

DAFTAR PUSTAKA

- Adirinekso, G. P., Purba, J. T., Budiono, S., & Rajaguguk, W. (n.d.). *How Brand Image Mediated Sales Promotion and Price to Impact Shopee Consumer's Decision? The Case of Urban Worker in Jakarta*. www.marketeers.com,
- Adiyanto. (2022, 10 September). Industri Kosmetik Jasa Maklon Kian Dilirik. Retrieved from: <https://mediaindonesia.com/weekend/521646/industrikosmetik-meningkat-jasa-maklon-kian-dilirik>. Accessed: 12 Desember 2022
- Afriyani, L., Sumantri, P., & Wicaksana, I. (n.d.). *Enrichment: Journal of Management*, 13 (2) (20xx) *Enrichment: Journal of Management The influence of product quality brand image and price on purchasing decisions pixy lipstick products in Cikarang*. <https://doi.org/10.35335/enrichment.v13i2.1458>
- Agisnawati, A. (2021). Pengaruh Diskon, Promosi, dan Brand Image terhadap Loyalitas Pembelian Produk pada Online Shop (Studi Kasus Konsumen Online shop Shopee Di Kelurahan Kebon Bawang Jakarta Utara) (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta).
- Anwar, M., & Andrean, D. (2021). *The Effect of Perceived Quality, Brand Image, and Price Perception on Purchase Decision*.
- Bandyopadhyay, N., Sivakumaran, B., Patro, S., & Kumar, R. S. (2021). *Immediate or delayed! Whether various types of consumer sales promotions drive impulse buying?: An empirical investigation*. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102532>
- Claudia, C. (2020). Pengaruh Kualitas Produk, Store Atmosphere dan Kesesuaian Harga terhadap Loyalitas Konsumen J.CO Donuts & Coffee di wilayah Jakarta Utara. *Kwik Kian Gie School of Business*.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*.
- Firman, A. (n.d.). *The Impact of Brand Image and Product Quality on Purchasing Decisions A R T I C L E I N F O A B S T R A K*. <https://doi.org/10.33096/jmb.v10i1.514>
- Fransiskus, C., & Rakhman, A. (2023). The Influence of Product Quality and Price Perception on The Repurchase of Aqua in Jakarta Mediated by Brand Image. *Journal of International Conference Proceedings*, 6(1), 282–294. <https://doi.org/10.32535/jicp.v6i1.2266>

- Ghozali, I. (2017). Model Persamaan Struktural Konsep dan Aplikasi dengan Program Amos 24. Badan Penerbit Universitas Diponegoro.
- Hafizh, M., 1*, R., Bagus, I., Udayana, N., & Maharani, B. D. (2022). Analisis pengaruh persepsi harga dan kualitas produk terhadap keputusan pembelian melalui citra merek sebagai variabel intervening. In *Online) JURNAL MANAJEMEN* (Vol. 14, Issue 2).
- Jefri Putri Nugraha, teori perilaku konsumen. Pekalongan: PT. Nasya Expanding Management, 2021
- K. Kotler, P., & Keller, Marketing Management. Jakarta: Erlangga, 2009
- Kotler, P., & Armstrong, G. (2016). Principles of Marketing. New Jersey: Pearson Education.
- Kotler, P., & Keller, K. L. (2012). Marketing Management. Upper Saddle River: Pearson.
- Lee Seung-ku (9 Juni 2022). "Behind the success story of K-beauty brand Barenbliss in Southeast Asia". The Korea Herald. Diakses tanggal 7 Juli 2022.
- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132, 744–752. <https://doi.org/10.1016/j.jbusres.2020.10.054>
- Melati, T. A., Rachbini, D. J., & Rekart, E. (2021). *THE ROLE OF BRAND IMAGE IN MEDIATING THE EFFECT OF PRODUCT QUALITY, SERVICE AND PRICE ON PURCHASE INTEREST*. 2(3). <https://doi.org/10.31933/dijdbm.v2i3>
- N. C. Kamila, and I. Khasanah, "Analisis Pengaruh Persepsi Harga, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Pakan Ikan Dengan Citra Merek Sebagai Variabel Intervening (Studi Pada PT. Central Proteina Prima Cabang Tegal)," *Diponegoro Journal of Management*, vol. 11, no. 6, Nov. 2022
- Patimah, S., Muhammad Hasyim, Saipul Al Sukri, Didit Hadayanti, & Hendrajaya. (2023). Analysis The Influence of Price, Promotion, Distribution, Product Quality and Brand Image on Purchase Decision of Cereal Product. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(1), 179–185. <https://doi.org/10.35870/jemsi.v9i1.928>
- Pranoto, F., Haryono, P. B., & Assa, A. F. (2022). THE EFFECT OF SERVICE QUALITY AND PRICE ON PURCHASE DECISIONS MEDIATED BY BRAND IMAGE. *Social Science, Public Administration and Management*

(*HUSOCPUMENT*), 2(2), 67–77.
<https://doi.org/10.51715/husocpument.v2i2.155>

- Putri, T. (2019, 06 Desember). Masih Jadi Tren, Ini 3 Alasan Kosmetik Asal Korea Begitu Digemari. Retrieved from: <https://lifestyle.okezone.com/read/2019/12/06/611/2138601/masih-jaditrenini-3-alasan-kosmetik-asal-korea-begitu-digemari>. Accessed: 14 Oktober 2022
- Qazzafi, S. (2020). Factor Affecting Consumer Buying Behavior: A Conceptual Study. In *IJSRD-International Journal for Scientific Research & Development* (Vol. 8). www.ijsrd.com
- Rosanti, N., Karta Negara Salam, & Panus. (2021). The Effects of Brand Image and Product Quality on Purchase Decisions. *Quantitative Economics and Management Studies*, 2(6), 365–375.
<https://doi.org/10.35877/454ri.qems360>
- Saekoko, A. N., Nyoko, A. E. L., & Fanggidae, R. P. C. (2020). Analisis FaktorFaktor Yang Mempengaruhi Perilaku Konsumen Dalam Pembelian Smartphone Xiaomi (Studi Kasus Pada Mahasiswa Pengguna Smartphone Xiaomi Di Universitas Nusa Cendana). *Journal of Management (SME's)*, 11(1), 49–64
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & sons.
- Septiano, R., & Sari, L. (2021). *DETERMINATION OF CONSUMER VALUE AND PURCHASE DECISIONS: ANALYSIS OF PRODUCT QUALITY, LOCATION, AND PROMOTION*. 2(3).
<https://doi.org/10.31933/dijdbm.v2i3>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2019). *Statistika Untuk Penelitian*.
- Sulaiman, H., & Bakti, S. (2022). Mediation Role of Brand Image and Brand Quality on the Effect of Sales Promotion on Purchase Decisions: Study of Indonesian MSMEs. *Central European Management Journal* (Vol. 30 Iss. 4)
- Tjahjono, E. J., Ellitan, L., & Handayani, Y. I. (n.d.). *PRODUCT QUALITY AND BRAND IMAGE TOWARDS CUSTOMERS' SATISFACTION THROUGH*

PURCHASE DECISION OF WARDAH COSMETIC PRODUCTS IN SURABAYA.

Wijayanto. (2020, 14 Januari). Gaya Hidup Milenial Dongkrak Industri Kosmetik.

Retrieved

from:

<https://radarsurabaya.jawapos.com/ekonomi/14/01/2020/gaya-hidupmilenial-dongkrak-industri-kosmetik/>. Accessed: 28 Oktober 2022

Yasa, I. K. (2018). THE ROLE OF BRAND IMAGE MEDIATING THE EFFECT OF PRODUCT QUALITY ON REPURCHASE INTENTION. *Russian Journal of Agricultural and Socio-Economic Sciences*, 83(11), 172–180. <https://doi.org/10.18551/rjoas.2018-11.20>

