

DAFTAR PUSTAKA

- Abdillah, & Hartono. (2015). *Partial Least Square (PLS)* (Andi, Ed.).
- Aditdya Saputra, B., Savitri, C., Faddila, S. P., Buana, U., & Karawang, P. (2023). The Influence Of Brand Image And Brand Awareness On Purchase Decisions At Tokopedia Market Place On Kahf Skincare Products Among Gen Z. In *Management Studies and Entrepreneurship Journal* (Vol. 5, Issue 2). <http://journal.yrpiiku.com/index.php/msej>
- Ardianti Citra, Salam Abdul, & Sri Nuryani Hanifa. (2019). PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN DI INSTAGRAM (Studi Kasus Pada Mahasiswa Universitas Teknologi Sumbawa Angkatan Tahun 2016 Sampai Dengan Tahun 2018). *Jurnal Manajemen Ekonomi Dan Bisnis*.
- Bahri, S., & Zamzam, F. (2015). Model Penelitian Kuantitatif Berbasis Sem-Amos Evaluasi Dan Interpretasi. In *Deepublish*. Deepublish.
- Bilgin, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Databoks. (2023a). *Brand Pembersih Wajah Terlaris Tahun 2023*.
- Databoks. (2023b). *Merek Sabun Cuci Muka Terpopuler di Indonesia*.
- Data Indonesia. (2023a). *Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023*.

- Data Indonesia. (2023b). *Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023*.
- Eka, F., Putri, V. S., & Tiarawati, M. (2021). Ilomata International Journal of Management (IJJM) The Effect of Social Media Influencer and Brand Image on Online Purchase Intention During The Covid-19 Pandemic. *Ilomata International Journal of Management*, 2(3), 163–171. <https://www.ilomata.org/index.php/ijjm>
- Firmansyah. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*.
- Firmansyah, M. A. (2018). *PERILAKU KONSUMEN (Sikap dan Pemasaran)*. <https://www.researchgate.net/publication/329880628>
- Ghozali, L., & Latan, H. (2017). *Partial Least Square Concepts, Methods and Applications Using the Warp PLS (Vol. 5)*.
- Hair, Hult Tomas M, Ringle M Christian, Danks P Nicholas, Sarstedt Marko, & Ray Soumya. (2022). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. [https://doi.org/\(eBook\)](https://doi.org/(eBook))
<https://doi.org/10.1007/978-3-030-80519-7>
- Hatammimi, J., & Sharif, O. O. (2015). The relation of social media understanding to way of starting business. *Advanced Science Letters*, 21(5), 1398–1402. <https://doi.org/10.1166/asl.2015.6044>
- Indrawati. (2015a). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati. (2015b). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. PT Refika Aditama.
- Keller, K. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th ed.)*. Pearson.

- Kompas.co.id. (2022). *Brand Pembersih Wajah Pria Terlaris Tahun 2022*.
- Kotler, P., & Keller, K. L. (2021). *Marketing management*. Pearson Education.
- Lestari, P., & Saifuddin, M. (2020). Muchammad Saifuddin Implementasi Strategi Promosi Produk dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid'19. In *Jurnal Manajemen dan Inovasi (MANOVA)* (Vol. 3, Issue 2).
- Malohing, G., Mandagie, Y., Ekonomi, F., Bisnis, D., & Manajemen, J. (2021). ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE AND PROMOTION ON AVANZA CAR PURCHASE DECISIONS AT PT. HASRAT ABADI JAYAPURA. In *Jurnal EMBA* (Vol. 9, Issue 2).
- Mujib, F., & Saptiningsih, T. (2020). *School Branding: Strategi di Era Disruptif* (Bunga Sari Fatmawati, Ed.). PT. Bumi Aksara.
- Muslim, R. A., Hendrakusma Wardani, N., & Wijoyo, S. H. (2019). *Analisis Pengaruh Pemasaran melalui Media Sosial terhadap Loyalitas Merek pada Instagram Tomoo Steak* (Vol. 3, Issue 8). <http://j-ptiik.ub.ac.id>
- Ngatno. (2018). *Manajemen Pemasaran Ngatno* (1st ed., Vol. 1). Ef Press Digimedia.
- Prahiawan, W., Fahlevi, M., Juliana, J., Purba, J. T., & Tarigan, S. A. A. (2021). The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop. *International Journal of Data and Network Science*, 5(4), 593–600. <https://doi.org/10.5267/j.ijdns.2021.8.008>
- Pramono, R., Sondakh, L. W., Bernarto, I., Juliana, J., & Purwanto, A. (2021). Determinants of the Small and Medium Enterprises Progress: A Case Study of SME Entrepreneurs in Manado, Indonesia. *Journal of Asian Finance, Economics and Business*, 8(1), 881–889. <https://doi.org/10.13106/jafeb.2021.vol8.no1.881>

Prasetyo, 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>

Purba, J. T., Samuel, S., & Budiono, S. (2021). Collaboration of digital payment usage decision in COVID-19 pandemic situation: Evidence from Indonesia. *International Journal of Data and Network Science*, 5(4), 557–568. <https://doi.org/10.5267/j.ijdns.2021.8.012>

Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Analisis Data Penelitian Marketing: Perbandingan Hasil. *Journal of Industrial Engineering & Management Research*, 2(4). <https://doi.org/10.7777/jiemar>

Rachmawati, I., & Sary, F. (2019). *SOCIAL SCIENCES & HUMANITIES Influence of the Use of Brands in a Foreign Language (English) on the Purchase Decision Process of Cosmetic Products Made in Indonesia*. <https://www.researchgate.net/publication/316663249>

Rudyanto, Soemarni, L., Pramono, R., & Purwanto, A. (2020). The influence of antecedents of supply chain integration on company performance. *Uncertain Supply Chain Management*, 8(4), 865–874. <https://doi.org/10.5267/j.uscm.2020.5.006>

Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>

Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network*

Science, 6(1), 185–192.

<https://doi.org/10.5267/j.ijdns.2021.9.009>

Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability (Switzerland)*, 12(4). <https://doi.org/10.3390/su12041691>

Sholihin, & Dwi. (2020). *Analisis SEM-PLS dengan WarpPLS 3.0 Untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis* (ANDI, Ed.).

Sugiyono. (2018). *Metode Penelitian Bisnis : Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D*. In *Penelitian Bisnis* (3rd ed.). Alfabeta.

Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. ALFABETA. .

Sujarweni, V. W. (2019). *Metodologi Penelitian Bisnis dan Ekonomi : Pendekatan Kuantitatif*. Pustaka Baru Press.

Syamsurizal. (2020). PENGARUH BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PADA ROCKET CHIKEN KOTA BIMA. *Jurnal BRAND*.

Tungka, D., Lionardo, M. M., Thio, S., & Iskandar, V. (2020). *PENGARUH SOCIAL MEDIA MARKETING PADA INSTAGRAM TERHADAP MINAT BELI CHATIME INDONESIA*.

Wijaya, O. Y. A., Sulistiyani, Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231–238. <https://doi.org/10.5267/j.ijdns.2021.6.011>

Yudi, I. (2020). PENGARUH BRAND IMAGE DAN KUALITAS

PRODUK TERHADAP KEPUTUSAN PEMBELIAN PADA
KFC DI KOTA BENGKULU. *Managament Insight: Jurnal
Ilmiah Manajemen*, 15(1), 95–107.
<https://doi.org/10.33369/insight.15.1.95-107>

Yulianti, F., Lamsah, P., & Periyadi. (2019). *Manajemen Pemasaran*.
Deepublish.

Yuliantoro, N., Goeltom, V., Bernarto, I. C., Pramono, R., & Purwanto,
A. (2019). Repurchase intention and word of mouth factors in the
millennial generation against various brands of Boba drinks
during the Covid 19 pandemic. *African Journal of Hospitality,
Tourism and Leisure*,.