

DAFTAR PUSTAKA

- Adisty, N. (2022). Tumbuh Pesat, Pemakaian Produk Kecantikan di Indonesia Kian Meningkat. <https://goodstats.id/article/menilik-meningkatnya-konsumsi-produk-kecantikan-di-indonesia-LcQed>.
- Albert, N., Merunka, D., & Valette-Florence, P. (2009). *When Consumers Love Their Brands: Exploring the Concept and Its Dimensions*. *Journal of Business Research*, 61(10), 1062-1075.
- Albert, N., & Merunka, D. (2013). *The Role of Brand Love in Consumer-Brand Relationships*. *Journal of Consumer Marketing*, 30(3), 258-266.
- Algesheimer, R., Dholakia, U.M., & Herrmann, A. (2005). *The Social Influence of Brand Community: Evidence from European Car Clubs*. *Journal of Marketing*, 69(3), 19-34.
- Al Hafiz, M.P. (2022). Ini Dia *Brand Skincare* dan *Makeup* Lokal yang Paling Banyak Dipakai. <https://www.marketeers.com/ini-dia-brand-skincare-dan-makeup-lokal-yang-paling-banyak-dipakai>.
- Al Hamasy, A.I. (2022). Industri Kecantikan Tanah Air Punya Prospek Bagus. <https://www.kompas.id/baca/ekonomi/2022/10/25/bpom-menilai-industri-kosmetik-akan-tetap-berkembang>.
- Andriani, D. (2013). Pasar Kosmetik di Indonesia Masih Menjanjikan. <https://ekonomi.bisnis.com/read/20130924/12/164964/pasar-kosmetik-di-indonesia-masih-menjanjikan>.
- Andriani, N.F., & Setiawan, A.H. (2020). Analisis Preferensi Konsumen Terhadap Pengguna Produk *Skincare* Korea Selatan dan Lokal. *Diponegoro Journal of Economics*, 9(4).
- Annisa. (2021). Serum Jadi Tren Kecantikan Selama Pandemi, Simak Produk Terbaiknya di Female Daily BOBA. <https://www.haibunda.com/moms-life/20211201182127-72-260629/serum-jadi-tren-kecantikan-selama-pandemi-simak-produk-terbaiknya-di-female-daily-boba>.
- Arma, A., Wirawan, R.B., & Rahayu, F.R. (2022). Antecedent dan Konsekuensi dari *Attitude-to-Brand* dan *Self-Esteem*. *Media Manajemen Jasa Program Studi Manajemen UTA'45 Jakarta*, 10(2), 1-22.
- Ashilah, S. (2021). Data Komposisi Penduduk Kota Bandung Hasil Sensus 2020, Mayoritas Gen Z. <https://bandungbergerak.id/article/detail/1610/data-komposisi-penduduk-kota-bandung-hasil-sensus-2020-mayoritas-gen-z>.
- Atulkar, S. (2020). *Brand Trust and Brand Loyalty in Mall Shoppers*. *Marketing Intelligence & Planning*, 38(5), 559-572.
- Azizah MT, R. (2019). *Antecedents and Consequences of Brand Love with Moderated by Memories*. *Jurnal Economia*, 15(1), 135-158.
- Babu, D., & Babu, A. (2021). *Brand Love Creates Brand Loyalty - Evidence among The Youth*. *Academy of Marketing Studies Journal*, 25(S3), 1-12.
- Badan Pusat Statistik Kota Bandung. (2022). Penduduk Kota Bandung Berdasarkan Kelompok Umur dan Jenis Kelamin (Jiwa), 2019-2021. <https://bandungkota.bps.go.id/indicator/12/85/1/penduduk-kota-bandung-berdasarkan-kelompok-umur.html>.
- Batra, R., Ahuvia, A., & Bagozzi, R. (2012). *Brand Love*. *Journal of Marketing*, 76(2), 1-16.

- Batra, R., Homer, P.M., & Kahle, L.R. (2001). *Values, Susceptibility to Normative, Normative, and Attribute Importance Weights: A Nomological Analysis*. *Journal of Consumer Psychology*, 11(2), 115-128.
- Bearden, W.O., Netemeyer, R.G., & Teel, J.E. (1989). *Measurement of Consumer Susceptibility to Interpersonal Influence*. *Journal of Consumer Research*, 15(4), 473-481.
- Bergkvist, L., & Bech-Larsen, T. (2010). *Two Studies of Consequences and Actionable Antecedents of Brand Love*. *Journal of Brand Management*, 17(7), 504-518.
- Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2016). *Antecedents and Outcomes of Brand Love: The Mediating Role of Brand Loyalty*. *Journal of Marketing Communications*, 24(8), 863-877.
- Borshch, V., & Klimenko, V. (2020). *Brand Management of A Modern Organization as A Factor of Competitiveness*. *Economy, Finance, Law*, 4(1), 10-15.
- Boubker, O., & Naoui, K. (2022). *Factors Affecting Airline Brand Love, Passengers' Loyalty, and Positive Word-of-Mouth. A Case Study of Royal Air Maroc*. *Case Studies on Transport Policy*, 10(2), 1388-1400.
- Brannen, J., & Frisby, C.M. (2017). *Self-Esteem's Moderation of Self-Congruity Effects on Brand Loyalty*. *Theoretical Economics Letters*, 7(6), 1848-1864.
- Budhiasa, S. (2016). *Analisis Statistik Multivariate Dengan Aplikasi SEM PLS SMARTPLS 3.2.6*. Bali: Udayana University Press.
- Cabico, J. (2022). *Merek Kecantikan Lokal Mendominasi Pasar E-Commerce di Indonesia pada Q1*. <https://marketech-apac.com/local-beauty-brands-dominate-e-commerce-market-in-indonesia-in-q1/>.
- Cambefort, M., & Roux, E. (2019). *A Typology of The Perceived Risks in The Context of Consumer Brand Resistance*. *Journal of Product & Brand Management*, 28(5), 575-585.
- Campbell, J.D. (1990). *Self-Esteem and Clarity of the Self-Concept*. *Journal of Personality and Social Psychology*, 59(30), 538-549.
- Carroll, B.A., & Ahuvia, A.C. (2006). *Some Antecedents and Outcomes of Brand Love*. *Marketing Letters*, 17(2), 79-89.
- Chen, J-L., & Dermawan, A. (2020). *The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products*. *International Journal of Business and Management*, 15(5), 100-116.
- Cho, E., & Hwang, J. (2020). *Drivers of Consumer-Based Brand Equity: A Two-Country Analysis of Perceived Brand Origin and Identity Expressiveness*. *International Marketing Review*, 37(2), 241-259.
- Cici, C., & Mardikaningsih, R. (2022). *Pengaruh Kepribadian Merek, Pengalaman Merek, dan Cinta Merek The Body Shop terhadap Loyalitas Merek*. *Journal of Trends Economics and Accounting Research*, 2(4), 93-99.
- Colorado, L.C.H., & Mesías, J.F.T. (2021). *Understanding Antecedents of Consumer Loyalty toward an Emerging Country's Telecommunications Companies*. *Journal of International Consumer Marketing*, 34(3), 270-297.
- Compas.co.id. (2022). *10 Brand Skincare Lokal Terlaris di Online Marketplace*. <https://compas.co.id/article/brand-skincare-lokal-terlaris>.
- Czinkota, M.R., Kotabe, M., Vrontis, D., & Riad Shams, S.M. (2021). *Marketing Management: Past, Present, and Future (4th Ed.)*. Switzerland: Springer Texts in Business and Economics.

- Dao, T.T., Ha, K.A., Nguyen, T.B.T., *et al.* (2022). *The Impact of Self-Esteem on Life Satisfaction: A Study of College Students in Vietnam*. *RESEARCH REVIEW International Journal of Multidisciplinary*, 7(11), 35-44.
- Darwin, M., Mamandol, M.R., Sormin, S.A., *et al.* (2021). *Metode Penelitian Pendekatan Kuantitatif*. Bandung: Media Sains Indonesia.
- Dash, G., & Paul, J. (2021). *CB-SEM vs PLS-SEM Methods for Research in Social Sciences and Technology Forecasting*. *Technological Forecasting and Social Change*, 173, 121092.
- De Kerviler, G., & Rodriguez, C. M. (2019). *Building Relationships through Stimulating Brand Experiences: The Role of Self-Expansion, Brand Identification, and Self-Esteem*. *Springer Oceanography*, 173–187.
- Devi, Margaretha, F., & Arafah, W. (2023). Pengaruh *Brand Love* Pada *Brand Loyalty* Melalui *Self-Esteem* dan *Brand Trust*. *SEIKO: Journal of Management & Business*, 6(1), 327-344.
- Devillé, J. (2020). *Management Essentials: Marketing Management (Learn How Businesses Create Value for Customers through Marketing)*. Kindle Edition. ASIN: B08HVKT8SX.
- Din. (2022). Sekitar 51 Persen Penduduk Kota Bandung Generasi Milenial dan Gen Z. <https://www.bandung.go.id/news/read/6365/sekitar-51-persen-penduduk-kota-bandung-generasi-milenial-dan-gen-z>.
- Diputra, I.G.A., & Yasa, N.N. (2021). *The Influence of Product Quality, Brand Image, Brand Trust on Customer Satisfaction and Loyalty*. *American International Journal of Business Management (AIJBM)*, 4(1), 25-34.
- Drennan, J., Bianchi, C., Cacho-Elizondo., *et al.* (2015). *Examining the Role of Wine Brand Love on Brand Loyalty: A Multi-Country Comparison*. *International Journal of Hospitality Management*, 49, 47-55.
- Eldwin K, G.J. (2021). Analisis Strategi Pemasaran Produk Kosmetik Obien Surabaya di Jawa Timur. *AGARA*, 9(1), 1-9.
- Faza, L.A., Agustini, P.M., Maesaroh, S., *et al.* (2022). *Motives For Purchase Of Skin Care Product Users (Phenomenology Study On Women In DKI Jakarta)*. *ADI Journal on Recent Innovation (AJRI)*, 3(2), 139-152.
- Fimela Reporter. (2022). Survei Menunjukkan 90% Perempuan Indonesia Pilih *Brand Makeup* Lokal. <https://www.fimela.com/beauty/read/5059290/survei-menunjukkan-90-perempuan-indonesia-pilih-brand-makeup-lokal>.
- Fiske, S.T., & Taylor, S.E. (2017). *Social Cognition: From Brains to Culture (3rd Ed.)*. USA: SAGE Publication.
- Ghuri, P., Grønhaug, K., & Strange, R. (2020). *Research Methods in Business Studies (5th Ed)*. UK: Cambridge University Press.
- Ghorbanzadeh, D. (2021). *From Satisfaction to Loyalty: The Role of Emotional Structures in The Process of Transition from Satisfaction to Loyalty*. *Asia-Pacific Journal of Business Administration*, 13(3), 335-356.
- Ghorbanzadeh, D., & Rahehagh, A. (2020). *The Role of Emotional Structures in The Relationship between Satisfaction and Brand Loyalty*. *Cogent Psychology*, 7(1), 1782098.
- Ghorbanzadeh, D., & Rahehagh, A. (2021). *Emotional Brand Attachment and Brand Love: The Emotional Bridges in The Process of Transition from Satisfaction to Loyalty*. *Rajagiri Management Journal*, 15(1), 16-38.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro.

- Ghozali, I. (2017). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris (Edisi 3)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Grewal, D., Levy, M., Mathews, S., Harrigan, P., Bucic, T., & Kopanidis, F. (2021). *Marketing (3rd Ed.)*. Australia: McGraw Hill Education.
- Gupta, S., Raj, S., Singh, D.P., Singh, A., & Kastanakis, M. (2023). *Normative Influence and Masstige Purchase Intention: Facilitators, Inhibitors, and The Moderating Effect of Celebrity Endorsement*. *International Journal of Consumer Studies*, 1– 21.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd Ed.)*. USA: SAGE Publication.
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2018). *Multivariate Data Analysis (8th Ed.)*. UK, London: Cengage.
- Hair, J.F, Page, M., & Brunsveld, N. (2019). *Essentials of Business Research Methods (4th Ed.)*. NY: Taylor & Francis.
- Han, T.-I., & Choi, D. (2019). *Fashion Brand Love: Application of a Cognition–Affect–Conation Model*. *Social Sciences*, 8(9), 256. MDPI AG.
- Harter, S. (1999). *The Construction of The Self: A Development Perspective*. New York, NY: Guilford Press.
- Hasanah, E.M., Santoso, B., & Hermawan, H. (2020). *Perbandingan Ekuitas Merek Produk Natasha Skincare dengan Erha Skincare di Jember*. *International Journal of Social Science and Business*, 4(1), 123-128.
- Hermawan, A. (2013). *Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, dan Metode Campuran*. Jakarta: Penerbit Universitas Trisakti.
- Hollensen, S. (2019). *Marketing Management: A Relationship Approach (4th Ed.)*. Amsterdam: Pearson Benelux.
- Huh, D., Li, X., Zhou, Z., et al. (2022). *A Structural Equation Modeling Approach to Meta-analytic Mediation Analysis Using Individual Participant Data: Testing Protective Behavioral Strategies as a Mediator of Brief Motivational Intervention Effects on Alcohol-Related Problems*. *Prevention Science*, 23, 390-402.
- Joshi, R., & Garg, P. (2021). *Role of Brand Experience in Shaping Brand Love*. *International Journal of Consumer Studies*, 45, 259-272.
- Joshi, R., & Garg, P. (2022). *Assessing Brand Love, Brand Sacredness, and Brand Fidelity towards Halal Brands*. *Journal of Islamic Marketing*, 13(4), 807-823.
- Kachi, Y., Fujiwara, T., Inoue, A., et al. (2022). *The Effects of Pregnancy Discrimination on Postpartum Depressive Symptoms: A Follow-Up Study*. *BMC Pregnancy and Childbirth*, 2(1), 1-8.
- Karami, M. (2022). *Brand Equity, Brand Loyalty, and The Mediating Role of Customer Satisfaction: Evidence from Medical Cosmetics Brands*. *PressAcademia*, 9(3), 156-171.
- Karazsia, B.T., & Berlin, K.S. (2018). *Can a Mediator Moderate Considering the Role of Time and Change in the Mediator-Moderator Distinction?* *Behavior Therapy*, 49(1), 12-20.
- Karjaluoto, H., Munnukka, J., & Kiuru, K. (2016). *Brand Love and Positive Word of Mouth: The Moderating Effects of Experience and Price*. *Journal of Product & Brand Management*, 25(6).

- Kasuma, J., Noor, N.M., Abdurahman, A.Z., et al. (2020). *The Influence of Information Susceptibility and Normative Susceptibility on Counterfeit Manufacturing Products Purchase Intention. International Journal of Supply Chain Management*, 9(2), 234-239.
- Kemenperin.go.id. (2018). Kian Kinclong, Industri Kosmetik Nasional Tumbuh 20 Persen. <https://kemenperin.go.id/artikel/18954/Kian-Kinclong,-Industri-Kosmetik-Nasional-Tumbuh-20-Persen>.
- Keni, K., & Japiana, M. (2022). *Factor Influencing Brand Loyalty in The Indonesian Food and Beverage Sector. Jurnal Manajemen*, 26(2), 277-295.
- Khan, A.D., & Alam, M.N. (2019). *Cosmetics and Their Associated Adverse Effects: A Review. Journal of Applied Pharmaceutical Sciences and Research (JAPSR)*, 2(1), 1-6.
- Khan, G., & Naim, N.M (2011). *Fashion Innovativeness and Susceptibility to Normative Influence. Conference: 2011 KAMS Spring International Conference/ 2011 ITAA-KAMS Joint Symposium*, 187-196.
- Khan, J.H., & Khasif, S. (2023). *Relationship between Perceived Coolness and Brand Equity: A Mediating Role of Brand Love and Moderating Role of Self-Image Congruence. Journal of Development and Social Sciences (JDSS)*, 4(1), 169-182.
- Khamitov, M., Wang, X., & Thomson, M. (2019). *How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities. Journal of Consumer Research*, 46(3), 435-459.
- Kholifah, A.N. (2022). *Scientised Lexes of Local Skincare Products. STRUKTURAL (Seminar on Translation, Applied Linguistics, Literature, and Cultural Studies)*, 3(01), 188-195.
- Kopi Kenangan. (2022). Kolaborasi Dukung Produk Lokal, Kopi Kenangan Bersama Somethinc Luncurkan *Body Scrub* dan *Lip Scrub* Berbahan Kopi. <https://kopikenangan.com/news/kolaborasi-dukung-produk-lokal-kopikenangan-bersama-somethinc-luncurkan-body-scrub-dan-lip-scrubberbahan-kopi>.
- Kotler, P., Armstrong, G., Harris, L.C., & He, H. (2020). *Principles of Marketing (8th Ed.)*. UK: Pearson Education Limited.
- Kotler, P., Keller, K.L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management (4th European Ed.)*. UK: Pearson Education Limited.
- Kotler, P., Keller, K.L., Chernev, A., Sheth, J.N., & Shainesh, G. (2022). *Marketing Management: Indian Case Studies Included (16th Ed.)*. UK: Pearson Education Limited.
- Kumar, J., & Kumar, V. (2020). *Drivers of Brand Community Engagement. Journal of Retailing and Consumer Services*, 54, 101949.
- Kurniasari, D., & Sritresna, T. (2022). Kesulitan Pemecahan Masalah Matematis Siswa Berdasarkan *Self-Esteem* pada Materi Statistika. *Jurnal Inovasi Pembelajaran Matematika (PowerMathEdu)*, 1(1), 47-56.
- Kusnandar, V.B. (2022). Sebanyak 115 Juta Masyarakat Indonesia Menuju Kelas Menengah. <https://databoks.katadata.co.id/datapublish/2022/09/14/sebanyak-115-juta-masyarakat-indonesia-menuju-kelas-menengah>.
- Le, Minh T.H. (2021). *The Impact of Brand Love on Brand Loyalty: The Moderating Role of Self-Esteem, and Social Influences. Spanish Journal of Marketing – ESIC*, 25(1), 152-175.

- Leavy, P. (2022). *Research Design Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches (2nd Ed.)*. London, NY: Guilford Press.
- Lee, C.K.H., & Wong, A.O.M. (2021). *Antecedents of Consumer Loyalty in Ride-Hailing. Transportation Research Part F: Traffic Psychology and Behaviour*, 80, 14-33.
- Lia, A., Ibdalsyah., & Hakiem, H. (2022). Pengaruh Persepsi Konsumen, Labelisasi Halal dan Citra Merek Terhadap Keputusan Pembelian Produk Herbal Skincare SR12. *Jurnal Kajian Ekonomi dan Bisnis Islam*, 3(2), 263-273.
- Liu, H., Mu, Y., Fu, X., & Liu, Y. (2022). *Passionately Attached or Properly Matched? The Effect of Self-Congruence on Grocery Store Loyalty. British Food Journal*, 124(11), 4054-4071.
- Lukihardianti, A. (2023). *Bahas Trend Kosmetik 2023, Perusahaan Kosmetik Jabar Gelar Pertemuan Anggota.* <https://rejabar.republika.co.id/berita/rrnt3a396/bahas-trend-kosmetik-2023-perusahaan-kosmetik-jabar-gelar-pertemuan-anggota>.
- Mahlke, C., Lahmeyer, S., & Roemer, E. (2020). *What is Love? Exploring The Meaning of Brand Love and Its Role in Determining Brand Loyalty. Multidisciplinary Business Review*, 13(2), 54-65.
- Malik, A., Merunka, D., Akram, M.S., et al. (2020). *Self-Concept, Individual Characteristics, and Counterfeit Consumption: Evidence from An Emerging Market. Psychology & Marketing*, 37, 1378-1395.
- Margareth, O.A., & Radnan, Y. (2022). Pengaruh *Brand Love*, Peran *Self-Esteem*, dan *Social Influences* Terhadap *Brand Loyalty*: Studi Pada Pengguna Produk *Fashion Lokal* di Indonesia. *Jurnal Ekonomi Bisnis dan Akuntansi*, 2(3), 98-111.
- Marini, Y.C., & Lestariningsih, M. (2022). Pengaruh Kualitas Produk dan *Lifestyle* Terhadap Keputusan Pembelian dengan *Celebrity Endorser MS Glow*. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 11(6).
- Mignault, M.C., & Human, L.J. (2019). *The Good Target of Personality Judgments. The Handbook of Accurate Personality Judgment*, 1-36. USA: Sheridan Books.
- Mody, M., & Hanks, L. (2019). *Consumption Authenticity in the Accommodations Industry: The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb. Journal of Travel Research*, 59(1), 173-189.
- Mogaji, E. (2021). *Brand Management: An Introduction through Storytelling*. Switzerland: Palgrave Macmillan.
- Mohamad, M., Afthanorhan, A., Awang, Z., & Mohammad, M. (2019). *Comparison Between CB-SEM and PLS-SEM: Testing and Confirming the Maqasid Syariah Quality of Life Measurement Model. The Journal of Social Sciences Research*, 5(3), 608-614.
- Msglowid.com. (2022). *MS Glow Official*. <https://msglowid.com/about>.
- Naim, A. (2022). *New Trends in Marketing Management Conceptual Framework. American Journal of Business Management, Economics and Banking*, 4, 14-26.
- Nandy, S., Sondhi, N., & Joshi, H. (2023). *Antecedents and Outcomes of Brand Pride: Moderating Role of Narcissism. Spanish Journal of Marketing - ESIC*, ISSN: 2444-9709.

- Nasyatul, A., & Subagyo. (2020). Pengaruh *Store Atmosphere*, *Brand Ambassador*, dan *Green Marketing* Terhadap Minat Beli Konsumen Innisfree Central Park Mall. *Jurnal Manajemen Universitas Satya Negara Indonesia*, 5(1), 42-58.
- Nguyen, T.D., Barrett, N.J., & Miller, K.E. (2011). *Brand Loyalty in Emerging Markets. Marketing Intelligence and Planning*, 29(3), 222-232.
- Nguyen, C.H., & Thach, V.T.T. (2022). *Students' Authentic Experiences of On-The-Job Training Programs. Üniversitepark Bülten*, 11(1), 7-23.
- Nguyen, T.Q., Schmid, I., & Stuart, E.A. (2020). *Clarifying Causal Mediation Analysis for The Applied Researcher: Defining Effects based on What We Want to Learn. Psychol Methods*, 26, 255-271.
- Ngoc Anh, P.T. (2022). *What is Self-Esteem? Meaning, Expression, and Role of Self-Esteem?*. <https://uatduonggia.vn/long-tu-trong-la-gi-y-nghia-bieu-hien-va-vai-tro-cua-tu-trong/>.
- Özdemir Süzer, Ö. (2021). *Researching of The Effect of Normative Impact and Brand Love on Brand Loyalty. International Congress of Management, Economy, and Policy (ICOME'21)*, 38-53.
- Oliver, R. (1999). *Whence Consumer Loyalty?. Journal of Marketing*, 63(4_suppl1), 33-44.
- Orth, U., & Robins, R.W. (2022). *Is High Self-Esteem Beneficial? Revisiting a Classic Question. American Psychologist*, 77(1), 5–17.
- Pahlevi, R. (2022). Survei: 54% Konsumen Kosmetik Lebih Pilih Brand Lokal. <https://databoks.katadata.co.id/datapublish/2022/09/04/survei-54-konsumen-kosmetik-lebih-pilih-brand-lokal>.
- Palusuk, N., Koles, B., & Hasan, R. (2019). *'All You Need is Brand Love': A Critical Review and Comprehensive Conceptual Framework for Brand Love. Journal of Marketing Management*, 35:1-2, 97-129.
- Pamela, D.A. (2022). Produk *Skincare* Lokal Mendominasi, Tren Kecantikan 2023 Makin *Glowing* tapi *Simpel*. <https://www.liputan6.com/lifestyle/read/5142170/produk-skincare-lokal-mendominasi-tren-kecantikan-2023-makin-glowing-tapi-simpel>.
- Pan, H., & Ha, H-Y. (2021). *An Empirical Test of Brand Love and Brand Loyalty for Restaurants during the COVID-19 Era: A Moderated Moderation Approach. Sustainability*, 13, 9968.
- Park, C.W., MacInnis, D.J., & Priester, J.R. (2006). *Beyond Attitudes: Attachment and Consumer Behavior. Seoul National Journal*, 12(2), 3-36.
- Park, J-Y., & Park, E-Y. (2019). *The Rasch Analysis of Rosenberg Self-Esteem Scale in Individuals with Intellectual Disabilities. Frontiers in Psychology*, 10, 1992.
- Perkosmi. (2020). Ruang Lingkup Kosmetika. <https://perkosmi.com/our-industry/ruang-lingkup>.
- Pontinha, V.M., & Coelho do Vale, R. (2020). *Brand Love Measurement Scale Development: An Inter-Cultural Analysis. Journal of Product & Brand Management*, 29(4), 471-489.
- Pramita, E. (2022). Alasan *Skincare* Lokal Kian Diminati, Lebih dari Sekedar Harga. <https://www.cantika.com/read/1618002/alasan-skincare-lokal-kian-diminati-lebih-dari-sekedar-harga>.
- Pramita, R.W., Rizal, N., & Sulistyan, R.B. (2021). *Metode Penelitian Kuantitatif Buku Ajar Perkuliahan Metodologi Penelitian Bagi Mahasiswa Akuntansi & Manajemen (3rd Ed.)*. Lumajang: Widya Gama Press.

- Purwanto, A., & Sudargini, Y. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Analysis for Social and Management Research: A Literature Review*. *Journal of Industrial Engineering & Management Research*, 2(4), 114-123.
- Putra, E.Y., & Pane, M.P. (2022). *Analysis Of Factors Affecting Brand Loyalty on Cosmetic Products in Batam*. *International Journal of Social Science and Religion (IJSSR)*, 3(3), 231-250.
- Putranto, T.D., Suyanto, B., & Ariadi, S. (2022). *Digital Marketing Communication of Skincare Products on Develop Men's Consumptive Behaviour*. *Jurnal Studi Komunikasi*, 6(1), 199-212.
- Rachmawati, N.P., & Santika, I.W. (2022). *The Role of Satisfaction in Mediation the Influence of Product Quality on Customer Loyalty of Face-Makeup Products*. *European Journal of Business and Management Research*, 7(3), 52-56.
- Rahman, R., Langner, T., & Temme, D. (2021). *Brand Love: Conceptual and Empirical Investigation of a Holistic Causal Model*. *Journal of Brand Management*, 28, 609-642.
- Rahmawaty, P. (2015). Pengaruh Variasi Produk, Harga, dan *Customer Experience* Terhadap Keputusan Pembelian Ulang Roti BreadTalk Yogyakarta. *Jurnal Ilmu Manajemen (Study of Management and Business Research)*, 12(1), 89–98.
- Razak, M., Hidayat, M., Launtu, A., *et al.* (2020). *Antecedents and Consequence of Brand Management: Empirical Study of Apple's Brand Product*. *Journal of Asia Business Studies*, 14(3), 307-322.
- Riani, A. (2020). Cerita Akhir Pekan: Produk Lokal di Mata Milenial dan Generasi Z. <https://www.liputan6.com/lifestyle/read/4332146/cerita-akhir-pekan-produk-lokal-di-mata-milenial-dan-generasi-z>.
- Riddle, D.L., & Jafarzadeh, S.R. (2022). *Effects of Psychological Distress on The General Health to Self-Reported Pain and Function Outcome Relationship in Knee Arthroplasty: A Causal Mediation Study*. *Osteoarthritis and Cartilage Open*, 4(4), 100315.
- Riefky, M., & Hamidah, W.N. (2019). Pemodelan SEM PLS pada Faktor-Faktor yang Mempengaruhi Kepuasan Layanan Mahasiswa Fakultas Ekonomi UNIPA Surabaya. *SNHRP-II: Seminar Nasional Hasil Riset dan Pengabdian Ke-II*, 63-73.
- Riyanto, S., & Hatmawan, A.A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan, dan Eksperimen*. Yogyakarta: Penerbit Deepublish.
- Rönkkö, M., & Cho, E. (2022). *An Updated Guideline for Assessing Discriminant Validity*. *Organizational Research Methods*, 25(1), 6–14.
- Robertson, J., Botha, E., Ferreira, C., & Pitt, L. (2022). *How Deep is Your Love? The Brand Love-Loyalty Matrix in Consumer-Brand Relationships*. *Journal of Business Research*, 149(3), 651-662.
- Rostanti, Q. (2013). Pasar Kosmetik di Indonesia Sangat Menjanjikan. <https://ekonomi.republika.co.id/berita/mtmbg0/pasar-kosmetik-di-indonesia-sangat-menjanjikan>.
- Rosyada, E.I.B., & Sharif, O.O. (2019). Analisis *Customer Value Index* Dalam Memilih *Skin Care* di Kota Bandung Tahun 2017. *Almana: Jurnal Manajemen dan Bisnis*, 3(1), 184-191.
- Roy, S.K., Eshghi, A., & Sarkar, A. (2013). *Antecedents and Consequences of Brand Love*. *Journal of Brand Management*, 20(4), 325-332.

- Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). *Purchase Intention on Indonesia Male's Skin Care by Social Media Marketing Effect towards Brand Image and Brand Trust*. *Management Science Letters*, 10(10), 2139–2146.
- Sarkar, A., Sarkar, J.G., & Bhatt, G. (2019). *Store Love in Single Brand Retailing: The Roles of Relevant Moderators*. *Marketing Intelligence & Planning*, 37(2), 168-181.
- Scarlettwhitening.com. (2022). *Scarlett Official*. <https://scarlettwhitening.com>.
- Schindler, P.S. (2021). *Business Research Methods (14th Ed.)*. NY: McGraw-Hill Higher Education.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach (7th Ed.)*. UK: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian (Edisi 6 Buku 1)*. Jakarta: Penerbit Salemba Empat.
- Sekretariat Dukcapil Kemendagri RI. (2022). *Dukcapil Kemendagri Rilis Data Penduduk Semester I Tahun 2022, Naik 0,54% Dalam Waktu 6 Bulan*. Direktorat Jenderal Kependudukan dan Pencatatan Sipil – Kementerian Dalam Negeri RI: <https://dukcapil.kemendagri.go.id/berita/baca/1396/dukcapil-kemendagri-rilis-data-penduduk-semester-i-tahun-2022-naik-054-dalam-waktu-6-bulan#:~:text=Jakarta%20%2D%20Ditjen%20Dukcapil%20Kementerian%20Dalam,tercatat%20sebanyak%20275.361.267%20jiwa>.
- Setiawan. S. (2020a). *Merancang Kuesioner Untuk Penelitian*. Jakarta: PPNIQATAR.
- Setiawan. S. (2020b). *Tutorial Analisa Parsial Model Persamaan Struktural Dengan Software SMART-PLS Versi 3 (Edisi 1)*. Jakarta: PPNIQATAR.
- Setiawan. S. (2021). *Tutorial Analisa Parsial Model Persamaan Struktural Dengan Software SMART-PLS Versi 3 (Edisi 2)*. Jakarta: PPNIQATAR.
- Shalehah, A., Trisno, I.L.O., Moslehpour, M., & Pei-Kuan, L.C. (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)*, 1-5.
- Shin, M., Back, K.-J., Lee, C.-K., & Lee, Y.-S. (2022). *The Loyalty Program for Our Self-Esteem: The Role of Collective Self-Esteem in Luxury Hotel Membership Programs*. *Cornell Hospitality Quarterly*, 63(1), 19–32.
- Shetty, K., & Fitzsimmons, J.R. (2021). *The Effect of Brand Personality Congruence, Brand Attachment, and Brand Love on Loyalty among HENRY's in The Luxury Branding Sector*. *Journal of Fashion Marketing and Management: An International Journal*, 26(1), 21-35.
- Somethinc.com. (2022). *Somethinc Official*. <https://somethinc.com/en>.
- Stöckli, S., & Hofer, D. (2020). *Susceptibility to Social Influence Predicts Behavior on Facebook*. *PLOS ONE*, 15(3).
- Statista.com. (2022). *Skincare – Indonesia*. [https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/indonesia#:~:text=Revenue%20in%20the%20Skin%20Care,\(CAGR%202022%2D2027\)](https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/indonesia#:~:text=Revenue%20in%20the%20Skin%20Care,(CAGR%202022%2D2027)).
- Stets, J.E., & Burke, P.J. (2014). *Self-Esteem and Identities*. *Sociological Perspectives*, 57(4), 409-433.
- Stošić-Mihajlović, L., & Trajković, S. (2020). *Branding and Brand Management in International Business*. *Journal of Process Management - New Technology*, 8(2), 38-44.

- Stuppy, A., Mead, N.L., & Van Osselaer, S.M.J. (2020). *I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of Self-Verifying Consumption*. *Journal of Consumer Research*, 46(5), 956-973.
- Suartina, I.W., Wimba, I.G.A., Astrama, I.M., et al. (2022). *The Role of Brand Love in Mediating the Effect of Intensive Distribution and Social Media Promotion on Brand Loyalty and e-WOM*. *International Journal of Data and Network Science*, 6(2), 335-346.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Suhud, U., Allan, M., Prihandono, D., et al. (2022). *We are Cyborgs: The Role of Narcissism and Self-Esteem to Become Social Media and Tourism Addicts*. *International Journal of Data and Network Science*, 7(1), 73-82.
- Susilo, D., Putranto, T.D., & Santos, R.R.T. (2022). *The Strategy of Digital Marketing of Bening's Clinic through Instagram*. *PROfesi Humas*, 7(1), 109-129.
- Szcześniak, M., Mazur, P., Rodzeń, W., & Szpunar, K. (2022). *Influence of Life Satisfaction on Self-Esteem Among Young Adults: The Mediating Role of Self-Presentation*. *Psychology Research and Behavior Management*, 14, 1473-1482.
- Tanuwijaya, J., & Mulyandi, R. (2021). *Pengaruh Viral Marketing dan Turbo Marketing Terhadap Keputusan Pembelian Skincare Somethinc*. *Jurnal Sosial dan Sains*, 1(5), 368-373.
- The Association for Consumer Research. (2022). *The Feeling of Love Toward a Brand: Concept and Measurement*. <https://www.acrwebsite.org/volumes/14537/volumes/v36/na-36%22>.
- Torres, P., Augusto, M., Neves, C. (2021). *Value Dimensions of Gamification and Their Influence on Brand Loyalty and Word-of-Mouth: Relationships and Combinations with Satisfaction and Brand Love*. *Psychology & Marketing*, 1-17.
- Trosim, W.M.K. (2023). *Research Methods Knowledge Base: Convergent & Discriminant Validity*. <https://conjointly.com/kb/convergent-and-discriminant-validity/>.
- Van der Westhuizen, L.-M. (2018). *Brand Loyalty: Exploring Self-Brand Connection and Brand Experience*. *Journal of Product & Brand Management*, 27(2), 172-184.
- Van Thuy, N., Thi Xuan Binh, N., & Thi Kim Phung, N. (2020). *Influencing Brand Love to Brand Loyalty: A Case Study of Phu Quoc Fish Sauce*. *VNUHCM Journal of Economics, Business and Law*, 4(1), 550-561.
- Velicia Martín, F., Toledo, L.D. and Palos-Sanchez, P. (2020). *How Deep is Your Love? Brand Love Analysis Applied to Football Teams*. *International Journal of Sports Marketing and Sponsorship*, 21(4), 669-693.
- Wahid. (2022). *Merek Kecantikan Lokal Kuasai Pasar E-Commerce Indonesia*. <https://www.marketing.co.id/merek-kecantikan-lokal-kuasai-pasar-ecommerce-indonesia/>.
- Wallace, E., Torres, P., Augusto, M., & Stefurn, M. (2022). *Do Brand Relationships on Social Media Motivate Young Consumers' Value Co-Creation and Willingness to Pay? The Role of Brand Love*. *Journal of Product & Brand Management*, 31(2), 189-205.
- Warsudi, A. (2022). *Perkosmi Jabar: Tingkatkan Kualitas dan Kuantitas Produk Kosmetik Lokal*. <https://sukabumi.inews.id/read/119349/perkosmi-jabar-tingkatkan-kualitas-dan-kuantitas-produk-kosmetik-lokal>.

- Wijaya, H., Ivan, M., Ivansius, I., & Masnita, Y. (2022). *Relevance Brand Pride and Brand Loyalty in Choosing a Hospital during Pandemic*. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 15587-15601.
- Winship, C., & Zhuo, X. (2020). *Interpreting t-Statistics Under Publication Bias: Rough Rules of Thumb*. *Journal of Quantitative Criminology*, 36, 329-346.
- Wooten, D.B., & Reed, A. (2004). *Playing it Safe: Susceptibility to Normative Influence and Protective Self-Presentation*. *Journal of Consumer Research*, 31(3), 551-556.
- Yanti, Y.Y. (2021). 'Reveal Your Beauty' Tagline Baru Scarlett Bersama Star Ambassador TWICE. <https://medcom.id/gaya/read/eN43YwyK-reveal-your-beauty-tagline-baru-scarlett-bersama-star-ambassador-twice>.
- Yunaida, E. (2017). Pengaruh *Brand Image* (Citra Merek) terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa. *Jurnal Manajemen dan Keuangan*, 6(2), 798-807.
- ZAP Beauty. (2023). *ZAP Beauty Index*. <https://zapclinic.com/zapbeautyindex/2023>.
- Zhang, J.W., Chen, S., Tomova, T.K., et al. (2019). *A Compassionate Self Is a True Self? Self-Compassion Promotes Subjective Authenticity*. *Personality and Social Psychology Bulletin*, 45(9), 1323-1337.
- Zhou, Z., Wang, Y., Zheng, Y., et al. (2023). *Effects of Brand Community Social Responsibility: Roles of Collective Self-Esteem and Altruism*. *Journal of Brand Management*, 1-20.
- Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2013). *Business Research Methods (9th Ed.)*. London: CENGAGE Learning Custom Publishing.
- Zuhdi, Z., Suharjo, B., & Sumarno, H. (2016). *Perbandingan Pendugaan Parameter Koefisien Struktural Model Melalui SEM dan PLS-SEM*. *MILANG: Journal of Mathematics and Its Applications*, 15(2).