

DAFTAR PUSTAKA

- Abidin, C. (2016), Visibility labour: engaging with *influencers*' fashion brands and #OOTD advertorial campaigns on Instagram. *Media International Australia*, 161(1), 86-100.
- Assael, H. (1998). *Consumer Behavior and Marketing Action*. 6th Edition. New York: Southwestern College Publishing.
- Azmi, & Rachmawati. (2023). Pengaruh Electronic Word of Mouth Terhadap Minat Beli Pada Media Sosial Tiktok Dear Me Beauty. *Jurnal Ilmiah Global Education*, 4(3).
- Brand Skincare Lokal Terlaris. (n.d.). *Compas*. Retrieved from <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Byrne, E., Kearney, J., & MacEvilly, C. (2017). The role of *influencer* marketing and social *influencers* in public health. *Proceedings of the Nutrition Society*, 76(OCE3), E103.
- Cerita Akhir Pekan: Skin Care Lokal Makin Pentingkan Riset. (n.d.). *Liputan6*. Retrieved from <https://www.liputan6.com/lifestyle/read/5091611/cerita-akhir-pekan-skin-care-lokal-makin-pentingkan-riset?page=4>
- 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.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram *influencers*: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.
- Deretan Brand Skincare Lokal yang Booming dan Populer. (n.d.). *Entrepreneur*. Retrieved from

<https://entrepreneur.bisnis.com/read/20230713/52/1674649/deretan-brand-skincare-lokal-yang-booming-dan-populer>

- Digdowisciso, K. (2017). *Metodologi Penelitian Ekonomi dan Bisnis*. Jakarta: Lembaga Penerbitan Universitas Nasional (LPU-UNAS). DOI: 10.1108/EBR-11-2018-0203
- Divol, R., Edelman, D., & Sarrazin, H. (2012). *Demystifying social media*. McKinsey & Company.
- Febriyani, A., Ekowati, T., & Runanto, D. (2022). Pengaruh Celebrity Endorser, Lifestyle, Dan Word of 3Mouth Terhadap Keputusan Pembelian (Survei Pada Konsumen Produk Scarlett Whitening Di Purworejo). *Volatilitas*, 4(6).
- Freberg, K., Graham, K., McGaughey, K., and Freberg, L.A. (2011), *Who are the social media influencers? A study of public perceptions of personality*. *Public Relations Review*, 37(1), 90-92.
- Garson, G. D. (2016). *Partial Least Squares: Regression & Structural Equation Models*. Statistical Publishing Associates. [E-book]. Diakses dari https://www.smartpls.com/resources/ebook_on_pls-sem.pdf
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 (Edisi ke-7)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gibbons, F. X., & Buunk, B. P. (1999). *Individual differences in social comparison: development of a scale of social comparison orientation*. *Journal of Personality and Social Psychology*, 76(1), 129-142.
- Ginting, D. Y. B., Suyanto, A. M. A., & Yudha, M. (2022). *Analysis of the Effect of E-Service Quality on E-Customer Satisfaction and E-Customer Loyalty on Shopee*. *Asian Journal of Research in Business and Management*.
- Gomesa, M. A., Marques, S., & Dias, Á. (2022). *The impact of digital influencers' characteristics on purchase intention of fashion products*. *Journal of Global Fashion Marketing*, 13(3), 187–204.
- 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*.
- Hedges, K. (2014). Do you have *FOMO (Fear of Missing Out): fear of missing out?* Available at: <https://www.forbes.com/sites/work-in-progress/2014/03/27/do-you-have-fomo-fear-of-missing-out/?sh5113b3ccb4ec4> (accessed 22 January 2021).
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bimira Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: Aditama.
- Islam, T., Sheikh, Z., Hameed, Z., Khan Ikram, U., & Azam Rauf, I. (2018). *Social comparison, materialism, and compulsive buying based on stimulus-response-model: a comparative study among adolescents and young adults*. *Young Consumers*, 19(1), 19-37.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Harlow.
- Kotler, P., & Keller, K. L. (2016). *A Framework for Marketing Management*. Boston, MA: Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Harlow Essex: Pearson.
- Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. New York: The Guilford Press.
- Lestari, E. M. (2021). Pengaruh *Review Influencer* terhadap Minat beli UMKM Selama Masa Pandemi Covid-19.
- Ligariaty, Y. (2021). NARASI PERSUASI SOCIAL MEDIA INFLUENCER DALAM MEMBANGUN KONSEP KECANTIKAN DAN KEPERCAYAAN DIRI.
- Lou, C., & Yuan, S. (2019). *Influencer marketing: how message value and credibility affect consumer trust of branded content on social media*. *Journal of Interactive Advertising*, 19(1), 58-73.
- MyIndiBiz. (2023, November 14). Dipromosikan oleh Song Joong-ki, Begini Strategi Scarlett Whitening! Diakses dari <https://myindibiz.co.id/success-story/dipromosikan-oleh-song-joong-ki-begini-strategi-scarlett-whitening>

- Nasrul, N. F. (2021). PENGARUH INFLUENCER DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN BRAND IRLIANA.
- Nguyen, M., & Nguyen, L. (2017). *Antecedents of the intention and behavior toward purchase of counterfeit luxury goods in an emerging economy: a study of young Vietnamese consumers. Organizations and Markets in Emerging Economies*, 8, 207-224.
- Pelade Viora, A., & Suyanto, A. (2020). Keputusan Pembelian Berdasarkan Persepsi, Motivasi, dan Sikap pada Marketplace. *Jurnal Riset Bisnis dan Manajemen*, 3.
- Perbedaan Ms Glow Asli dan Palsu. (n.d.). Gramedia. Retrieved from <https://www.gramedia.com/best-seller/perbedaan-ms-glow-asli-dan-palsu/>
- Perkembangan Industri Kosmetik Nasional. (n.d.). Ikatan Kimia Farmasi Terapan (IKFT). Retrieved from <http://ikft.kemenperin.go.id/perkembangan-industri-kosmetik-nasional/>
- Pillai, K. G., & Nair, S. R. (2021). *The effect of social comparison orientation on luxury purchase intentions. Journal of Business Research*.
- Prameswari, R. D., & Giri, R. R. W. (2022). *The Effect of Social Media Marketing Activities on Purchase Intention with Brand Awareness, Brand Image, Brand Equity as Intervening Variables on Kopi Janji Jiwa in Bandung City. International Journal of Social Sciences and Management Review*, 05(05).
- 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.
- Przybylski, A., Murayama, K., DeHaan, C., & Gladwell, V. (2013). *Motivational, emotional, and behavioral correlates of fear of missing out. Computers in Human Behavior*, 29, 1841-1848.
- Rahmayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0 (2nd ed.)*. Pearson.

- Reer, F., Tang, W. Y., & Quandt, T. (2019). *Psychosocial well-being and social media engagement: the mediating roles of social comparison orientation and fear of missing out*. *New Media and Society*, 21(7), 1486-1505.
- Rustagi, N., & Shrum, L. J. (2017, September 27). *Materialism: Conceptualizations, Antecedents, and Consequences*. *Journal Title*, 21-37.
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen: Pendekatan Praktis Disertai: Himpunan Jurnal Penelitian*. Yogyakarta: Andi.
- Saskia, C., & Pratomo, Y. (2022, September 28). Apa itu TikTok Now dan Bagaimana Cara Menggunakannya? Kompas Tekno. <https://tekno.kompas.com/read/2022/09/28/14050047/apa-itu-tiktok-now-dan-bagaimana-cara-menggunakannya>
- Satapathya, A., Samalb, A., Madhavic, K., & Agrawald, R. (2022). *The Role of Influencer Marketing on Consumer Buying Decision*. *ECS Transactions*, 107(1), 12373-12380.
- Saunders, S. (2001). *Fromm's marketing character and rokeach values*. *Social Behavior and Personality: An International Journal*, 29, 191-195.
- Scarlett Whitening. (n.d.). Scarlett. Retrieved from <https://scarlett.com/#>
- Schiffman, L. G., & Kanuk, L. L. (2016). *Consumer Behavior (11th ed.)*. New Jersey: Pearson Prentice Hall.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach (7th ed.)*. Chichester: John Wiley & Sons.
- Shen, Z. (2021), *A persuasive ewom model for increasing consumer engagement on social media: evidence from Irish fashion micro-influencers*. *Journal of Research in Interactive Marketing*, 15(2), 181-199.
- Sherli, Lilik Noor Yuliati, & Hasanah, N. (2023). Pengaruh *Beauty Influencer* Dan *Perceived Price Fairness* Terhadap Keputusan Pembelian Produk Skincare. *Jurnal Aplikasi Manajemen dan Bisnis*, 9(1), Januari.
- Shimp, T. A. (2007). *Periklanan dan Promosi (Aspek Tambahan Komunikasi Pemasaran Terpadu)*. Jilid I, edisi Terjemahan. Jakarta: Erlangga.
- Simbolon, P. S. (2022). PENGARUH INFLUENCER MARKETING DAN SALES PROMOTION TERHADAP MINAT BELI DI APLIKASI SHOPEE.

- Sirgy, M. J. (1998). Materialism and quality of life. *Social Indicators Research*, 43(3), 227-260.
- Solihin M, & Ratmono D. (2020). Analisis SEM-PLS dengan WarpPLS 7.0 Untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis. Yogyakarta: ANDI.
- Solis, B. (2010). *Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web*. New Jersey: John Wiley & Sons, Inc.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Sugiyono. (2018). Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D) (3rd ed.). Alfabeta.
- Sugiyono. (2021). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung.
- Sugiyono. (2022). Metode Penelitian Manajemen. ALFABETA.
- Survei KIC: 87% Konsumen Lebih Suka Belanja Merek Dalam Negeri. (n.d.). Katadata. Retrieved from <https://katadata.co.id/ekarina/brand/5f97832e74050/survei-kic-87-konsumen-lebih-suka-belanja-merek-dalam-negeri>
- Suryadinigrat, Y., Rahmat, T. Y., & Anandita, R. (2022). Pengaruh Penggunaan Media Sosial Dan E-Wom Terhadap Kepercayaan Dan Minat Beli Belanja Online. *Jurnal Aplikasi Manajemen dan Bisnis*, 8(2), Mei.
- Suyanto, A. M. A., Dewi, D. G., (2023). Marketing Mix on Purchase Intention and Its Impact on the Decision to Purchase Something Products. *International Journal of Business Review*.
- Taufiqah, R., & Sari, O. Y. (2023). Pengaruh inovasi produk dan citra merek terhadap keputusan pembelian *skincare* lokal produk serum Scarlett Whitening. *Cakrawala – Repositori IMWI*, 6(1), 2620-8490.
- TikTok. (n.d.). TikTok. Retrieved from <https://www.tiktok.com>
- Tjiptono, F. (2014). Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian. Edisi 4. Yogyakarta: Andi.

- Thi Cam Tu Dinh, Yoonjae Lee (2021). "I want to be as trendy as influencers" – how "fear of missing out" leads to buying intention for products endorsed by social media influencer. *Journal of Research in Interactive Marketing*, 16(3).
- Trisliatanto, D. A. (2020). METODE PENELITIAN: Panduan Lengkap Penelitian Dengan Mudah (Giovanni, Ed.). Penerbit ANDI (Anggota IKAPI).
- Uyuuna, S. N. (2022). PENGARUH INFLUENCER MARKETING DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN PRODUK SCARLETT WHITENING PADA MAHASISWA FEB UNESA. *Jurnal Ekonomi, Manajemen Pariwisata dan Perhotelan*.
- Villardefrancos, E., & Otero-Lopez, J. M. (2015). Compulsive Buying in University Students: its Prevalence and Relationships with Materialism, Psychological Distress Symptoms, and Subjective Well-being. *Comprehensive Psychiatry*.
- We Are Social. (2023, Oktober 11). Digital 2023 October Global Statshot Report. Diambil dari <https://wearesocial.com/id/blog/2023/10/digital-2023-october-global-statshot-report/>
- Winarno, K. O., & Indrawati. (2022). Impact of Social Media Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3).
- Zhang, Z., Jimenez, F. R., & Cicala, J. E. (2020). *Fear of missing out scale: a self-concept perspective. Psychology and Marketing*, 37(11), 1619-1634.
- Zulganef. (2018). *Metode Penelitian Manajemen*. Bandung: PT Refika Aditama.