

DAFTAR PUSTAKA

- Ahyani. (2023). The influence of product quality and service quality on consumer satisfaction. *Journal of Economics and Business Letters*, 3(5), 11–17. <https://doi.org/10.55942/jebll.v3i5.242>
- Almaida, A., Baumassepe, A. N., Azzahra, W. F., Faculty, B., Faculty, B., Faculty, B., Influencers, S. M., & Influencers, M. (2020). *Social Media Influencers vs Brand Ambassadors for Brand Image*. 12(3).
- Amalia, R. (2023). Influence of Celebrity Endorsers and Brands Image of Repurchase Intention is mediated by Product Quality of Scarlett Indonesia. *Journal of Scientific Research, Education, and Technology (JSRET)*, 2(3), 1048–1058. <https://doi.org/10.58526/jsret.v2i3.195>
- Amsani, P. D., & Hadi, S. P. (2017). PENGARUH DISCOUNT DAN STORE ATMOSPHERE TERHADAP PERILAKU IMPULSE BUYING (Studi Kasus pada Konsumen Lottemart Wholesale Semarang). *Jurnal Administrasi Bisnis*, 6(1), 48–59. <https://doi.org/https://doi.org/10.14710/jab.v6i1.16606>
- Aprina, N., & Hadi, E. D. (2024). Pengaruh Product Quality dan Brand Image Terhadap Repurchase Intention yang Dimediasi oleh Customer Satisfaction pada Produk Skincare Skintific di Indonesia. *JESYA (Jurnal Ekonomi Dan Ekonomi Syariah)*, 7(1), 252–262. <https://doi.org/https://doi.org/https://doi.org/10.36778/jesy.a.v7i1.1452>
- Badan Pusat Statistik Kota Semarang. (2025). <https://semarangkota.bps.go.id>
- Cahyani, E. D., & Dwiridotjahjono, J. (2024). Pengaruh Brand Ambassador “Blackpink” Terhadap Repurchase Intention Produk Oreo X Blackpink Melalui Brand Image Sebagai Variabel Intervening: Studi pada Konsumen Oreo X Blackpink di Surabaya. *Reslaj: Religion Education Social Laa Roiba Journal*, 6(7), 3201–3211. <https://doi.org/10.47476/reslaj.v6i7.2226>
- Cuong, D. T. (2025). The influence of brand leadership, brand experience, and brand image on client satisfaction and repurchase intention of e-commerce brands. *Innovative Marketing*, 21(4), 147–158. [https://doi.org/10.21511/im.21\(4\).2025.11](https://doi.org/10.21511/im.21(4).2025.11)
- Donavan, T., Minor, M. S., & Mowen, J. (2016). *Consumer Behavior*. Chicago Business Press.
- Doucett, E. (2008). *Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons*. American Library Association.
- Engel, J. F., Balckwel, R. D., & Miniard, P. W. (1995). *Consumer Behavior*. In *The Dryden Press* (8th ed.). Elizabeth Widdicombe.
- Female Daily Network*. (2026). <https://reviews.femaledaily.com/>
- Ferdinand, A. T. (2002). *Pengembangan minat beli merek ekstensi*. Badan Penerbit Universitas Diponegoro.
- 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/https://doi.org/10.32535/jicp.v6i1.2266>
- Ghozali, I., & Kusumadewi, R. K. A. (2023). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 4.0 untuk Penelitian Empiris*.

Yoga Pratama.

- Ghozali, I., & Latan, H. (2020). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0* (Edisi Revisi). Semarang: Badan Penerbit Universitas Diponegoro.
- Gultom, S. G. C., Listyorini, S., & Wijayanto, A. (2024). Pengaruh Brand Image, Brand Awareness, dan Perceived Quality Terhadap Repurchase Intention Produk Makarizo (Pada Mahasiswa S1 Universitas Diponegoro Pengguna Produk Makarizo). *Jurnal Ilmu Administrasi Bisnis*, 13(3), 579–586. <https://doi.org/https://doi.org/10.14710/jiab.2024.42377>
- Hair, J. F., M. Hult, G. T., M. Ringle, C., & Sarstedt, M. (2021). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage Publishing* (Third, Vol. 3, Issue 1). SAGE Publications, Inc.
- Hair, J. F., M. Hult, G. T., Ringle, M. C., & Marko, S. (2014). A primer on partial least squares structural equation modeling (PLS-SEM). In *Long Range Planning*. SAGE Publications, Inc. <https://doi.org/10.1016/j.lrp.2013.01.002>
- Hamid, N. Al, & Rummyeni. (2024). Pengaruh Girl Group Twice sebagai Brand Ambassador Scarlett Whitening terhadap Keputusan Pembelian Konsumen melalui Mediasi Brand Image. *Jurnal Riset Komunikasi (JURKOM)*, 7(1), 101–113. <https://doi.org/10.38194/jurkom.v7i1.954>
- Handayani, F., Bawono, A., & Viktor. (2020). PENGARUH KUALITAS PRODUK TERHADAP BRAND IMAGE PRODUK ROTI BREADTALK DI JAKARTA. *Jurnal Pengabdian Dan Kewirausahaan*, 4(1). <https://doi.org/http://dx.doi.org/10.30813/jpk.v4i1.2078>
- 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), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- 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, 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hidayah, N., Fauziah, E., Ananti, Y. F., & Jannah, M. (2025). *Does Brand Ambassadors Drive Repurchase Intention? The Mediating Role of Brand Image and the Moderating Effect of Customer Engagement in the Skincare Industry*. 3(2), 45–57.
- IMARC Group. (2025). *Indonesia hair care market size, share, trends and forecast by product type, distribution channel, and region, 2026–2034*. <https://www.imarcgroup.com/indonesia-hair-care-market>
- Khasanah, A. U., & Kuswati, R. (2013). Analisis Faktor-Faktor Yang Mempengaruhi Perpindahan Merek pada Produk Smartphone. *Jurnal Manajemen Dan Bisnis*, 17(2), 123–131. <https://doi.org/10.23917/benefit.v17i2.1384>
- Keller, K. L. (1998). Branding perspectives on social marketing. *Advances in Consumer Research*, 25.
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2025). <https://www.ekon.go.id/publikasi>

- Kertamukti, R. (2015). *Strategi kreatif dalam periklanan: Konsep, media, branding, anggaran*. Rajagrafindo.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *Principles of Marketing 19th Edition*. In Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. In *Soldering & Surface Mount Technology*. Pearson Education, Inc.
- Kotler, P., & Kotler, K. L. (2009). *Marketing Management* (13th ed.). Pearson Education, Inc.
- Lea-Greenwood, G. (2012). *Fashion Marketing Communications* (1st ed.). John Wiley & Sons.
- Lemeshow, S., Hosmer Jr, D. W., Klar, J., & Lwanga, S. K. (1997). Adequacy of Sample Size in Health Studies. In *World Health Organization*.
- Leovani, A., Anisti, & Mutiah, T. (2025). Pengaruh Brand Ambassador Terhadap Brand Image Shampoo Sunsilk. *AL MIKRAJ (Jurnal Studi Islam Dan Humaniora)*, 6(1), 812–837. <https://doi.org/10.37680/almikraj.v6i1.8342>
- Lestari, H., Sunarti, S., & Bafadhal, A. S. (2019). *PENGARUH BRAND AMBASSADOR DAN KOREAN WAVE TERHADAP CITRA MEREK SERTA DAMPAKNYA PADA KEPUTUSAN PEMBELIAN (Survei Online Pada Konsumen Innisfree Di Indonesia Dan China)*.
- Lianda, N., Chan, S., & Utami, S. (2025). Korean Wave Moderation Role in The Korean Celebrity Brand Ambassador Influence on Repurchase Intention Through Brand Image On Blibli Online Marketplace: Study in Banda Aceh City. *International Journal of Scientific and Management Research*, 08(2), 62–72. <https://doi.org/10.37502/ijsmr.2025.8206>
- Limanseto, H. (2025). *Tumbuh Double Digit, Pemerintah Dukung Penguatan Ekosistem Industri Kecantikan - Kementerian Koordinator Bidang Perekonomian Republik Indonesia*. Kementerian Koordinator Bidang Perekonomian RI. <https://ekon.go.id/publikasi/detail/6712/tumbuh-double-digit-pemerintah-dukung-penguatan-ekosistem-industri-kecantikan>
- Luo, R., Sriboonlue, U., & Onputtha, S. (2024). The Mediating Role of Perceived Value in the Relationship Between Brand Image and Repurchase Intention: A Case Study of the Chinese Tea Market. *Journal of Applied Data Sciences*, 5(2), 756–770. <https://doi.org/https://doi.org/10.47738/jads.v5i2.227>
- Lupiyoadi, R. (2009). *Manajemen pemasaran jasa*. Salemba Empat.
- Lupiyoadi, R. (2013). *Manajemen pemasaran jasa*. Salemba Empat.
- Mahendrayanti, M., & Wardana, I. M. (2021). THE EFFECT OF PRICE PERCEPTION, PRODUCT QUALITY, AND SERVICE QUALITY ON REPURCHASE INTENTION. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(1), 182–188.
- Maksum, A. R., Rois, A., & Muhammad, H. (2018). Pengaruh Brand Ambassador dan Kualitas Produk terhadap Keputusan Pembelian dengan Brand Image sebagai Variabel Intervening (Studi Kasus Pada Mahasiswa Pengguna Oppo Smartphone Di Fakultas Ekonomi dan Bisnis Jurusan Manajemen Universitas Islam Malang). *E-Jurnal Riset Manajemen PRODI MANAJEMEN*, 7(12).
- Malau, D. I. S. (2025). *PENGARUH BRAND IMAGE TERHADAP REPURCHASE INTENTION PRODUK SMARTPHONE OPPO PADA*

- MAHASISWA PROGRAM STUDI MANAJEMEN UNIVERSITAS QUALITY. *Prosiding Seminar Nasional PSSH (Pendidikan, Saintek, Sosial Dan Hukum)*, 4.
- Mareta, L. P., & Kurniawati, T. (2020). Pengaruh Kualitas Produk dan Iklan Terhadap Minat Beli Ulang Shampo Rejoice. *Jurnal Ecogen*, 3(3), 400–409. <https://doi.org/10.24036/jmpe.v3i3.9916>
- Mulyaningsih, P., & Meria, L. (2024). The Impact of Product Quality and Brand Image on Repurchase Intention Through Customer Satisfaction. *APTISI Transactions on Management (ATM)*, 8(1), 1–13. <https://doi.org/10.33050>
- Munir, A. F., & Kussudyarsana. (2025). The Influence of Product Image, Product Quality, and Promotion on Repurchase Intention: The of Brand Image as an Intervening Variable on Cimory Yogurt Products. *Jurnal Economic Resources*, 8(2), 287–298. <https://doi.org/10.47747/fmiic.vi2.2950>
- Nurdiansah, A., & Widyastuti, W. (2022). Pengaruh Price Discount Terhadap Customer Satisfaction Dan Repurchase Intention (Studi Pada Pengguna Shopee Food). *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(8), 1495–1514. <https://doi.org/10.54443/sibatik.v1i8.198>
- Peter, P. J., & Olson, J. C. (1999). *Consumer Behavior and Marketing Action* (5th ed.). McGraw-Hill.
- Pratiwi, T. P. (2014). STRATEGI PENINGKATAN PENDAPATAN ASLI DAERAH, INVESTASI DAN PERTUMBUHAN EKONOMI KOTA SEMARANG MELALUI MICE (MEETING, INCENTIVE, CONVENTION DAN EXHIBITION). *Economics Development Analysis Journal*, 3(1). <https://doi.org/https://doi.org/10.15294/edaj.v3i4.3222>
- Rachmawati, E. (2024). The Role of Influencer Marketing, Customer Feedback, Corporate Social Responsibility, and Product Quality on Brand Image and Customer Loyalty in the Beauty and Personal Care Market in Indonesia. *The Es Economics and Entrepreneurship*, 3(01), 128–144. <https://doi.org/10.58812/ese.v3i01.301>
- Ratnasari, B., Juliati, R., & Handayanto, E. (2022). The Influence of Product Quality and Brand Image on Customer Loyalty with Customer Satisfaction as Intervening Variable. *Journal of Business Innovation Management and Entrepreneurship (BIMANTARA)*, 1(1), 31–42. <https://doi.org/10.22219/bimantara.v1i1.20948>
- Resmi, L. S., Sutedjo, B., Sumiyati, S., & Sucahyowati, H. (2025). *PENGARUH BRAND TRUST, BRAND IMAGE DAN BRAND AMBASSADOR TERHADAP MINAT BELI ULANG (STUDI KASUS PADA PRODUK SUNSCREEN AZARINE DI OUTLET PURWODADI)*. 8(3), 4867–4876.
- Rimadias, S., & Pasha, F. (2025). Korean Brand Ambassador and Trust: A Pathway to Repurchase Intention in Scarlett Whitening Skincare. *JJournal of Economics, Management and Banking*, 11(1), 119–136. <https://doi.org/https://doi.org/10.35384/jemp.v11i1.712>
- Royan, F. M. (2016). *Marketing celebrities*. Media Komputindo.
- Ryananda, M. H., Udayana, I. B. N., & Maharani, B. D. (2022). Analisis pengaruh persepsi harga dan kualitas produk terhadap keputusan pembelian melalui citra

- merek sebagai variabel intervening. *JURNAL MANAJEMEN*, 14(2), 461–469.
- Saputra, M. H., Kristiyassari, B., Farida, N., & Ardyan, E. (2020). An Investigation of Green Product Innovation on Consumer Repurchase Intention: The Mediating Role of Green Customer Value. *Journal Of Environmental Management And Tourism*, 11(3), 622–633. [https://doi.org/10.14505/jemt.11.3\(43\).16](https://doi.org/10.14505/jemt.11.3(43).16)
- scarlettoofficial.id. (2025). <https://scarlettoofficial.id/Shopee>. (2026). <https://shopee.co.id/scarlettoofficialshop>
- Schiffman, L. G., & Kanuk, L. L. (2007). *Perilaku konsumen*. Indeks Prentice Hall.
- Schiffman, L. G., Kanuk, L., & Hansen, H. (2013). *Consumer behaviour* (2nd ed.). Pearson Education.
- Setiyawan, B. (2021). *Pengaruh promosi, kualitas pelayanan, citra merek dan brand trust terhadap loyalitas pelanggan (Studi kasus pada pengguna Go-Jek di Rawamangun)*.
- Shimp, T. A. (2008). *Advertising, Promotions, and other aspect of Integrated Merkerting Communications* (8th ed.). Cengage Learning.
- Siadari, N. E., & Suryani, W. (2025). The Influence of Product Quality, Brand Image through Purchasing Decisions on Repurchase Intention Scarlett Whitening Product. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBI)*, 6(1), 18–26. <https://doi.org/10.31289/jimbi.v6i1.5747>
- Singarimbun, M., & Effendi, S. (2008). *Metode penelitian survei*. LP3ES.
- Stone, M. A., & Desmond, J. (2007). *Fundamentals of Marketing* (1st Editio). Routledge.
- Sudaryono. (2016). *Metode penelitian pendidikan*. Kencana.
- Sugiyono. (2010). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2015). *METODE PENELITIAN PENDIDIKAN (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Alfabeta.
- Sugiyono. (2017). *Metode penelitian bisnis: Pendekatan kuantitatif, kualitatif, kombinasi dan R&D*. Alfabeta.
- Sutanto, W. D. R., & Kussudyarsana. (2024). The Role of Brand Trust, Brand Image, Brand Equity on Repurchase Intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 119–128. <https://doi.org/10.37641/jimkes.v12i1.2395>
- Wang, F. J., & Chiu, W. (2023). Service encounter and repurchase intention in fitness centers: perceived value as a mediator and service innovativeness as a moderator. *International Journal of Sports Marketing and Sponsorship*, 24(1), 145–167. <https://doi.org/https://doi-org.proxy.undip.ac.id/10.1108/IJSMS-03-2022-0055>
- Widyasari, K. A., & Suparna, G. (2022). The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention. *European Journal of Business and Management Research*, 7(3), 179–183. <https://doi.org/https://doi.org/10.24018/ejbmr.2022.7.3.1441>
- Wulandari, S. P., Hutauruk, W. R. B., & Prasetyaningtyas, S. W. (2021). Pengaruh Brand Ambassador Terhadap Purchase Intention yang dimediasi Brand Image dan Brand Awareness. *Jurnal Ilmu Manajemen Dan Bisnis*, 12(2), 127–138.