

DAFTAR PUSTAKA

- Alma, B. (2018). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Antara. (2022, September 23). *Produsen: Produk perawatan kulit menjadi kebutuhan sehari-hari*. Antara.
<https://m.antarane.ws.com/amp/berita/3135141/produsen-produk-perawatan-kulit-menjadi-kebutuhan-sehari-hari>
- Asnawati, Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 6(1), 81–90.
<https://doi.org/10.5267/J.IJDNS.2021.10.001>
- Astronauts.id. (2022, August 26). *Rekomendasi Produk Skincare untuk Pemula yang Wajib Kamu Miliki*. Astronauts.Id.
<https://www.astronauts.id/blog/rekomendasi-produk-skincare-untuk-pemula-yang-wajib-kamu-miliki/>
- Chaffey, D. (2019). *Digital Marketing Strategy, Implementation and Practice, 7/E*. Pearson.
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/159724/slug/digital-marketing-strategy-implementation-and-practice-7-e-.html>
- CNBC Indonesia. (2022a). *Heboh Penjualan MS Glow Rp 600 M Sebulan, MBTO & MRAT Lewat?* CNBC Indonesia.
<https://www.cnbcindonesia.com/market/20220325075903-17-325876/heboh-penjualan-ms-glow-rp-600-m-sebulan-mbto-mrat-lewat/amp>
- CNBC Indonesia. (2022b, June 9). *Data Terbaru! Berapa Pengguna Internet Indonesia 2022?* CNBC Indonesia.
<https://www.cnbcindonesia.com/tech/20220609153306-37-345740/data-terbaru-berapa-pengguna-internet-indonesia-2022/amp>
- CNBC Indonesia. (2022c, June 12). *Instagram & Tiktok Minggir, Ini Raja Platform Sosial Media RI*. CNBC Indonesia.
[https://www.cnbcindonesia.com/tech/20220612115314-37-346302/instagram-tiktok-minggir-ini-raja-platform-sosial-media-ri#:~:text=YouTube \(94%25\) dan Instagram,12%2F6%2F2022](https://www.cnbcindonesia.com/tech/20220612115314-37-346302/instagram-tiktok-minggir-ini-raja-platform-sosial-media-ri#:~:text=YouTube%20(94%25)%20dan%20Instagram,12%2F6%2F2022)
- Compas.co.id. (2022, July 13). *Pelembap Wajah Terlaris 2022, Berikut 10 Top Brand dengan Angka Market Share Tertinggi!* Kompas.Co.Id.
<https://compas.co.id/article/top-brand-pelembap-wajah-market-share/>
- DataIndonesia.id. (2022, February 25). *Pengguna Media Sosial di Indonesia Capai 191 Juta pada 2022*. DataIndonesia.Id.
<https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>
- Duryadi. (2021). *Metode Penelitian Ilmiah Metode Penelitian Empiris Model Path Analysis Dan Analisis Smartpls*.

- Firdaus, R., & Sharif, O. O. (2020). Analisis Pengaruh Electronic Word of Mouth (E-Wom) Pada Brand Image Dan Purchase Intention Terhadap Produk Sepatu Nike (Studi Pada Konsumen Di Kota Bandung). *Jurnal Mitra Manajemen*, 4(6), 900–914. <https://doi.org/10.52160/ejmm.v4i6.392>
- Firmansyah, A. (2020). *Komunikasi Pemasaran*. Qiara Media.
- GoodStats.id. (2022). *Tumbuh Pesat, Pemakaian Produk Kecantikan di Indonesia Kian Meningkat - GoodStats*. <https://goodstats.id/article/menilik-meningkatnya-konsumsi-produk-kecantikan-di-indonesia-LcQed>
- Hair, j., Tomas, G., Ringle, C., Sarstedt, M., Danks, N., & Ray, S. (2021). Partial least squares structural equation modeling with R. In *Springer Cham*. Springer Cham. <https://doi.org/https://doi.org/10.1007/978-3-030-80519-7>
- Hardani, H., Juliana Sukmana, D., & Fardani, R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. <https://www.researchgate.net/publication/340021548>
- Haryono, S. (2016). *Metode SEM Untuk Penelitian Manajemen dengan AMOS Lisrel PLS*.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*. <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Katadata.co.id. (2022). *Perbandingan Omzet MS Glow dengan Tiga Merek Kosmetik Indonesia - Industri Katadata.co.id*. Katadata.Co.Id. <https://katadata.co.id/tiakomalasari/berita/623d860c0eff2/perbandingan-omzet-ms-glow-dengan-tiga-merek-kosmetik-indonesia>
- Katadata.id. (2022, June 10). *Penetrasi Internet di Kalangan Remaja Tertinggi di Indonesia*. Katadata.Id. <https://databoks.katadata.co.id/datapublish/2022/06/10/penetrasi-internet-di-kalangan-remaja-tertinggi-di-indonesia>
- Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi Dan Organisasi*, 28(1). <https://doi.org/10.20476/jbb.v28i1.1290>
- Kompas.com. (2022). *Mau Mengecek Keaslian Kosmetik? Simak Cek Produk BPOM Ini Halaman all - Kompas.com*. Kompas.Com. <https://money.kompas.com/read/2022/01/10/131200826/mau-mengecek-keaslian-kosmetik-simak-cek-produk-bpom-ini?page=all>
- Kompas.id. (2022, January 23). *Gelombang "Skincare" Memoles Wajah Kita*. Kompas.Id. https://www.kompas.id/baca/gaya-hidup/2022/01/22/gelombang-skincare-memoles-wajah-kita?status=sukses_login&status_login=login

- Kompasiana.com. (2021). *Pria dan Skincare, Seteru atau Sekutu? Halaman 1 - Kompasiana.com*. <https://www.kompasiana.com/nursalam-ar/5e47ef2e097f36181e1518c2/pria-dan-skincare-seteru-atau-sekutu>
- Kotler, P., & Keller, K. (2022). *Marketing Management, Global Edition, 16/E*. Pearson. <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/179456/slug/marketing-management-global-edition-16-e-.html>
- Marketeers. (2020, October 10). *MS Glow Tumbuh Agresif Berkat Omnichannel*. Marketeers. <https://www.marketeers.com/ms-glow-tumbuh-agresif-berkat-omnichannel/>
- Marketeers. (2022, March 26). *MS GLOW Raih Gold Winner Marketeers Youth Choice Award (YCA) 2022*. Marketeers. <https://www.marketeers.com/ms-glow-raih-gold-winner-marketeers-youth-choice-award-yca-2022/>
- Martini, L. K. B., Suardhika, I. N., & Dewi, L. K. C. (2022). TIK TOK AS A PROMOTIONAL MEDIA TO INFLUENCE CONSUMER PURCHASE DECISIONS. *Jurnal Aplikasi Manajemen*, 20(1), 170–180. <https://doi.org/10.21776/ub.jam.2022.020.01.17>
- MediaIndonesia.com. (2021). *Tingkatkan Kualitas Produk Lokal agar Bersaing dengan Produk Asing*. MediaIndonesia.Com. <https://m.mediaIndonesia.com/nusantara/389355/tingkatkan-kualitas-produk-lokal-agar-bersaing-dengan-produk-asing>
- MS Glow. (2022). *MS GLOW - Official Website*. <https://msglowid.com/about/brandstory>
- Nawi, N. B. C., Al Mamun, A., Nasir, N. A. M., Abdullah, A., & Mustapha, W. N. W. (2019). Brand image and consumer satisfaction towards Islamic travel packages. *Asia Pacific Journal of Innovation and Entrepreneurship*, 13(2), 188–202. <https://doi.org/10.1108/apjie-02-2019-0007>
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 134–145. <https://doi.org/10.1108/APJBA-06-2016-0063>
- 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>
- Priansa, D. J., & Suryawardani, B. (2020). Effects of E-Marketing and Social Media Marketing on E-commerce Shopping Decisions. *Jurnal Manajemen Indonesia*, 20(1), 76–82. <https://doi.org/10.25124/jmi.v20i1.2800>
- Putra, M. R. D., & Sharif, O. O. (2022). Analisis Faktor Perilaku Konsumen dan Keputusan Pembelian dalam Lingkungan Harga Dinamis di Shopee

- Indonesia. *SEIKO: Journal of Management & ...*, 5(2), 59–72.
<https://www.journal.stieamkop.ac.id/index.php/seiko/article/view/2963%0Ahttps://www.journal.stieamkop.ac.id/index.php/seiko/article/download/2963/1916>
- Rachmawati, I., Millanyani, H., & Ariyanti, M. (2021). *Pemasaran Melalui Media Sosial untuk Usaha Mikro Kecil Menengah*. Tel-U Press.
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/170548/slug/pemasaran-melalui-media-sosial-untuk-usaha-mikro-kecil-menengah.html>
- Riorini, S. V., & Widayati, C. C. (2019). The Role of Electronic Word of Mouth In Improving Brand Image of Online Shop. *Jurnal Manajemen*, 23(1), 53.
<https://doi.org/10.24912/jm.v23i1.444>
- Riyanto, S., & Hatmawan, A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen*. Deepublish.
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/166053/slug/metode-riset-penelitian-kuantitatif-penelitian-di-bidang-manajemen-teknik-pendidikan-dan-eksperimen.html>
- Rizal, A. (2020). *Buku Ajar Manajemen Pemasaran di Era Masyarakat Industri 4.0*. Deepublish.
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/160613/slug/buku-ajar-manajemen-pemasaran-di-era-masyarakat-industri-4-0.html>
- Satriadi, W. E. H. L. S. N. (2021). *Manajemen Pemasaran*. Penerbit Samudra Biru (Anggota IKAPI).
- Sembiring, M. J., Fatihudin, D., & Firmansyah, M. A. (2022). *The Impacts of Product Quality, Promotion, Brand Association, Purchase Decisions on Japanese Motorcycles*. 16(2).
<https://doi.org/10.24843/MATRIK:JMBK.2022.v16.i02.p03>
- Sholihin, M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 Untuk Hubungan Nonliner Dalam Penelitian Sosial dan Bisnis, 2/E*. Penerbit Andi.
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/168735/slug/analisis-sem-pls-dengan-warppls-7-0-untuk-hubungan-nonliner-dalam-penelitian-sosial-dan-bisnis-2-e.html>
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. *Young Consumers*, 22(4), 521–538. <https://doi.org/10.1108/YC-03-2021-1288>
- Suara.com. (2022, September 13). *Hingga Juli 2022, Industri Kosmetik Meningkatkan 83% dan Didominasi UKM*. Suara.Com.
<https://www.suara.com/pressrelease/2022/09/13/105011/hingga-juli-2022-industri-kosmetik-meningkat-83-dan-didominasi-ukm#:~:text=Selain%20>

BPOM juga mencatat,UKM%2C yakni sebesar 83%25

- Sugiyono. (2019). *Metode Penelitian Pendidikan (Kuantitatif, Kualitatif, Kombinasi, R&D Dan Penelitian Pendidikan)*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Alfabeta.
- Supriadi, Y. N., Ariefiara, D., Desmintari, D., & Ahman, E. (2021). MEMBANGUN CITRA MEREK PERUSAHAAN DAN KUALITAS PRODUK DALAM MEMEDIASI PENGARUH E-WOM PADA KEPUTUSAN PEMBELIAN MELALUI APLIKASI DIGITAL. *MIX: JURNAL ILMIAH MANAJEMEN*, 11(3), 311. <https://doi.org/10.22441/mix.2021.v11i3.002>
- Suryadiningrat, Y., Rahmat, T. Y., & Anandita, R. (2022). Pengaruh Penggunaan Media Sosial dan E-Wom Terhadap Kepercayaan dan Minat Beli Belanja Online. *Jurnal Aplikasi Bisnis Dan Manajemen*. <https://doi.org/10.17358/jabm.8.2.515>
- Tariq, M., Tanveer, A., Abrar, M., & Iqbal, A. (2017). EWOM and Brand Awareness Impact on Consumer Purchase Intention: Mediating Role of Brand Image. *Pakistan Administrative Review*, 1(1), 84–102.
- UkmIndonesia.id. (2022, August 2). *Data Produk Kecantikan dan Perawatan Lokal Tahun 2021*. UkmIndonesia.Id. <https://www.ukmindonesia.id/baca-deskripsi-posts/pejuang-pasar-produk-kecantikan-dan-perawatan/>
- Wang, X., Guo, J., Wu, Y., & Liu, N. (2020). Emotion as signal of product quality: Its effect on purchase decision based on online customer reviews. *Internet Research*, 30(2), 463–485. <https://doi.org/10.1108/INTR-09-2018-0415>
- Widiasworo, E. (2019). *Menyusun Penelitian Kuantitatif untuk Skripsi dan Tesis*. Araska. <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/154614/slug/menyusun-penelitian-kuantitatif-untuk-skripsi-dan-tesis.html>
- Widodo. (2017). *Metodologi Penelitian Populer & Praktis*. PT Raja Grafindo Persada. <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/137777/slug/metodologi-penelitian-populer-praktis.html>
- Winardy, I., Yanti Purba, P., Chaniago, C., Studi Manajemen, P., & Ekonomi, F. (2021). The Positive Impact of Product Quality, Price, and, Promotion on Purchasing Decision of Toyota Innova Cars. *International Journal of Social Science and Business*, 5(2), 161–166. <https://ejournal.undiksha.ac.id/index.php/IJSSB/index>