

## DAFTAR PUSTAKA

- Adisty, N. (2022). *Tumbuh Pesat, Pemakaian Produk Kecantikan di Indonesia Kian Meningkat*.
- Agmeka, F., Wathoni, R., & Santoso, A. (2020). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behavior in e-commerce. *The Fifth Information Systems International Conference*.
- AlQodry, M. R. R., & Kuswanto, A. (2024). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Consumer Trust dan Brand Image sebagai Variabel Intervening (Studi Kasus Pada Uniqlo Indonesia). *Jurnal Ilmiah Universitas Batanghari Jambi*, 24(1), 731. <https://doi.org/10.33087/jiubj.v24i1.4414>
- Amanda, T., Winoto Tj, H., Kusniawati, A., & Surjaatmadja, S. (2021). Effect of Electronic Word Of Mouth, Product Quality, and Price on Purchase Intention. *BudapestInternationalResearchandCriticsInstitute-Journal(BIRCI-Journal)*. <https://doi.org/10.33258/birci.v4i3.2424>
- Ariyanto, A. (2022). *Teori Marketing* (Vol. 1). WidinaBhaktiPersadaBandung.
- Asyakra, A., & Rivai, A. R. (2024a). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Image Sebagai Intervening (Studi pada Pengguna Wardah Kosmetik). *J-MAS (Jurnal Manajemen Dan Sains)*, 9(1), 306. <https://doi.org/10.33087/jmas.v9i1.1602>
- Asyakra, A., & Rivai, A. R. (2024b). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Image Sebagai Intervening (Studi pada Pengguna Wardah Kosmetik). *J-MAS (Jurnal Manajemen Dan Sains)*, 9(1), 306. <https://doi.org/10.33087/jmas.v9i1.1602>
- Aydin, I., & Celik, Z. (2023, December). *The Mediating Role of Brand Image in the Effect of Social Media Marketing on Purchase Intention*. <https://doi.org/10.59287/as-proceedings.468>
- Bahroni, I., & Manggala, H. K. (2023a). Pengaruh Brand Image Terhadap Purchase Intention Melalui E-Trust (Studi Pada Calon Konsumen Online Store

- Hoddieku). *Jurnal Ekonomi, Bisnis Dan Manajemen*, 10(2).  
<https://doi.org/10.36987/ecobi.v10i2>
- Bahroni, I., & Manggala, H. K. (2023b). Pengaruh Brand Image Terhadap Purchase Intention Melalui E-Trust (Studi Pada Calon Konsumen Online Store Hoodieku). *Jurnal Ekonomi, Bisnis, Dan Manajemen*, 10(2).  
<https://doi.org/10.36987/ecobi.v10i2>
- Boulahbel, A., & Ghrieb, T. (2024). The role of social media marketing in enhancing brand image - An analytical study. *Industrial Economics Review (KHAZZARTECH)*, 13, 26–53.
- Chaerul, M. (2021). Metodologi Penelitian Ilmiah. In *Metodologi Penelitian Ilmiah* (1st ed.). Yayasan Kita Menulis.
- Chrisniyanti, A., & Fah, C. T. (2022). The Impact of Social Media Marketing on Purchase Intention of Skincare Products Among Indonesian Young Adults. *EURASIAN JOURNAL OF SOCIAL SCIENCES*, 10(2), 68–90.  
<https://doi.org/10.15604/ejss.2022.10.02.001>
- Compas.co.id. (2023). Brand Experience Yang Mengesankan: Hanasui, N’PURE, dan Nivea Membuat Jejak yang Tak Terlupakan dengan Konsumen. *Compas.Co.Id*.
- Damayanti, S., Chan, A., & Safa’atul Barkah, C. (2021a). Jurusan Manajemen Fakultas Ekonomika dan Bisnis Universitas Negeri Surabaya. In *Jurnal Ilmu Manajemen* (Vol. 9).
- Damayanti, S., Chan, A., & Safa’atul Barkah, C. (2021b). Pengaruh Social Media Marketing Terhadap Brand Image My Pangandaran Tour And Travel. *Jurnal Ilmu Manajemen*, 9.
- Databoks. (2024). *Kilau Industri Kecantikan: Tren dan Pertumbuhan di Indonesia*.  
<https://www.mordorintelligence.com/>
- Dewi, Herlina, M. G., & Boetar, A. E. M. B. (2022). The effect of social media marketing on purchase intention in fashion industry. *International Journal of Data and Network Science*, 6(2), 355–362.  
<https://doi.org/10.5267/j.ijdns.2022.1.002>
- Djaali. (2020). *Metodologi Penelitian Kuantitatif*. Bumi Aksara.

- East Ventures. (2024, November 24). *Industri kecantikan Indonesia: Pasar yang sedang berkembang dengan potensi yang sangat besar*. Eastventures.
- Elvera, & Astarina, Y. (2021). *Metodologi Penelitian* (1st ed.). ANDI.
- Evi, T., & Rachbini, W. (2022). *Partial Least Squares (Teori dan Praktek)* (1st ed.). TahtaMediaGroup.
- Fadilla, Z., Ketut Ngurah Ardiawan, M., Eka Sari Karimuddin Abdullah, M., Jannah Ummul Aiman, M., & Hasda, S. (2021). *Metodologi Penelitian Kuantitatif*. <http://penerbitzaini.com>
- Philip, N. (2023). *Manajemen Pemasaran* (Vol. 1). YramaWidya.
- Gazi, M. A. I., Mamun, A. Al, Masud, A. Al, Senathirajah, A. R. bin S., & Rahman, T. (2024). The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1). <https://doi.org/10.1016/j.joitmc.2024.100227>
- Gienov, J. (2023). Pengaruh Brand Image dan Flash Sale Program Terhadap Purchase Intention. *JurnalRisetManajamendanBisnis*, 101–108.
- Hafipah. (2022). *MANAJEMEN PEMASARAN (Membangun Loyalitas Pelanggan)* (pp. 1–19). MediaSainsIndonesia.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Handriyani, P., & Astawa, I. G. (2022). Pengaruh Tingkat Penghasilan, Pemahaman Aturan Perpajakan, Dan Sosialisasi Perpajakan Terhadap Kepatuhan Wajib Pajak UMKM Kabupaten Buleleng. *Jurnal Riset Akuntansi*, 11 No. 01.
- Hartono, B. (2023). *SOCIAL MEDIA MARKETING*. <https://www.researchgate.net/publication/373718892>
- Haryadi, A. R. (2022). *Pengaruh Social Media Marketing, Citra Merek Dan Word Of Mouth Terhadap Keputusan Pembelian Pada Produk Kecantikan Somethinc* (Vol. 2, Issue 2).

- Indonesia.go.id. (2024, February 20). *Kinlong Industri Kosmetik Tanah Air*. Indonesia.Go.Id.
- Ismail, M., & Ilyas, N. (2023). *Metodologi Penelitian Kualitatif dan Kuantitatif* (1st ed.). RajawaliPers.
- Karlita Aprilianti, A. A. I., Rastini, N. M., & Rahanatha, G. B. (2023). Peran Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Purchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 12(3), 280. <https://doi.org/10.24843/EJMUNUD.2023.v12.i03.p04>
- Khoa, B. T., & Huynh, T. T. (2023). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *International Journal of Data and Network Science*, 7(1), 175–184. <https://doi.org/10.5267/j.ijdns.2022.11.005>
- Kompas.com. (2022, April 28). N'PURE Dapat Penghargaan Skincare Lokal Pertama dengan Daun Utuh Pada Kemasannya dari MURI. *Kompas.Com*.
- Kompas.com. (2024). *Pendapatan Industri Kecantikan Indonesia Tembus 9,17 Miliar Dollar AS pada 2024* .
- Kotler, & Keller. (2021). *Intisari Manajemen Pemasaran* (6th ed.). ANDI.
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing* (18th ed.). PearsonEducationLimited.
- Manopo, P. Y. (2024). *Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness dan Brand Image sebagai Variabel Intervening pada The Body Shop*. UniversitasIslamNegeriSyarifHidayatullahJakarta.
- Market Research Indonesia. (2024, April 28). *Tinjauan Pasar Perawatan Kulit Indonesia: Tren dan Wawasan*. Market Research Indonesia.
- Markethac.id. (2024). *Data Penjualan Brand Toner Wajah di E-Commerce* .
- Mita Oktaviani, Ika Febrilia, & Rahmi Rahmi. (2025). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Image sebagai Variabel Intervening. *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen Dan E-Commerce*, 4(1), 403–420. <https://doi.org/10.30640/digital.v4i1.3985>

- Musyafii, A., Khairunnisa. Hera, & Respati, D. (2022). *Konsep Dasar Structural Equation Model- Partial Least Square (SEM-PLS) Menggunakan Smart PLS*. PascalBooks.
- Nilashi, M., Abumalloh, R. A., Samad, S., Alrizq, M., Alyami, S., & Alghamdi, A. (2023). Analysis of customers' satisfaction with baby products: The moderating role of brand image. *Journal of Retailing and Consumer Services*, 73. <https://doi.org/10.1016/j.jretconser.2023.103334>
- N'PURE Official. (2022, April 22). *Setelah Menjadi Skincare Natural Terbaik Indonesia, NPURE Kini Mendapatkan Penghargaan dari Museum Rekor Indonesia*. Npureofficial.
- Nugraha, J. (2024). *Teori Perilaku Konsumen* (pp. 1–3). NEM.
- Oktavia, M., Pradana, M., Wardhana, A., & Joviano, R. (2025). Analysis of the Effect of E-Commerce Affiliate Marketing on Increasing Consumer Purchase Intention. *WSEAS TRANSACTIONS ON SYSTEMS*, 24, 326–334. <https://doi.org/10.37394/23202.2025.24.28>
- Pandiangan, K., Dwi Atmogo, Y., & Author, C. (2021). *Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty*. 2(4). <https://doi.org/10.31933/jimt.v2i4>
- Pering, I. M. (2021). Kajian Analisis Jalur Dengan Struktural Equation Modeling (SEM) SMART-PLS 3.0. *Jurnal Satyagraha*, 03.
- Pradana, M., Utami, D. G., Wahyuni, A. S., Serpian, S., Usman, A., & Astuti, A. D. (2023). Digital Marketing Strategy in Indonesia: A Short Bibliometric Review. *Proceedings of the International Conference on Enterprise and Industrial Systems*, 283–290. [https://doi.org/10.2991/978-94-6463-340-5\\_25](https://doi.org/10.2991/978-94-6463-340-5_25)
- Prasetio, A., & Zahira, S. E. (2021). PENGARUH SOCIAL MEDIA MARKETING PADA BRAND IMAGE DAN BRAND TRUST TERHADAP PURCHASE INTENTION PRODUK KOSMETIK SARIAYU MARTHA TILAAAR. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen TERAKREDITASI SINTA*, 4(3), 663–677. <http:jim.unsyiah.ac.id/ekm>
- Prasetio, Adhi and Rahman, Deimas and Sary, Fetty and Pasaribu, Rina and Sutjipto, & Moh. (2022). The role of Instagram social media marketing

activities and brand equity towards airlines customer response.

*International Journal of Data and Network Science*, 6, 1195–1200.

Prasetyo, B. (2021). *Metode penelitian pendekatan kuantitatif*. Media Sains Indonesia. <https://www.researchgate.net/publication/354059356>

Purba, B. (2021). Metodologi Penelitian Ilmiah. In *Metodologi Penelitian Ilmiah* (1st ed.). Yayasan Kita Menulis.

Purwanto, E., Chan, B., & Hendratono, T. (2020). Social Media Marketing, Perceived Service Quality, Consumer Trust and Online Purchase Intentions. *Technology Reports of Kansai University*, 62(10). <https://www.researchgate.net/publication/346973042>

Puspitasari, R., Dwi Cahyani, N., Zadal Khoir, M., Ardhian, F., Meyla Putri Priadi, M., Alif Pradana, D., Tatogo, Y., Septia Ningrum, D., & Marlina, L. (2024). Pengaruh Media Sosial “Tik Tok” terhadap Perubahan Sosial Budaya Mahasiswa Pendidikan IPS Angkatan 2023. In *Journal of Education and Technology* (Vol. 4, Issue 1). <http://jurnalilmiah.org/journal/index.php/jet>

Rahadi, D. (2023). *Pengantar Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Lentera Ilmu Madani.

Reken, F. (2024). *Metode Penelitian Kuantitatif*. Gita Lentera. <https://gitalentera.com>

Ridwan, M., & Hasbi, I. (2023a). YUME : Journal of Management Pengaruh Social Media Marketing Terhadap Purchase Intention Melalui Brand Image Pada Smartphone X. In *YUME : Journal of Management* (Vol. 6, Issue 2).

Ridwan, M., & Hasbi, I. (2023b). YUME : Journal of Management Pengaruh Social Media Marketing Terhadap Purchase Intention Melalui Brand Image Pada Smartphone X. In *YUME : Journal of Management* (Vol. 6, Issue 2).

Rizka Utami, F., Ariyanti, M., & Millanyani, H. (2024). The Effect of E-WOM on Social Media Marketing on Purchase Intention (Case Study: Gallery Vinna). *International Journal of Science*. <http://ijstm.inarah.co.id1110>

Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The

- mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Sangadji, E., & Sopiah. (2010). *Metodologi Penelitian - Pendekatan Praktis dalam Penelitian*. ANDI.
- Sanjaya, A. S. (2020). PENGARUH DIMENSI SOCIAL MEDIA MARKETING TERHADAP MINAT BELI CLIMATETHIRTY. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 5, Issue 4).
- Satriardi, Wanawir, Hendrayani, E., Siwiyanti, L., & Nursaidah. (2021). *MANAJEMEN PEMASARAN* (Vol. 1). Penerbitsamudrabiru.
- Sesilia, A. (2021). Metodologi Penelitian Ilmiah. In *Metodologi Penelitian Ilmiah* (1st ed.). Yayasan Kita Menulis.
- Setiawan, D., & Eko Prasetyo Utomo, P. (2024). Sistem Informasi, Fakultas Sains dan Teknologi. *Universitas Jambi Naskah Diterima: 12 Juni, 01*. <https://doi.org/10.21456/vol14iss1pp77-87>
- Singh, & Shiv. (2020). *Make social media buzz work for you!*
- Statista. (2024). *Kilau Industri Kecantikan: Industry Snapshot*. <https://www.mordorintelligence.com/>
- Sugiyono. (2017). *Statistika Untuk Penelitian* (29th ed.). ALFABETA.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif dan Kualitatif*. Alfabeta.
- Sugiyono. (2022a). *Metode Penelitian Kuantitatif* (3rd ed.). Alfabeta.
- Sugiyono. (2022b). *Metode Penelitian Kuantitatif Kualitatif Dan R&D* (2nd ed.). ALFABETA.
- Sukma Arwachyntia, S. (2022). Analisa Pengaruh Social Media Influencer Dan Social Media Marketing Terhadap Brand Image Serta Dampaknya Pada Purchase Intention (Studi Kasus pada Perawatan Wajah Pria). *Analisa Pengaruh Social Media I JPSB*, 10(1), 01–20.
- Sultan Hasan Nudin, & R.A. Nurlinda. (2023). Pengaruh Social Media Marketing Dan Celebrity Endorser Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Intervening. *Jurnal Bintang Manajemen*, 1(3), 160–184. <https://doi.org/10.55606/jubima.v1i3.1868>

Suriadi. (2022). *MANAJEMEN PEMASARAN (Membangun Loyalitas Pelanggan)* (pp. 55–74). MediaSainsIndonesia.

Talitha Syahada Munaf, A., Nur Khofifah, A., Aprilia Chairunnisa, D., Olivia Putri, A., Azura Sagita, O., Nabila, A., Shinta Ciceria, B., Hasnita Hasanah, S., & Nur Angelita, V. (2025). Pengaruh Review Customer terhadap Keputusan Pembelian Produk Kosmetik Glad2glow. *Jurnal Potensial*, 4(1). <http://jurnalilmiah.org/journal/index.php/potensial>

Tjiptono, F., & Diana, A. (2020). *Pemasaran* (1st ed., Vol. 1). ANDI.

Utami Nugrahani, R., & Abdul Wahid, N. (2021). Technology Acceptance Model and Motivation-Opportunity-Ability Theory Influences on Indonesian Dota2 Gamer Customer to Customer Online Know-How Exchange. *Journal of Physics: Conference Series*, 1779(1). <https://doi.org/10.1088/1742-6596/1779/1/012003>

Vidyanata, D. (2022). Understanding the Effect of Social Media Marketing on Purchase Intention : A Value-Based Adoption Model. In *Jurnal Dinamika Manajemen* (Vol. 13, Issue 2). <http://jdm.unnes.ac.id>

Viliaus, J., & Ina Oktaviana Matusin. (2023). PENGARUH SOCIAL MEDIA MARKETING, BRAND AWARENESS, BRAND ENGAGEMENT TERHADAP PURCHASE INTENTION. *Jurnal Ekonomi Trisakti*, 3(1), 1765–1774. <https://doi.org/10.25105/jet.v3i1.16157>

Wardhana, A. (2022). *Brand Marketing: The Art Of Branding* (pp. vi–206). MediaSainsIndonesia.

Wardhana, A. (2024). *Consumer Behavior In The Era Digital 4.0*. EurekaMediaAksara. <https://www.researchgate.net/publication/383464516>

We Are Social. (2024, March 1). *Ini Media Sosial Paling Banyak Digunakan di Indonesia Awal 2024*. Kadata.Co.Id.

Widodo, A., Rubiyanti, N., & Yusiana, R. (2025). Unveiling the Power of Social Media: How Marketing Communication Shapes Consumer Behaviour. *Paper Asia*, 41(2), 173–183. <https://doi.org/10.59953/paperasia.v41i2b.333>

Wijaya, S. H., & Budiono, H. (2023). *Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan Nyapii Di Jakarta*. 05(03), 761–770.



- Xia, L., Xu, Y., Zhang, Y., Jiang, H., & Cui, B. (2024). Impact of airline social media marketing on purchase intention:Evidence from China using PLS-SEM. *Transport Economics and Management*, 2, 249–262. <https://doi.org/10.1016/j.team.2024.09.003>
- YCP Solidiance. (2024). *Unlocking Growth: Indonesia Skincare Market Penetration*.
- Yohana F. C. P. Meilani, I. B. M. P. B., & Ian N. Suryawan, R. R. M. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- ZAP INDEX BEAUTY. (2024). *ZAP BEAUTY INDEX 2023 ZAP BEAUTY INDEX*.