

DAFTAR PUSTAKA

- Aaker, D. (2015). *Aaker on Branding 20 Prinsip Esensial Mengelola dan Mengembangkan Brand*. PT Gramedia Pustaka Utama.
- American Marketing Association. (n.d.). *Branding*.
<https://www.ama.org/topics/branding/>.
- Angelia, D. (2022, September 18). *7 Merek Kosmetik Lokal Paling Banyak Digunakan di Indonesia 2022*. <https://goodstats.id/article/7-merek-kosmetik-lokal-paling-banyak-digunakan-di-indonesia-2022-36qU3>.
- Aurier, P., & N'Goala, G. (2010). "The differing and mediating roles of trust and relationship commitment in service relationship maintenance and development. *Journal of the Academy of Marketing Science*, 38, . 303-325.
- Aydin, S., & Özer, G. (2005). The analysis of antecedents of customer loyalty in the turkish mobile telecommunication market. *European Journal of Marketing*, 39, 910–925.
- Bollen, K. A., & Bauldry, S. (2011). The three CS in measurement models: causal indicators, composite indicators and covariates. *Psychological Methods*, 16(3), 265–284.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73, 52–68.
- Caesarlita, D. (2015, May 20). *Bangun Perusahaan Memberikan Manfaat bagi Orang Lain*. <https://ekbis.sindonews.com/berita/1002968/37/Bangun-Perusahaan-Memberikan-Manfaat-Bagi-Orang-Lain>.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects From Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65, 81–93.
- Cholid, I. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Kasus Pada Tiket Garuda di PT.Totogasono Sekawan Samarinda Tahun 2016) . *Jurnal Ekonomi Dan Manajemen*, 12(1).
- Compas. (2022). *Indonesia FMCG E-Commerce Report 2022 Free Version*.

- de Wulf, K., Odekerken-Schröder, G., & Lacobucci, D. (2001). Investments in consumer relationships: a cross-country and cross-industry exploration. *Journal of Marketing*, 65(4), 33–50.
- Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 21, 1238–1258.
- Dwivedi, A., Johnson, L. W., Wilkie, D. C., & De Araujo-Gil, L. (2019). Consumer emotional brand attachment with social media brands and social media brand equity. *European Journal of Marketing*, 53(6), 1176–1204. <https://doi.org/10.1108/EJM-09-2016-0511>
- Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*, 7.
- Erdem, T., & Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31, 191–198.
- Fadli, R. (2022, January 27). *Usia Berapa Anak Boleh Dikenalkan dengan Skincare?* <https://www.halodoc.com/artikel/usia-berapa-anak-boleh-dikenalkan-dengan-skincare>.
- Febrinastri, F. (2022, September 13). *Hingga Juli 2022, Industri Kosmetik Meningkat 83% dan Didominasi UKM.* <https://www.suara.com/pressrelease/2022/09/13/105011/hingga-juli-2022-industri-kosmetik-meningkat-83-dan-didominasi-ukm?page=1>.
- Ferrinadew, E. (2021). Pengaruh faktor emosi dalam perilaku pembelian suplemen kesehatan selama masa pandemi. *E-Jurnal Kewirausahaan*, 4.
- Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. *Journal of Consumer Research*, 24, 343–353.
- Ghozali, I. (2021). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (3rd ed.). Badan Penerbit Universitas Diponegoro.
- Grewal, D., & Levy, M. (2016). *Marketing*. McGraw-Hill Education.
- Harmony. (2021, February 24). *Strategi Pemasaran Usaha Kosmetik Yang Mudah Dilakukan.* <https://www.harmony.co.id/blog/strategi-pemasaran-usaha-kosmetik-yang-mudah-dilakukan>.

- Hartanto, A. (2018, March 20). *Industri Kosmetik Nasional Tumbuh 20%*.
<https://kemenperin.go.id/artikel/18957/industri-kosmetik-nasional-tumbuh-20>.
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer Behavior: Building Marketing Strategy*. McGraw - Hill.
- Hermawan, A., & Yusran, H. L. (2017). *Penelitian Bisnis: Pendekatan Kuantitatif* (1st ed.). KENCANA.
- Heryanto, I., & Triwibowo, T. (2018). *Path Analysis Menggunakan SPSS dan Excel*. Informatika.
- Hidayat, A. (2017). *Purposive Sampling – Pengertian, Tujuan, Contoh, Langkah, Rumus*. <https://www.statistikian.com/2017/06/penjelasan-teknik-purposive-sampling.html?amp>.
- Hino, H., & Levy, S. (2016). Emotional brand attachment: a factor in customer-bank relationships. *International Journal of Bank Marketing*, 34, 136–150.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). “Consumer brand engagement in social media: conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28, 149–165.
- Indika, D. R., & Lainufar, S. (2016). Eksplorasi Sikap Konsumen Terhadap Kosmetik Halal (Studi Kasus: Wardah). *International Journal of Social Science and Economic Research*.
- Indrawati. (2015). *Metode Penelitian manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. PT Refika Aditama.
- Johnson, D. J., & Rusbult, C. E. (1989). Resisting temptation: devaluation of alternative partners as a means of maintaining commitment in close relationships. *Journal of Personality and Social Psychology*, 57, . 967-980.
- Junaedi, A. T., Wijaya, E., Santoso, P. H., & Chandra, S. (2022). Improving Customer Loyalty Wardah Brand Through Brand Image And Price Fairness: Customer Satisfaction As An Intervening Variable. *Jurnal Aplikasi Manajemen*, 20(2), 379–387.

- Karnadi, A. (2022, April 8). *Pengguna Internet di Indonesia Capai 205 Juta pada 2022*. <https://DataIndonesia.Id/Digital/Detail/Pengguna-Internet-Di-Indonesia-Capai-205-Juta-Pada-2022>.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1).
- Kim, H. R., Lee, M., & Ulgado, F. M. (2005). Brand Personality, Self-Congruity and the Consumer-Brand Relationship. *Asia Pacific Advances in Consumer Research*, 6.
- KoranMu Indonesia. (2017, December). *WARDAH Dan Strategi Pemasarannya*. <https://Www.Koranmu.Com/2017/12/Wardah-Dan-Strategi-Pemasarannya.Html>.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotsi, F., Pike, S., & Gottlieb, U. (2018). Consumer-based brand equity (CBBE) in the context of an international stopover destination: Perceptions of Dubai in France and Australia. *Tourism Management*, 69, 297–306.
- Linkedin Local. (2020, September 29). *Differentiation as a Marketing Strategy to Stand Out From The Competition*. <https://Brandyourselfbetter.Com/Blog/Post/134218/Differentiation-as-a-Marketing-Strategy-to-Stand-out-from-the-Competition>.
- Lucas, R. E., & Diener, E. (2001). Extraversion. *International Encyclopedia of the Social & Behavioral Sciences*, 5202–5205. <https://doi.org/10.1016/B0-08-043076-7/01770-8>
- Lusiani, A. (2022, July 30). *Brand Attitude*. <https://Www.Ukmindonesia.Id/Baca-Deskripsi-Posts/Brand-Attitude/>.
- Malau, H. (2018). *Manajemen Pemasaran: Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Moderanisasi Global*. Alfabeta.
- Marcati, A., Barbaranelli, C., & Vecchione, M. (2007). Relationship Proneness – the Concept, Its Dimensions and Indicators. *Advances in Consumer Research*, 34.

Millatina Lisani, A., & Indrawati. (2020). *Pengaruh Digital Marketing Mobile Application Terhadap Loyalitas Pelanggan Gojek* (Vol. 5, Issue 2).

Muliawati, F. (2021, November 4). *Pengaruh Media Sosial dalam Kreasi Industri Kecantikan*. <https://suitmedia.com/ideas/pengaruh-media-sosial-dalam-kreasi-industri-kecantikan>.

Nettleton, D. (2014). Selection of Variables and Factor Derivation. *Commercial Data Mining*, 79–104.

Neuman, W. L. (William L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (seventh). Pearson Education Limited.

Newell, A., Shaw, J. C., & Simon, H. A. (1958). Elements of a theory of human problem solving. *Psychological Review*, 65, 151–166.

Nugrahe, A. (2019, January 30). *Jadi Favorit! Inilah Produk Wardah yang Harus Kamu Punya dan Ketahui Keunggulannya*. <https://www.beautynesia.id/beauty/jadi-favorit-inilah-produk-wardah-yang-harus-kamu-punya-dan-ketahui-keunggulannya/b-97909>.

Nurdiansyah, H., & Rahman, R. S. (2019). *Pengantar Manajemen*. Diandra Kreatif.

Nurwulandari, A., & Maharani, S. (2021). Pengaruh Harga, Produk, Distribusi Dan Promosi Terhadap Kepuasan Konsumen Dan Dampaknya Pada Loyalitas Pelanggan Pada Kedai Kopi Coffee 19 Café. *Jurnal Ilmiah Manajemen Ekonomi Dan Akuntansi*, 5(3), 465–493.

Nyonyie, R. A., Kalangi, J. A. F., & Tamengkel, L. F. (2019). Pengaruh Kualitas Produk Terhadap Loyalitas Pelanggan Kosmetik Wardah di Transmart Bahu Manado. *Jurnal Administrasi Bisnis*, 9(3).

Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33–44.

Olsen, S. O. (2002). “Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science*, 30, 240–249.

Pappu, R., & Cornwell, T. B. (2014). Corporate sponsorship as an image platform: understanding the roles of relationship fit and sponsor–sponsor similarity. *Journal of the Academy of Marketing Science*, 42, 490–510.

- Peranginangin, Y., & Alamsyah, A. (2017). Multiple regression to analyse social graph of brand awareness. *Telkomnika (Telecommunication Computing Electronics and Control)*, 15(1), 336–340. <https://doi.org/10.12928/TELKOMNIKA.v15i1.3460>
- Prasetio, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, M. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Prastowo, B., Mahendratmo, J., & Ariyanti, M. (2019). Analysis Of E-Marketing Mix To Consumer Purchase Decisions Traveloka. *Asian Journal of Management Sciences & Education*, 8(1).
- Priansa, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer* (1st ed.). Alfabeta.
- Ralalicom. (2018). *Mengapa Harus Menggunakan Produk Wardah*. <https://News.Ralali.Com/Mengapa-Harus-Menggunakan-Produk-Wardah/>.
- Reichheld, F. F., & Scheffer, P. (2003). E-loyalty: your secret weapon on the web. *Harvard Business Review*, 78, 105–113.
- Ringle, C. M., Wende, S., & Becker, J.-M. (2022). *SmartPLS 4*. SmartPLS.
- Riyanto, A. D. (2022). *Hootsuite (We are Social): Indonesian Digital Report 2022*. <https://Andi.Link/Hootsuite-We-Are-Social-Indonesian-Digital-Report-2022/>.
- Rukmana, I. D. (2022, August 22). *Inilah Data Penjualan Wardah 1 Tahun Terakhir*. <https://Compas.Co.Id/Article/Data-Penjualan-Wardah-1-Tahun-Terakhir/>.
- Sari, R. A. (2022, July 31). *6 Strategi Social Media Marketing untuk Brand Kosmetik yang Efektif*. <https://Mashmoshem.Co.Id/Social-Media-Marketing-Untuk-Brand-Kosmetik/>.
- Sarwono, J. (2016). *Mengubah Data Ordinal Ke Data Interval Dengan Metode Suksesif*.
- Sarwono, Y. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), 173–182.

- Sekaran, U., & Bougie, R. (2016). *Research Method for Business, A Skill Building Approach* (7th ed.). John Wiley & Sons Inc.
- Setyaningrum, A., Udaya, J., & Efendi. (2015). *Prinsip-Prinsip Manajemen Pemasaran*. ANDI.
- Simmons, C. J., & Becker-Olsen, K. L. (2006). Achieving Marketing Objectives through Social Sponsorships. *Journal of Marketing*, 70, 154–169.
- Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2018). *Marketing: Real People, Real Choices* (9th ed.). Pearson.
- Soper, D. S. (2006). *Formulas: Sobel Test For The Significance Of Mediation*. <https://www.danielsoper.com/statcalc/formulas.aspx?id=31>.
- Sudaryono. (2016). *Manajemen Pemasaran: Teori dan Implementasi*. ANDI.
- Sugiarto. (2017). *Metodologi Penelitian Bisnis*. ANDI.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sunyoto, D. (2018). *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen*. CAPS (Center for Academic Publishing Service).
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 15, 77–91.
- Tjiptono, F. (2016). *Pemasaran "Esensi dan Aplikasi"*. Andi Publisher.
- Tjiptono, F. (2019). *Pemasaran Jasa: Prinsip, Penerapan, Penelitian*. Andi Publisher.
- Tjiptono, F., & Diana, A. (2016). *Pemasaran: Esensi dan Aplikasi*. Andi Offset.
- 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 (JAM)*.
- Wardah. (2020). *Wardah mengajak untuk apresiasi guru melalui Wardah inspiring teacher 2020*. <https://www.wardahbeauty.com/id/news/wardah-mengajak-untuk-apresiasi-guru--melalui-wardah-inspiring-teacher-2020#:~:Text=Wardah%20Inspiring%20Movement%20merupakan%20sebuah,%2C%20Pemberdayaan%20Perempuan%2C%20dan%20Lingkungan>.

- Wardah Cosmetics. (2022). *Wardah Cosmetics Logo*. [Www.Wardahbeauty.Com](http://www.Wardahbeauty.Com).
- Waskito, S. K. (2020). *Terampil Mengolah DData Regresi, Path Analysis, Structural Equation Model, dengan SPSS & AMOS* (1st ed.). Alfabeta.
- Yazdanparast, A., Joseph, M., & Muniz, F. (2016). Consumer based brand equity in the 21st century: an examination of the role of social media marketing. *Young Consumers, 17*, 243–255.
- Yim, C. K., Tse, D. K., & Chan, K. W. (2018). Strengthening Customer Loyalty through Intimacy and Passion: Roles of Customer–Firm Affection and Customer–Staff Relationships in Services. *Journal of Marketing Research, 45*.