

DAFTAR PUSTAKA

- Abumalloh, R. A., Ibrahim, O. B., Nilashi, M., & Abu-Ulbeh, W. (2018). A Literature Review On Purchase Intention Factors In E-Commerce. *The European Proceedings of Social & Behavioural Sciences*, 40, hal. 386-398. Future Academy. doi:10.15405/epsbs.2018.05.31
- Agustin, D. P., & Suyanto, A. M. (2022). Analysis of The Effectiveness of Social Media Promotion on Avoskin Skincare Products Measured by The Epic Model. *Asian Journal of Research in Business and Management*, 4(1), 231-239. doi:10.55057/ajrbm.2022.4.1.19
- Ahensi KITA. (2022, September 22). *Cerita Produk Lokal Somethinc yang Sukses di Masa Pandemi*. Dipetik Januari 16, 2023, dari LinkedIn: <https://id.linkedin.com/pulse/cerita-produk-lokal-somethinc-yang-sukses-di-masa-pandemi->
- Ahmed, R. R., Streimikiene, D., Qadir, H., & Streimikis, J. (2023). Effect of green marketing mix, green customer value, and attitude on green purchase intention: evidence from the USA. *Environmental Science and Pollution Research*, 30(1), 1473–11495. Diambil kembali dari <https://doi.org/10.1007/s11356-022-22944-7>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi:10.1016/0749-5978(91)90020-T
- Al Badi, K. S. (2018). The Impact of Marketing Mix on the Competitive Advantage of the SME Sector in the Al Buraimi Governorate in Oman. *SAGE Open*, 8(3), 1-10. doi:<https://doi.org/10.1177/2158244018800838>
- Al-Dmour, H., Al-Qawasmi, S., Al-Dmour, R., & Amin, E. B. (2022). The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*, 16(3), 376-391. doi:10.1108/IJPHM-08-2020-0066
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(1), 1-16. doi:10.1177/2278682119850275
- Annur, C. M. (2020, November 23). *Berapa Usia Mayoritas Pengguna Media Sosial di Indonesia?* Dipetik Juli 10, 2023, dari databoks: <https://databoks.katadata.co.id/datapublish/2020/11/23/berapa-usia-mayoritas-pengguna-media-sosial-di-indonesia>
- Ardhia, R. W., & Mayangsari, L. (2020). A Study of Factors Influencing Indonesian Consumers' Purchase Intention towards Its Local Fashion Brands. *International Conference on Economics, Business and Economic Education 2019* (hal. 1162-1173). Knowledge E. doi:10.18502/kss.v4i6.6669
- Aulia, D. D. (2023, Januari 30). *Ini Jenis Produk yang Banyak Dibeli Gen Z di Tokopedia Selama 2022*. Dipetik Agustus 20, 2023, dari detikInet: <https://inet.detik.com/business/d-6542013/ini-jenis-produk-yang-banyak-dibeli-gen-z-di-tokopedia-selama-2022>

- Ayub, M. T., & Kusumadewi, N. M. (2021). The Effects of Price Perception, Product Knowledge, Company Image, and Perceived Value on Purchase Intentions for Automotive Products. *European Journal of Business and Management Research*, 6(5), 47-50. doi:10.24018/ejbmr.2021.6.5.955
- Bairagi, V., & Munot, M. V. (Penyunt.). (2019). *Research Methodology: A Practical and Scientific Approach*. New York: Taylor & Francis Group.
- Buana, G. (2021, Maret 5). *Produk Kecantikan Lokal Makin Bersaing*. Dipetik Februari 7, 2023, dari Media Indonesia: <https://mediaindonesia.com/ekonomi/388842/produk-kecantikan-lokal-makin-bersaing>
- Cahyanaputra, M., Yohanes, J., & Annas, M. (2022). Factors Affecting Purchase Intention and Purchase Behaviour Electronic Products (Home Appliance) in Online Transaction. *Proceedings of the 4th International Conference of Economics, Business, and Entrepreneurship 2021*. Lampung: EAI. doi:10.4108/eai.7-10-2021.2316222
- Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence : planning and optimizing your online marketing*. New York: Routledge.
- Chen, C., & Li, X. (2020). The effect of online shopping festival promotion strategies on consumer participation intention. *Industrial Management and Data Systems*, 120(12), 2375-2395. doi:10.1108/IMDS-11-2019-0628
- CNN Indonesia. (2019, Agustus 29). *UOB: Ekonomi RI 6,5 Persen pada 2030 Berkat Generasi Milenial*. Dipetik Januari 19, 2023, dari CNN Indonesia: <https://www.cnnindonesia.com/ekonomi/20190828190323-532-425483/uob-ekonomi-ri-65-persen-pada-2030-berkat-generasi-milenial>
- compas.co.id. (2022, November 1). *10 Brand Skincare Lokal Terlaris di Online Marketplace*. Dipetik Januari 16, 2023, dari compas: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- compas.co.id. (2022). *Compas Market Insight: Indonesia FMCG E-commerce Report 2022*. Jakarta: compas.co.id.
- compas.co.id. (2022, November 1). *Top 5 Brand Perawatan Wajah di E-commerce Indonesia dengan Penjualan di atas Rp 10 Miliar*. Dipetik Januari 16, 2023, dari Kompas.co.id: <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th Ed.)*. Thousand Oaks: SAGE Publications, Inc.
- Czinkota, M. R., Kotabe, M., Vrontis, D., & Shams, S. M. (2021). *Marketing Management: Past, Present and Future (4th Ed.)*. Cham: Springer Nature Switzerland.
- Davis, F., Gnanasekar, M. B., & Parayitam, S. (2021). Trust and product as moderators in online shopping behavior: evidence from India. *South Asian Journal of Marketing*, 2(1), 28-50. doi:10.1108/SAJM-02-2021-0017
- Dewi, D. G., & Sharif, O. O. (2022). THE EFFECT OF ONLINE SHOPPING FESTIVAL PROMOTION STRATEGIES ON SHOPEE CONSUMER PARTICIPATION INTENTION IN BANDUNG. *International Journal of*

- Social Sciences and Management Review*, 5(3), 278-291.
doi:10.37602/IJSSMR.2022.5323A
- Digdowiseiso, K. (2017). *Metodologi Penelitian Ekonomi dan Bisnis*. Jakarta: Lembaga Penerbitan Universitas Nasional (LPU-UNAS).
- Easterby-Smith, M., Thorpe, R., Jackson, P. R., & Jaspersen, L. J. (2018). *Management & Business Research*. (K. Smy, Penyunt.) New York: SAGE Publications.
- En, L. E., & Balakrishnan. (2022). Smartphone Purchase Intention by Nilai University Students Living in the City of Nilai Malaysia. *Sriwijaya International Journal of Dynamic Economics and Business*, 6(2), 131-146.
doi:10.29259/sijdeb.v6i2.131-146
- Farid, M. S., Cavivvi, A., Rahman, M. M., Barua, S., Ethen, D. Z., Happy, F. A., . . . Alam, M. J. (2023). Assessment of marketing mix associated with consumer's purchase intention of dairy products in Bangladesh: Application of an extended theory of planned behavior. *HELIYON*, 9(6), 1-11.
doi:10.1016/j.heliyon.2023.e16657
- Fekete-Farkas, M., Gholampour, A., Jarghooiyan, H., & Ebrahimi, P. (2021). How gender and age can affect consumer purchase behavior? Evidence from A microeconomic perspective from Hungary. *AD-minister*, 25-46.
doi:10.17230/Ad-minister.39.2
- Fitri, A. N. (2021, Desember 21). *Ini Jurus Merek Kecantikan Lokal Somethinc Perkuat Kepercayaan Konsumen*. (Y. Winarto, Editor) Dipetik Februari 9, 2023, dari Kontan.co.id: <https://industri.kontan.co.id/news/ini-jurus-merek-kecantikan-lokal-somethinc-perkuat-kepercayaan-konsumen>
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 (7th. ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 (3rd Ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Grewal, D., & Levy, M. (2020). *Marketing (7th Ed.)*. New York: McGraw-Hill Education.
- Hafiz, K. A., & Ali, K. A. (2018). The influence of marketing stimuli on consumer purchase decision on Malaysia's cosmetic industry. *ASIA International Multidisciplinary Conference 2018* (hal. 1-10). Johor Bahru: Universiti Teknologi Malaysia.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd Ed.)*. Los Angeles: SAGE Publications.
- Hair, J. F., Page, M., & Brunsveld, N. (2020). *Essentials of Business Research Methods (4th Ed.)*. New York: Routledge.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
doi:10.1108/EBR-11-2018-0203
- Hamzah, N. (2019, Agustus 29). *Cintai Brand Lokal, Yuk Kenalan dengan Produk 'Somethinc' yang Terinspirasi dari Kaum Milenial*. Dipetik April 2, 2023,

- dari Beautynesia: <https://www.beautynesia.id/beauty/cintai-brand-lokal-yuk-kenalan-dengan-produk-somethinc-yang-terinspirasi-dari-kaum-milenial/b-131375>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7-23. doi:10.1108/PRR-08-2017-0034
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Aryani, M. G., & Wandira, R. K. (2021). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, 12(7), 295-315. doi:10.1108/JIMA-11-2019-0235
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., . . . Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif dan Kuantitatif*. Yogyakarta: CV. Pustaka Ilmu.
- HemaPatil, & BBakkappa. (2012). The influence of culture on cosmetics consumer behavior. *IOSR Journal of Business and Management (IOSRJBM)*, 3(4), 41-47. Diambil kembali dari <https://www.iosrjournals.org/iosr-jbm/papers/vol3-issue4/F0344147.pdf>
- Ho, C.-I., Liu, Y., & Chen, M.-C. (2022). Factors Influencing Watching and Purchase Intentions on Live Streaming Platforms From a 7Ps Marketing Mix Perspective. *Information*, 13(5), 239. doi:10.3390/info13050239
- Horner, S., & Swarbrooke, J. (2021). *Consumer Behaviour in Tourism (4th Ed.)*. New York: Routledge.
- Hwang, H., Sarstedt, M., Cheah, J. H., & Ringle, C. M. (2020). A concept analysis of methodological research on composite-based structural equation modeling: bridging PLSPM and GSCA. *Behaviormetrika*, 47(1), 219-241. doi:10.1007/s41237-019-00085-5
- Idris, M. (2023, Januari 11). *Daftar Lengkap UMR Jakarta 2023 dan Bodetabek*. Dipetik Juni 27, 2023, dari Kompas.com: <https://money.kompas.com/read/2023/01/11/120532426/daftar-lengkap-umr-jakarta-2023-dan-bodetabek?page=all>
- Indrawan, R., & Yaniawati, P. (2017). *Metodologi Penelitian: Kuantitatif, Kualitatif, dan Campuran untuk Manajemen, Pembangunan, dan Pendidikan*. Bandung: PT Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. (D. Sumayyah, Penyunt.) Bandung: PT Refika Aditama.
- Indrawati, Raman, M., Wai, C. K., Ariyanti, M., Mansur, D. M., Marhaeni, G. A., . . . Yuliansyah, S. (2017). *PERILAKU KONSUMEN INDIVIDU DALAM MENGADOPSI LAYANAN BERBASIS TEKNOLOGI INFORMASI DAN KOMUNIKASI*. Bandung: PT Refika Aditama.
- Indrawati, 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*. doi:<https://doi.org/10.1016/J.APMRV.2022.07.007>
- Jafar, R. M., Ahmad, W., & Sun, Y. (2023). Unfolding the impacts of metaverse aspects on telepresence, product knowledge, and purchase intentions in the

- metaverse stores. *Technology in Society*, 74, 1-10. doi:10.1016/j.techsoc.2023.102265
- JakPat. (2022, November 8). *Most important factors considered when buying skincare products in Indonesia as of October 2022, by score*. Dipetik Juni 1, 2023, dari JakPat: <https://www.statista.com/statistics/1365879/indonesia-factors-considered-when-buying-skincare-by-score/>
- Kang, H. J., Shin, J.-h., & Ponto, K. (2020). How 3D Virtual Reality Stores Can Shape Consumer Purchase Decisions: The Roles of Informativeness and Playfulness. *Journal of Interactive Marketing*, 49(1), 70-85. doi:10.1016/j.intmar.2019.07.002
- KasirPintar. (2023, Maret 28). *Strategi Marketing yang Digunakan Somethinc!* Dipetik Maret 28, 2023, dari KasirPintar: <https://kasirpintar.co.id/solusi/detail/strategi-marketing-yang-digunakan-somethinc>
- Katadata. (2020). *Top 50 Merek Lokal*. Jakarta: Katadata.co.id.
- Kemenparekraf/Baparekraf RI. (2021, Juli 19). *Pentingnya Mengemas Produk Kuliner dengan Menarik*. Dipetik Juni 1, 2023, dari Kementerian Pariwisata dan Ekonomi Kreatif / Badan Pariwisata dan Ekonomi Kreatif: <https://www.kemenparekraf.go.id/ragam-ekonomi-kreatif/Pentingnya-Mengemas-Produk-Kuliner-dengan-Menarik>
- Kim, Y., & Lee, Y. (2020). Cross-channel spillover effect of price promotion in fashion. *International Journal of Retail & Distribution Management*, 48(10), 1139-1154. doi:10.1108/IJRDM-12-2019-0393
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing (17th Ed.)*. New York: Pearson Education, Inc.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing (18th Ed.)*. Harlow: Pearson Education Limited.
- Kurniawan, A. (2018). *Metode Penelitian Pendidikan*. Bandung: PT Remaja Rosdakarya.
- Kusnandar, V. B. (2022, September 30). *Era Bonus Demografi, 69% Penduduk Indonesia Masuk Kategori Usia Produktif pada Juni 2022*. Dipetik Januari 19, 2023, dari databoks: [https://databoks.katadata.co.id/datapublish/2022/09/30/era-bonus-demografi-69-penduduk-indonesia-masuk-kategori-usia-produktif-pada-juni-2022#:~:text=Berdasarkan%20data%20Direktorat%20Jenderal%20Kependudukan,\(15%2D64%20tahun\)](https://databoks.katadata.co.id/datapublish/2022/09/30/era-bonus-demografi-69-penduduk-indonesia-masuk-kategori-usia-produktif-pada-juni-2022#:~:text=Berdasarkan%20data%20Direktorat%20Jenderal%20Kependudukan,(15%2D64%20tahun))
- Kusumawati, R. D., Oswari, T., Yusnitasari, T., Mittal, S., & Kumar, V. (2021). Impact of marketing-mix, culture and experience as moderator to purchase intention and purchase decision for online music product in Indonesia. *International Journal Business Innovation and Research*, 25(4). doi:10.1504/IJBIR.2021.117089
- Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. New York: The Guilford Press.

- Levrini, G. R., & Jeffman Dos Santos, M. (2021). The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiological Experiments. *Behavioral science*, *11*(2), 1-16. doi:10.3390/bs11020016
- Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance* *35*, 401-410. doi:10.1016/S2212-5671(16)00050-2
- Linggahayu. (2022, Februari 19). *Preview Kemasan dengan Aslinya Berbeda, Brand Skincare Lokal Somethinc Tuai Kritik Konten ini telah tayang di Kompasiana.com dengan judul "Preview Kemasan dengan Aslinya Berbeda, Brand Skincare Lokal Somethinc Tuai Kritik", Klik untuk baca: [https://www.ko](https://www.kompasiana.com/linggahayu/621108b751d7642ead7cf262/preview-kemasan-dengan-aslinya-berbeda-brand-skincare-lokal-somethinc-tuai-kritik)*. Dipetik Juni 1, 2023, dari [kompasiana.com: https://www.kompasiana.com/linggahayu/621108b751d7642ead7cf262/preview-kemasan-dengan-aslinya-berbeda-brand-skincare-lokal-somethinc-tuai-kritik](https://www.kompasiana.com/linggahayu/621108b751d7642ead7cf262/preview-kemasan-dengan-aslinya-berbeda-brand-skincare-lokal-somethinc-tuai-kritik)
- Macdhy, R. D., Mariam, S., & Sudrajat, A. (2022). PENGARUH BUDAYA TERHADAP KEPUTUSAN PEMBELIAN MIE INSTAN INDOMIE. *Managament Insight: Jurnal Ilmiah Manajemen*, *17*(2), 161-171. doi:10.33369/insight.17.2.161-171
- Maulana, H. (2021, Oktober 24). *Somethinc, Brand Kecantikan Lokal, Berhasil Pimpin Pasar Skincare Indonesia*. Dipetik Januari 16, 2023, dari [Kumparan.com: https://kumparan.com/harris-maulana/somethinc-brand-kecantikan-lokal-berhasil-pimpin-pasar-skincare-indonesia-1wmYSjrq6sD/4](https://kumparan.com/harris-maulana/somethinc-brand-kecantikan-lokal-berhasil-pimpin-pasar-skincare-indonesia-1wmYSjrq6sD/4)
- Miracle, G. E. (1965). Product Characteristics and Marketing Strategy. *Journal of Marketing*, *29*(1), 18-24. doi:10.1177/002224296502900104
- Monoarfa, H., Juliana, J., & Setiawan, R. (2023). The influences of Islamic retail mix approach on purchase decisions. *Journal of Islamic Marketing*, *14*(1), 236-249. doi: 10.1108/JIMA-07-2020-0224
- Mukherjee, S. P. (2020). *A Guide to Research Methodology: An Overview of Research Problems, Tasks and Methods*. New York: Taylor & Francis Group. doi:10.12968/jowc.1998.7.7.361
- Murdianto, M. T. (2022, September 13). *Produk Perawatan dan Kecantikan Kian Diminati? Berikut Hasil Surveinya*. Dipetik Januari 19, 2023, dari [IDN Times: https://www.idntimes.com/life/women/muhammad-tarmizi-murdianto/produk-perawatan-dan-kecantikan-kian-diminati?page=all](https://www.idntimes.com/life/women/muhammad-tarmizi-murdianto/produk-perawatan-dan-kecantikan-kian-diminati?page=all)
- Musso, F., Colamatteo, A., Bravi, L., Pagnanelli, M. A., Murmura, F., & Sansone, M. (2022). Analysis of factors affecting the purchase of private label products by different age consumers. *British Food Journal*, *124*(13), 619-636. doi:10.1108/BFJ-03-2022-0256
- Nugraha, D. (2022, Agustus 23). *Somethinc, Produk Kosmetik Ternama Yang Mengguncang Pasar Indonesia*. Dipetik Januari 16, 2023, dari [Paper.id: https://www.paper.id/blog/berita-acara-umkm/somethinc-produk-kosmetik-ternama-yang-mengguncang-pasar-indonesia/](https://www.paper.id/blog/berita-acara-umkm/somethinc-produk-kosmetik-ternama-yang-mengguncang-pasar-indonesia/)

- Pahlevi, R. (2022, September 9). *Kebanyakan Perempuan Indonesia Lebih Suka Pakai Kosmetik Lokal*. Dipetik Februari 6, 2023, dari databoks: <https://databoks.katadata.co.id/infografik/2022/09/19/kebanyakan-perempuan-indonesia-lebih-suka-pakai-kosmetik-lokal>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6, 1-11. doi:10.1016/j.heliyon.2020.e04284
- Populix. (2022). *Unveiling Indonesian Beauty & Dietary Lifestyle*. Jakarta: Populix.
- Pusparisa, Y. (2020, November 11). *Harga Jadi Pertimbangan Utama Konsumen Membeli Produk Daring*. Dipetik Juni 30, 2023, dari databoks: <https://databoks.katadata.co.id/datapublish/2020/11/17/harga-jadi-pertimbangan-utama-konsumen-membeli-produk-daring>
- Putra, W. P., Hendayani, R., & Hidayah, R. T. (2023). IPMA's Analysis on Factors Affecting Indrive Indonesia's Customer Loyalty. *International Journal of Professional Business Review*, 8(6). doi:10.26668/businessreview/2023.v8i6.2320
- Putri, C. N. (2021, April 24). *Mengenal Irene Ursula, Perempuan di Balik Kesuksesan Produk Kecantikan Lokal Somethinc*. Dipetik Maret 8, 2023, dari [Kompas.com: https://www.kompas.com/parapuan/read/532665005/mengenal-irene-ursula-perempuan-di-balik-kesuksesan-produk-kecantikan-lokal-somethinc](https://www.kompas.com/parapuan/read/532665005/mengenal-irene-ursula-perempuan-di-balik-kesuksesan-produk-kecantikan-lokal-somethinc)
- Radjab, E., & Jam'an, A. (2017). *METODE PENELITIAN BISNIS*. Makassar: Lembaga Perpustakaan dan Penerbitan Universitas Muhammadiyah Makassar.
- Rakib, M. R., Pramanik, S. A., Al Amran, M., Islam, M. N., & Sarker, M. O. (2022). Factors affecting young customers' smartphone purchase intention during Covid-19 pandemic. *Heliyon*, 8(9). doi:10.1016/j.heliyon.2022.e10599
- Rehman, F. U., Yusoff, R. B., Zabri, S. B., & Ismail, F. B. (2017). Determinants of personal factors influencing the buying behavior of consumers in sale promotion: The case of the fashion industry. *Young Consumers*, 18(4), 408-424. doi:10.1108/YC-06-2017-00705
- Reza, C. F. (2022, Desember 9). *Analisis Perilaku Konsumen Terhadap Produk Somethinc*. Dipetik Juni 1, 2023, dari KabarHandayani: <https://kabarhandayani.com/analisis-perilaku-konsumen-terhadap-produk-somethinc/>
- Rissanty, V. (2021, November 23). *Congratulations, Somethinc Berhasil Memimpin Pasar Skincare Lokal*. Dipetik Maret 27, 2023, dari Clozette Pte. Ltd.: <https://www.clozette.co.id/article/page/congratulations-somethinc-berhasil-memimpin-pasar-skincare-lokal-2997>
- Rizaty, M. A. (2022, November 30). *BPS: Jumlah Penduduk Indonesia Sebanyak 275,77 Juta pada 2022*. Dipetik Januari 19, 2023, dari DataIndonesia.id: <https://dataindonesia.id/Ragam/detail/bps-jumlah-penduduk-indonesia-sebanyak-27577-juta-pada-2022>
- Sánchez-Torres, J. A., Arroyo-Canada, F. J., Montoya-Restrepo, L. A., & Rivera-González, J. A. (2017). Moderating effect of socioeconomic factors and

- educational level on electronic purchasing in Colombia. *Tékhne*, 26-34. doi:10.1016/j.tekhne.2017.07.001
- Sarstedt, M., & Cheah, J. H. (2019). Partial least squares structural equation modeling using SmartPLS: a software review. *Journal of Marketing Analytics*, 7(3), 196-202. doi:10.1057/s41270-019-00058-3
- Sekaran, U., & Bougie, R. (2016). *Research methods for business : a skill-building approach (7th Ed.)*. Chichester: John Wiley & Sons.
- Shalehah, A., Moslehpour, M., & Trisno, I. L. (2019). The Effect of Korean Beauty Product Characteristics on Brand Loyalty and Customer Repurchase Intention in Indonesia. *2019 16th International Conference on Service Systems and Service Management (ICSSSM)*. IEEE. doi:10.1109/ICSSSM.2019.8887676
- Shen, X., Wang, L., Huang, X., & Yang, S. (2021). How China's internet commonweal platform improves customer participation willingness? An exploratory study of Ant Forest. *Chinese Management Studies*, 15(1), 196-221. doi:10.1108/CMS-03-2020-0106
- Simpson, A. R. (2018). *Young Adult Development Project*. Dipetik Juli 7, 2023, dari Massachusetts Institute of Technology: [https://hr.mit.edu/static/worklife/youngadult/changes.html#:~:text=Young%20adulthood%20\(generally%20defined%20as,as%20mid%2D20s%20and%20older\)](https://hr.mit.edu/static/worklife/youngadult/changes.html#:~:text=Young%20adulthood%20(generally%20defined%20as,as%20mid%2D20s%20and%20older))
- Singhal, A., & Malik, G. (2018). The attitude and purchasing of female consumers towards green marketing related to cosmetic industry. *Journal of Science and Technology Policy Management*, 12(3), 514-531. doi:10.1108/JSTPM-11-2017-0063
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having and Being (12th Ed.)*. Essex: Pearson Education Limited.
- Somethinc. (2023). *SOMETHINC*. Dipetik Maret 8, 2023, dari SOMETHINC Official Website: <https://somethinc.com/assets/Logo.png>
- Somethinc. (2023). *SOMETHINC*. Dipetik Maret 27, 2023, dari <https://somethinc.com/en>
- Song, L.-J., Sui, R.-X., Wang, J., Miao, Q., He, Y., Yin, J.-J., . . . Ma, C.-G. (2022). Targeting the differentiation of astrocytes by Bilobalide in the treatment of Parkinson's disease model. *International Journal of Neuroscience*. doi:10.1080/00207454.2022.2100778
- Sowmyanarayanan, R., Krishnaa, G., & Gupta, D. (2021). Beyond Kirana Stores: A Study on Consumer Purchase Intention for Buying Grocery Online. *Smart Innovation, Systems and Technologies*, 599-606. doi:10.1007/978-981-15-7062-9_60.
- Statista. (2021, Februari 11). *Breakdown of social media users by age and gender in Indonesia as of January 2021*. Retrieved September 2, 2023, from Statista: <https://www.statista.com/statistics/997297/indonesia-breakdown-social-media-users-age-gender/>
- Statista. (2021, Juli 5). *Indonesia: revenue of beauty & personal care 2017-2025*. Dipetik Januari 10, 2023, dari Statista:

- <https://www.statista.com/forecasts/1220238/indonesia-revenue-beauty-and-personal-care-market>
- Statista. (2023, Agustus 13). *Share of Indonesians who used cosmetics in the previous six months in Indonesia as of April 2023, by gender*. Dipetik Agustus 13, 2023, dari Statista: <https://www.statista.com/statistics/1396529/indonesia-cosmetics-usage-in-the-past-six-months-by-gender/>
- StyleDoubler. (2023, Januari 13). *Somethinc*. Dipetik Maret 8, 2023, dari StyleDoubler: <https://www.styledoubler.com/id/case/somethinc/>
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA.
- Suhardi, Y., Agustina, B., Zulkarnaini, Darmawan, A., & Oktavia, L. (2021). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 4(2), 583-594. doi:10.36407/jmsab.v4i2.381
- Sukmawati, D. A., Mathori, M., & Marzuki, A. (2022). PENGARUH PROMOSI, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE SOMETHINC (Studi pada Konsumen di Daerah Istimewa Yogyakarta). *Jurnal Riset Akuntansi dan Bisnis Indonesia STIE Widya Wiwaha*, 2(2), 579-599. doi:10.32477/jrabi.v2i2.487
- Sutiyatno, S. (2017). *METODOLOGI PENELITIAN*. Yogyakarta: Penerbit K-Media.
- Syafii, M. (2023, Mei 4). *Masyarakat Gemar Belanja Kosmetik via Marketplace, Toko Offline Tergusur? Konten ini telah tayang di Kompasiana.com dengan judul "Masyarakat Gemar Belanja Kosmetik via Marketplace, Toko Offline Tergusur?", Klik untuk baca: https://www.kompasiana.com/maari*. Dipetik Juli 7, 2023, dari kompasiana: https://www.kompasiana.com/maarifsyafee/645398654addee121767ee82/masyarakat-gemar-belanja-kosmetik-via-marketplace-toko-offline-tergusur?page=1&page_images=1
- Thabit, T. H., & Raewf, M. B. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences and Educational Studies*, 4(4), 100-109. doi:10.23918/ijsses.v4i4p100
- Thomas, C. G. (2021). *Research Methodology and Scientific Writing (2nd Ed.)*. Cham: Springer, Cham.
- Wahyuningsih, D. W. (2019). PENGARUH VARIASI PRODUK, HARGA DAN PROMOSI PENJUALAN TERHADAP KEPUTUSAN KONSUMEN DALAM MEMBELI MOTOR YAMAHA N-MAX DI WONOGIRI. *Edunomika*, 3(2), 407-414. doi:10.29040/jie.v3i02.627
- Wekke, I. S. (2019). *Metode Penelitian Pendidikan Bahasa*. Yogyakarta: Penerbit Gawe Buku.
- Wijayanti, R. I. (2022, Mei 16). *40 Daftar Barang Jualan Online Paling Laris Tahun 2022*. Dipetik Januari 24, 2023, dari IDX Channel: <https://www.idxchannel.com/milenomic/40-barang-jualan-online-paling-laris-tahun-2022>

- Woo, H., Kim, S., & Childs, M. L. (2020). Is this for our sake or their sake? Cross-cultural effects of message focus in cause-related marketing. *International Marketing Review*, 37(4), 671-694. doi:10.1108/IMR-12-2018-0349
- Yang, B., Liu, C., Cheng, X., & Ma, X. (2022). Understanding Users' Group Behavioral Decisions About Sharing Articles in Social Media: An Elaboration Likelihood Model Perspective. *Group Decision and Negotiation*, 31, 819-842.
- Zeithaml, V. A. (1988). Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22. doi:10.2307/1251446
- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12(720151), 1-11. doi:10.3389/fpsyg.2021.720151
- Zulganef. (2018). *Metode Penelitian Bisnis dan Manajemen*. Bandung: PT Refika Aditama.