.
- Ayu, I. G., Febriati, U., Nyoman, N., & Respati, R. (2020). The Effect of Celebrity Endorser Credibility and Product Quality Mediated by Brand Image on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 3, 464–470.
- Azizah, F. (2021). *Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik You Di Toko Nurul Martapura*. Universitas Islam Kalimantan.
- Bae, J. T., Kim, B. Y., & Oh, S. H. (2019). The Effects of Brand Value of Oriental Medicine Cosmetic on Purchase Intention. *Journal of Asian Finance, Economics and Business*, 6(2), 105–117. <https://doi.org/10.13106/jafeb.2019.vol6.no2.105>
- Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, 70(July 2022). <https://doi.org/10.1016/j.jretconser.2022.103149>
- BPS. (2022). *Jumlah Penduduk Pertengahan Tahun 2020-2022*. <https://www.bps.go.id/indicator/12/1975/1/jumlah-penduduk-pertengahan-tahun.html>
- Buchari, A. (2009). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic Word-Of-Mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Creswell, J. W. (1994). *Research Design: Qualitative and Quantitative Approach*. SAGE Publications.
- Dharmesta, B. S., & Handoko, T. (2012). *Pemasaran: Analisis Perilaku Konsumen*. BPFE.
- Diantari, N. P. E., & Jokhu, J. R. (2021). Impact of Instagram as a tool of Social Media Marketing. *Media and Communication Review*, 1(1), 17–29. <https://doi.org/10.32350/mcr.11.02>
- Erna, F. D. (2008). *Merek & Psikologi Konsumen* (1st ed.). Graha Ilmu.
- Estrada, L. C., Fraser, M. R., Cioffi, J. P., Sesker, D. A., Walkner, L., Brand, M. W., Kerby, D.

- S., Johnson, D. L., Cox, G., & Brewer, L. (2005). Partnering for preparedness: The Project Public Health Ready experience. *Public Health Reports*, 120(SUPL. 1), 69–75. <https://doi.org/10.1177/00333549051200s114>
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek: Planning dan Strategy*. Penerbit Qiara Media.
- Genoveva, G., & Utami, N. N. (2020). the Influence of Brand Image, Halal Label, and Halal Awareness on Customers Purchasing Decision of Halal Cosmetic. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 355. <https://doi.org/10.24912/jmie.v4i2.8381>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Gunelius, S. (2012). *30-Minute Social Media Marketing*. McGraw-Hill Companies Inc.
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California Management Review*, 63(1), 5–25. <https://doi.org/10.1177/0008125620958166>
- Hair, J. et al. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. (2017). *Multivariate Data Analysis*. Pearson.
- Haryadi, A. R., Gunaningrat, R., & Suyatno, A. (2022). Pengaruh Social Media Marketing, Citra Merek Dan Word of Mouth Terhadap Keputusan Pembelian Pada Produk Kecantikan Somethinc. *Jurnal Bismak*, 2(2), 9–17.
- 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*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hidayah, A. (2019). Pengaruh social media marketing terhadap brand loyalty melalui customer engagement pada wardah cosmetics (Studi pada pengikut akun instagram @wardahbeauty). *Jurnal Mahasiswa FEB*, 7(1), 1–17.
- Huang, S. (2022). An Empirical Study on the Impact of Customer Purchase Intention Based on Factor Analysis and Structural Equation Model. *Security and Communication Networks*, 2022(2007). <https://doi.org/10.1155/2022/3661035>
- Ingasari, S. M., & Hartati, R. (2022). Pengaruh Celebrity, Endorses, Brand Image dan Brand Trust Terhadap Keputusan Pembelian Produk Scarlett Whitening. *Cakrawangsa Bisnis*, 3(1), 1–22.
- Jandrić, P., Hayes, D., Truelove, I., Levinson, P., Mayo, P., Ryberg, T., Monzó, L. D., Allen, Q., Stewart, P. A., Carr, P. R., Jackson, L., Bridges, S., Escaño, C., Grauslund, D., Mañero, J., Lukoko, H. O., Bryant, P., Fuentes-Martinez, A., Gibbons, A., ... Hayes, S. (2020). Teaching in the Age of Covid-19. *Postdigital Science and Education*, 2(3), 1069–1230. <https://doi.org/10.1007/s42438-020-00169-6>
- Kalemkus, J., BAYRAKTAR, Ş., & ÇİFTÇİ, S. (2021). Comparative Effects of Argumentation and Laboratory Experiments on Metacognition, Attitudes, and Science Process Skills of

- Primary School Children. *Journal of Science Learning*, 4(2).  
<https://doi.org/10.17509/jsl.v4i2.27825>
- Kamis, A., Yunus, F. A., Saibon, R. A., & Rahim, M. B. (2021). The SmartPLS Analyzes Approach in Validity and Reliability of Graduate Marketability Instrument. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 829–841.  
<https://doi.org/10.17762/turcomat.v12i3.791>
- Khairani, D. A. (2021). Jurnal Ilmu dan Riset Manajemen e-ISSN: 2461-0593. *Pengaruh Harga, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Pada PT Sirkah Purbantara Utama*, 10(19), 1–18.
- Kusmanto Kusmanto, & Rizki Febriana. (2021). Pengaruh Marketing Mix Terhadap Keputusan Pembelian Konsumen Pada Pt Ella Organic Skin Care Cabang Semarang. *Jurnal Ilmu Manajemen, Ekonomi Dan Kewirausahaan*, 1(3), 86–97.  
<https://doi.org/10.55606/jimek.v1i3.525>
- Kussudyarsana, K., & Rejeki, L. (2020). Pengaruh Media Sosial Online Dan Media Promosi Offline Terhadap Pemilihan Merek Produk Skincare Dan Klinik Kecantikan. *Jurnal Manajemen Dayasaing*, 22(1), 1–11. <https://doi.org/10.23917/dayasaing.v22i1.10701>
- Kusuma, F. A., & Wijaya, T. (2022). Pengaruh Electronic Word of Mouth Terhadap Minat Beli: Peran Mediasi Citra Merek. *Jurnal Fokus Manajemen Bisnis*, 12(1), 30–42.  
<https://doi.org/10.12928/fokus.v12i1.5717>
- Lee, E. ., Park, T. Y., & Koo, B. (2015). Identifying Organizational Identification as a Basis for Attitudes and Behaviors: A Meta-analytic Review. *Psychological Bulletin*, 141(5), 1049–1080. <https://doi.org/https://doi.org/10.1037/bul0000012>
- Manurung, S. P. (2018). Virtual Goods and Digital Goods: Indonesian Millennial Attitude Towards Online Shopping Intention (ATOSI). *Advanced Science Letters*, 24(10).  
<https://doi.org/https://doi.org/10.1166/asl.2018.12434>
- Marini, V. E. (2022). *Pengaruh Produk , Promosi Terhadap Citra Merek dan Implikasinya Terhadap Keputusan Pembelian Produk pada PT . XYZ*. 2(6), 674–683.  
<https://doi.org/10.36418/comserva.v2i6.395>
- Merriam, S. B. E. J. T. (2016). *Qualitative Research: A Guide to Design and Implementation* (4th ed.). Jossey-Bass.
- Mileva, L. (2018). *Pengaruh Social Media Marketing terhadap Keputusan Pembelian (Survei pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks Menggunakan LINE )*. Universitas Brawijaya.
- Muharam, H., Chaniago, H., Endraria, E., & Harun, A. Bin. (2021). E-Service Quality, Customer Trust and Satisfaction: Market Place Consumer Loyalty Analysis. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(2), 237. <https://doi.org/10.24252/minds.v8i2.23224>
- Napitupulu, T., Tumbel, A., Tawas, H., Beli, M., Pemediasi, S., Brand, P., Dan, I., Manajemen, J., & Ekonomi, F. (2023). *Endorser Terhadap Keputusan Pembelian Produk Kosmetik Emina ( Studi Pada Mahasiswi Di Fakultas Ekonomi Dan Bisnis Universitas Sam Ratulangi Manado ) Purchase Intention As A Mediator Of The Effect Of Brand Image And Celebrity Endorser On Emina ' S Cosmetic*. 11(1), 1149–1159.
- Ningsi, W. P. W., & Ekowati, S. (2021). Pengaruh Promosi Di Media Sosial Dan Word Of Mouth Terhadap Keputusan Pembelian Skincare MS GLOW. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, 2(1), 50–57. [www.jurnal.imsi.or.id](http://www.jurnal.imsi.or.id)
- Nurchayani, I. W., Wicaksono, H. D., & Fauzan, S. (2022). *Prosiding National Seminar on*

- Accounting , Finance , and Penerapan Problem Based Learning Pada Pembelejaraan MYOB Accounting Untuk Meningkatkan Kemampuan Mahasiswa.* 2(3), 72–78.
- Payani, K. D., & Sujadi, D. (2021). Pengaruh Strategi Promosi Melalui Social Media Terhadap Keputusan Pembelian Produk Skincare Ms-Glow Yang Dimediasi Word of Mouth Di Kabupaten Gianyar. *Journal Research of Management*, 3(1), 46–56. <https://doi.org/10.51713/jarma.v3i1.59>
- Putra, P. Y., & Ningrum, S. (2019). The Influence of Celebrity Endorser, Brand Image, and Brand Trust on Consumer Purchasing Decisions of Nike Brand Sport Shoes In Surabaya. *Journal of World Conference (JWC)*, 1(1), 208–218. <https://doi.org/10.29138/prd.v1i1.61>
- Raharjo, N. P., & Winarko, B. (2021). Analisis Tingkat Literasi Digital Generasi Milenial Kota Surabaya dalam Menanggulangi Penyebaran Hoaks. *Jurnal Komunika: Jurnal Komunikasi, Media Dan Informatika*, 10(1), 33. <https://doi.org/10.31504/komunika.v10i1.3795>
- Rosdiana, R., Haris, I. A., & Suwena, K. R. (2019). Pengaruh Kepercayaan Konsumen Terhadap Minat Beli Produk Pakaian Secara Online. *Jurnal Pendidikan Ekonomi Undiksha*, 11(1), 318. <https://doi.org/10.23887/jjpe.v11i1.20164>
- Sani, S. A., Batubara, M., Silalahi, P. R., Syahputri, R. R., & Liana, V. (2022). Pengaruh Promosi, Kualitas Produk dan Harga terhadap Keputusan Pembelian Konsumen pada Produk Scarlett Whitening. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 4(5), 1327–1342. <https://doi.org/10.47467/alkharaj.v4i5.931>
- Santoso, J. (2022). Implementasi Business Model Canvas pada Bisnis Kecantikan Secondate. *OSF Preprints*, 1–8. <https://osf.io/k5phy/>
- Selvia, D., & Deliana, Y. (2022). Pengaruh Social Media Marketing Melalui Instagram Terhadap Keputusan Pembelian Sayur Organik Di Warung 1000 Kebun Bandung. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 8(2), 1476. <https://doi.org/10.25157/ma.v8i2.8044>
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(August 2017), 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Shimp, T. (2003). *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu*. Erlangga.
- Simay, A. E., Wei, Y., Gyulavári, T., Syahrivar, J., Gaczek, P., & Hofmeister-Tóth, Á. (2022). The e-WOM intention of artificial intelligence (AI) color cosmetics among Chinese social media influencers. *Asia Pacific Journal of Marketing and Logistics, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/APJML-04-2022-0352>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, R & D*. Alfabeta.
- Suhardi, M. F. (2022). *Pengaruh Social Media Marketing, Kepercayaan Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Dear Me Beauty*. Universitas Muhammadiyah Surakarta.
- Suharsimi, A. (2016). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Syah, L. L., Rahadi, D. R., & Farid, M. M. (2021). The Influence Of Word-Of-Mouth Online And Celebrity Endorser On Attitudes And Intentions Of Tourists To Visit Indonesia During The Covid-19 Pandemic. *Journal of Management and Leadership*, 4(2), 38–60. <https://doi.org/10.47970/jml.v4i2.240>
- Takaya, R. (2019). the Effect of Celebrity Endorsment on Brand Image and Trust Brand and It’S Impact To Purchaseintention Case Study: Oppo Smartphone. *Business and Entrepreneurial Review*, 17(2), 183–196. <https://doi.org/10.25105/ber.v17i2.5228>

- Tanuwijaya, J., & Mulyandi, R. (2021). Pengaruh Viral Marketing dan Turbo Marketing Terhadap Keputusan Pembelian Skincare Somethinc. *Jurnal Sosial Sains*, 1(5), 368–373. <https://doi.org/10.36418/sosains.v1i5.81>
- Tanzila, Sohail, A. A., & Tanveer, N. (2015). Buying Behavior of Smartphone among University Students in Pakistan. *The International Journal of Business and Management*, 3(1), 34–40.
- Thania, G. S. K., & Anggarini, Y. (2021). Pengaruh Gaya Hidup, Online Festival, dan Beauty Influencer Terhadap Keputusan Pembelian Produk Di Masa Pandemi Covid - 19. *Journal.Stimykn*, 2(2), 275–286.
- Tusakdiyah, H. (2022). *Pengaruh Sosial Marketing Terhadap Keputusan Pembelian Produk MS GLOW Medan (Studi Kasus Pada Toko MS GLOW SLALUSTOCK.YES)*. Universitas Muhammadiyah Sumatera Utara.
- Vidyanata, D., Sunaryo, S., & Hadiwidjojo, D. (2018). the Role of Brand Attitude and Brand Credibility As a Mediator of the Celebrity Endorsement Strategy To Generate Purchase Intention. *Jurnal Aplikasi Manajemen*, 16(3), 402–411. <https://doi.org/10.21776/ub.jam.2018.016.03.04>
- Vinzi, V. ., Trinchera, L., & Amato, S. (2010). *PLS Path Modeling: From Foundations to Recent Developments and Open Issues for Model Assessment and Improvement*. Springer Berlin Heidelberg. [https://doi.org/https://doi.org/10.1007/978-3-540-32827-8\\_3](https://doi.org/https://doi.org/10.1007/978-3-540-32827-8_3)
- Wei, Y., Simay, A. E., Agárdi, I., Syahrivar, J., & Hofmeister-Tóth, Á. (2023). Using Artificial Intelligence to Promote Branded Color Cosmetics: Evidence from Indonesia. *Journal of Promotion Management*, 29(5), 644–675. <https://doi.org/10.1080/10496491.2022.2163036>
- Wiyanti, L. N. E. (2022). Pembelian Produk Scarlett Whitening Dalam Aplikasi Tiktok Shop. *Seminar Nasional Manajemen, Ekonomi Dan Akuntansi Fakultas Ekonomi Dan Bisnis UNP Kediri*, 6(1), 529–538.
- Yang, W., Zhang, L., & Mattila, A. S. (2016). Luxe for Less: How Do Consumers React to Luxury Hotel Price Promotions? The Moderating Role of Consumers' Need for Status. *Cornell Hospitality Quarterly*, 57(1), 82–92. <https://doi.org/10.1177/1938965515580133>
- Zayyan, S., & Saino. (2021). Pengaruh Penggunaan Aplikasi Tik Tok Sebagai Media Promosi Dan Trend Glow Up Terhadap Minat Beli Produk Kecantikan. *Jurnal Manajemen*, Vol 13(No 2), 282–291.