

DAFTAR PUSTAKA

- Aaker, D. A. (2014). *Aaker on branding: 20 principles that drive success*. Morgan James Publishing.
- Anggraini, R., & Sumiati, S. (2022). Analisis pengaruh faktor brand image, food quality, price dan e-WOM terhadap repurchase intention pada oleh-oleh khas Kota Batam. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, 5(2), 1214–1226.
- Arikunto, S. (2010). *Prosedur penelitian suatu pendekatan praktik* (Edisi revisi). Rineka Cipta.
- Badan Pengawas Obat dan Makanan Republik Indonesia. (2023). *Peraturan Badan Pengawas Obat dan Makanan Nomor 12 Tahun 2023 tentang Pengawasan Pembuatan dan Peredaran Kosmetik*. BPOM RI.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470.
- Dharmawan, D., Judijanto, L., Rahmi, N., Abdurohim, & Lotte, L. N. A. (2023). Analysis of the influence of e-word of mouth, brand image, and e-service quality on repurchase intention of digital bank customers. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(6), 2606–2612. <https://doi.org/10.35870/jemsi.v9i6.1690>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- GoodStats Data. (2024). *Kualitas produk kecantikan lokal tak kalah dari merek internasional*. [https://data.goodstats.id/statistic/kualitas-produk-kecantikan-lokal-tak-kalah-dari-merek-inter nasional-llKSL](https://data.goodstats.id/statistic/kualitas-produk-kecantikan-lokal-tak-kalah-dari-merek-inter-nasional-llKSL)
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762–1800.
- 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.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kementerian Perindustrian Republik Indonesia. (2025). *Kemenperin gadang potensi industri kosmetik semakin gemilang*. <https://ikm.kemenperin.go.id/kemenperin-gadang-potensi-industri-kosmetik-semakin-gemilang>

Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education. Pramesti, D. A., & Istiyanto, B. (2024). Pengaruh kualitas produk, citra merek, dan E-WOM terhadap minat beli ulang Lipcream Hanasui (Studi kasus pada konsumen di Solo Raya). *Jurnal Ilmiah Ekonomi dan Manajemen*, 2(2), 793–804.

Listiana, E., & Rosnani, T. (2024). Do brand image and product quality impact Eiger bags repurchase intention? *Journal of Management Science (JMAS)*, 7(1), 152–164.

Mailar Badir, & Lestari, A. (2020). The effect of electronic word of mouth on online purchase decision. *Jurnal Ilmiah Manajemen Bisnis*, 8(2), 112–121.

Malakiano, G., & Ahmadi, M. A. (2025). Pengaruh brand image, brand awareness, dan product quality terhadap repurchase intention produk skincare Skintific. *Jurnal Riset Multidisiplin Edukasi*, 2(1), 170–191.

Mutia, A. (2022, December 5). *Makin meroket, pendapatan produk kecantikan dan perawatan diri di RI capai Rp111,83 triliun pada 2022*. Databoks Katadata.
<https://databoks.katadata.co.id/produk-konsumen/statistik/66ea42a1ae6c6/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022>

Purnapardi, M. S., & Indarwati, T. A. (2022). Pengaruh product quality dan brand image terhadap repurchase intention produk kosmetik halal di e-commerce. *Jurnal Ilmu Manajemen*, 10(1), 136–147.

Rahmawati, R., et al. (2022). Influence of electronic word of mouth on purchasing decisions in e-commerce Shopee. *Jurnal Manajemen & Bisnis*, 15(1), 45–54.

Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). Pearson Education. Sugiyono. (2015). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Sutanto, W. D. R., & Kussudyarsana, K. (2024). The role of brand trust, brand image, and brand equity on repurchase intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 119–128. <https://doi.org/10.37641/jimkes.v12i1.2395>

Tempo Scan Group. (n.d.). *Marina*. <https://www.temposcangroup.com/id/produk-layanan/womenpersonalcare/marina>

Top Brand Award. (n.d.). *Komparasi brand: Perbandingan performa merek (Hand & Body Lotion)*. <https://www.topbrand->

award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=1
&id_subkategori=188

We Are Social Indonesia. (2024). *Digital 2024: 5
billion social media users.*
<https://wearesocial.com/id/blog/2024/01/digital-2024/>