

DAFTAR PUSTAKA

- Afriansyah, A., Helmi, S., Trisninawati, T., & Roni, M. (2024). The Influence of Influencer Marketing, Content Marketing, and Online Advertising on Skincare Product Purchase Decisions on the Tiktok Application (Case Study on Palembang City Students). *Asian Journal of Management Analytics*, 3(4), 1117–1134. <https://doi.org/10.55927/ajma.v3i4.11088>
- Agustina, W., & Purnama Sari, W. (2021). *Pengaruh Influencer Marketing Tiktok terhadap Brand Image Bittersweet by Najla* (Vol. 5, Nomor 2).
- Amilia, S., & Nst, M. O. A. (2017). *Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa* (Vol. 6, Nomor 1).
- Amin, A. M., Rafiqah, D., & Yanti, F. (2021). *Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country Of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic*. <http://journal.almatani.com/index.php/invest/index>
- Anwar, R. N., & Amelia, D. R. (2023). The Influence of Celebrity Endorser and Electronic Word of Mounth on Purchase Decision with Brand Image as an Intervening Variable on MS Glow Products. *Jurnal Ilmiah Akuntansi dan Keuangan*, 5(6). <https://journal.ikopin.ac.id/index.php/fairvalue>
- Arianty, N., & Andira, ari. (2021). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian. *Jurnal Ilmiah Magister Manajemen*, 4. <https://doi.org/10.30596/maneggio.v4i1.6766>
- Azevedo, G., Oliveira, J., Marques, R. P., & Ferreira, A. (2018). *Handbook of Research on Modernization and Accountability in Public Sector Management*. IGI Global.
- Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. Dalam *Journal of Personality and Social Psychology* (Vol. 51, Nomor 6).
- Crystrie, D. A., & Sartika, S. H. (2022). Apakah Influencer Marketing berpengaruh pada Pengambilan Keputusan Pembelian di Marketplace Shopee pada Generasi Z? *Jembatan: Jurnal Ilmiah Manajemen*, 19(1), 17–32. <https://doi.org/10.29259/jmbt.v19i1.16700>

- Delbaere, M., Michael, B., & Phillips, B. J. (2021). Social media influencers: A route to brand engagement for their followers. *Psychology and Marketing*, 38(1), 101–112. <https://doi.org/10.1002/mar.21419>
- Devita, E. M., & Agustini, M. Y. D. H. (2019). Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House. Dalam *JMBE Journal Of Management and Business Environment* (Vol. 1, Nomor 1).
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*.
- Ghozali, I., & Latan, H. (2020). *Partial Least Square Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.0* (2 ed.). Badan Penerbit Universitas Diponegoro.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. Dalam *European Business Review* (Vol. 31, Nomor 1, hlm. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. Dalam *European Business Review* (Vol. 26, Nomor 2, hlm. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hariyanti, N. T., & Wirapraja, A. (2018). *Pengaruh Influencer Marketing sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur)*. <https://www.researchgate.net/publication/339787291>
- Hugh, D. C., Dolan, R., Harrigan, P., & Gray, H. (2022). Influencer marketing effectiveness: the mechanisms that matter. *European Journal of Marketing*, 56(12), 3485–3515. <https://doi.org/10.1108/EJM-09-2020-0703>
- Indrawati, & Nurbasary, A. (2024). The Influence Of Influencer Marketing And Brand Image On The Tiktok App On Fast Fashion Product Purchase Decisions Pengaruh Influencer Marketing Dan Citra Merek Pada Aplikasi Tiktok Terhadap Keputusan Pembelian Produk Fast Fashion. Dalam *Management Studies and Entrepreneurship Journal* (Vol. 5, Nomor 2). <http://journal.yrpiuku.com/index.php/msej>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context*. Springer.

- Jadhav, G. G., Gaikwad, S. V., & Bapat, D. (2023). A systematic literature review: digital marketing and its impact on SMEs. Dalam *Journal of Indian Business Research* (Vol. 15, Nomor 1, hlm. 76–91). Emerald Publishing. <https://doi.org/10.1108/JIBR-05-2022-0129>
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Jan, A., Khan, M., Ajmal, M. M., & Patwary, A. K. (2023). From traditional advertising to digital marketing: exploring electronic word of mouth through a theoretical lens in the hospitality and tourism industry. *Global Knowledge, Memory and Communication*. <https://doi.org/10.1108/GKMC-08-2022-0199>
- Kaushik, N., Vijayasimha, M., Singh, V., & Jha, R. K. (2019). Impact of cosmetics and self confidence level among women. *Journal of Drug Delivery and Therapeutics*, 9(3), 588–590. <https://doi.org/10.22270/jddt.v9i3.2636>
- Khaerunnisa, S., & Ramantoko, G. (2022). *Pengaruh Electronic Word Of Mouth (eWOM) Terhadap Keputusan Pembelian Masyarakat Cirebon Di Tokopedia*. 9(5), 2857.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing -- Philip T_ Kotler, Gary Armstrong -- 17th, global, 2018 -- Pearson -- 9780134492513 -- 9c9b29bb4aecfcee6a0ae462b9c45b -- Anna's Archive*.
- Kotler, P., Armstrong, G., harris, L., & He, H. (2020). *Principles of Marketing, 8th European Edition*. Pearson .
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15 ed.). Pearson.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel and Tourism Marketing*, 35(1), 73–89. <https://doi.org/10.1080/10548408.2016.1224750>
- Luthfi, A. S., Suryoko, S., & Nugraha, H. S. (2022). Pengaruh Electronic Word of Mouth (E-WOM) dan Brand Image terhadap Keputusan Pembelian Online pada Marketplace Lazada (Studi Pada Konsumen Lazada di Kota Semarang). Dalam *Jurnal Ilmu Administrasi Bisnis* (Vol. 11, Nomor 4). <https://ejournal3.undip.ac.id/index.php/jiab>
- Mahendra, S., & Edastama, P. (2022). *Pengaruh Online Customer Review, Rating dan Influencer Terhadap Keputusan Pembelian Pakaian Casual Pada Marketplace*.

- Mahri, A. J. W., Juliana, J., Monoarfa, H., Rohepi, A. P., & Karim, R. (2024). Integrating country of origin, brand image and halal product knowledge: the case of the South Korean skincare in Indonesia. *Journal of Islamic Marketing*, 15(1), 244–259. <https://doi.org/10.1108/JIMA-12-2021-0390>
- Mawarda, A., & Firmansyah Fani. (2024). Pengaruh Content Marketing dan Influencer Marketing Terhadap Keputusan Pembelian dengan Brand Image Sebagai Variabel Mediasi: Studi pada Pembelian Produk Luxcrime di Kota Malang. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(5). <https://doi.org/10.47467/alkharaj.v6i5.2525>
- McShane, S. L., Glinow, M. A. Von, & Sharma, R. R. (2015). *Organizational Behavior: Emerging Knowledge and Practice for The Real World*. (5 ed.). New York : McGraw-Hill.
- Pahlevi, R. (2022, Maret 25). *Nilai Penjualan per Bulan Perusahaan Kosmetik yang Terdaftar di Bursa Efek Indonesia (2020)*. <https://databoks.katadata.co.id/datapublish/2022/03/25/bukan-ms-glow-ini-5-perusahaan-kosmetik-yang-raih-miliaran-per-bulan>
- Pratama, M. R., Made, N., & Kusumadewi, W. (2023). *Peran Brand Image Memediasi pengaruh E-WOM terhadap Keputusan Pembelian Produk Smartphone di Kota Denpasar*. 12(7), 691–711. <https://doi.org/10.24843/EJMUNUD.2023.v12.i07.p03>
- Putri, J. N. P., Listyorini, S., & Budiarmo, A. (2023). Pengaruh Influencer Marketing dan Brand Image Terhadap Keputusan Pembelian (Studi pada Konsumen Produk POND'S di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*.
- Rahma Khairuna, R., & Satrio, D. (2024). *The Influence of Content Marketing, Live Streaming and E-WOM on Purchasing Decisions for Consumer of Sattka Basic Products via Tiktok Shop*.
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). ‘You really are a great big sister’—parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3–4), 279–298. <https://doi.org/10.1080/0267257X.2019.1708781>
- Rif'atul H, A., & Endang, A. (2021). Pengaruh Citra Merek dan Electronic Word of Mouth (E-WOM) Terhadap Keputusan Pembelian (Studi pada Konsumen Pixy di Kota Semarang). Dalam *Jurnal Administrasi Bisnis: Vol. X*.
- Rossiter, J. R., Percy, L., & Bergkvist, L. (2018). *Marketing Communications: Objectives, Strategy, Tactics* (SAGE).

- Saraswati, A. R., & Giantari, I. G. A. K. (2022). Brand Image Mediation of Product Quality and Electronic Word of Mouth on Purchase Decision. *International research journal of management, IT and social sciences*, 9(1), 97–109. <https://doi.org/10.21744/irjmis.v9n1.2012>
- Schiffman, L. G., & Kanuk, L. L. (2011). *Consumer Behavior*. Pearson Prentice Hall.
- Schiffman, L. G., & Wisenblit, J. (2018). *Consumer Behavior*.
- Semuel, H., & Lianto, A. S. (2014). Analisis eWOM, Brand Image, Brand Trust dan Minat Beli Produk Smartphone di Surabaya. *Jurnal Manajemen Pemasaran*, 8.
- Sopiah, & Sangadji, E. M. (2018). *Perilaku Konsumen : Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Andi.
- Sudha & Sheena (2017). Impact of Influencers in Consumer Decision Process: the Fashion Industry. *SCMS Journal of Indian Management*.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta .
- Sutanto, M. A., & Aprianingsih, A. (2016). The Effect of Online Consumer Review Toward Purchase Intention: a Study in Premium Cosmetic in Indonesia. *International Conference on Ethics of Business, Economics, and Social Science*.
- Tahir, M. (2023). *Analisis pengaruh harga dan kualitas produk terhadap keputusan pembelian*. www.nexparabola.co.id
- Waluyo, D. (2024, Februari 20). *Kinclong Industri Kosmetik Tanah Air*. <https://indonesia.go.id/kategori/editorial/7984/kinclong-industri-kosmetik-tanah-air?lang=1>
- Widyawati, D. D. (2017). *Pengaruh Electronic Word of Mouth terhadap Brand Image dan Purchase Intention pada Produk Starbucks (Studi Pengguna Instagram di Kota Malang)*. www.halomalang.com
- Yasinta, K. L., & Nainggolan, R. (2023). Pengaruh Influencer Marketing terhadap Keputusan Pembelian Somethinc di Surabaya dimediasi oleh Brand Image. Dalam *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 8, Nomor 6).