

## DAFTAR PUSTAKA

### Buku

- Aaker, D. A. (2014). *Managing Brand Equity: Capitalizing on the Value of a Brand Name* (2nd ed.). New York: Free Press.
- Back, K. J., & Parks, S. C. (2003). A *Brand loyalty* model involving cognitive, affective, and conative *Brand loyalty* and customer satisfaction. *Journal of Hospitality & Tourism Research*, 27(4), 419-435.
- Baloglu, S. (2002). Dimensions of customer loyalty: Separating friends from well-wishers. *Cornell Hotel and Restaurant Administration Quarterly*, 43(1), 47-59
- Boo, S. Y., Busser, J. A., & Baloglu, S. (2009). A model of customer-based *Brand equity* and its application to multiple destinations. *Tourism Management*, 30(2), 219-231.
- Chi, T., Yeh, H., & Chiou, J. (2009). The Influence of *Brand loyalty* on *Purchase intention*: The Mediating Role of *Brand Trust*. *Journal of Business Research*, 62(1), 1-6
- Ekinci, Y., Sirakaya-Turk, E., & Preciado, S. (2011). Symbolic consumption of tourism destination *Brand s*. *Journal of Business Research*, 64(8), 757-764.
- Fatima, T., Jahanzeb, S., & Mohsin, M. (2013). Impact of *Perceived Quality*, perceived value, and customer satisfaction on customer loyalty in the Pakistani telecommunication industry. *International Journal of Marketing Studies*, 5(2), 149-160.
- Indrawati. (2015). Metode Penelitian Manajemen Dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi. Refika Aditama.
- Jung, J. M., & Sung, Y. (2008). The role of *Brand experience* and affective commitment in determining *Brand Loyalty*. *Journal of Marketing Communications*, 14(1), 19-36.
- Keller, K. L. (2015). *Strategic Brand Management: Building, Measuring, and Managing Brand equity*. Pearson.
- Keller, K. L. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Upper Saddle River, NJ: Pearson Education.
- Kotler, Philip & Armstrong, G. (2015). “*Marketing an Introducing Pretiece Hall twelfth edition*”, England: Pearson Education, Inc. .
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Upper Saddle River, NJ: Pearson Education.

- Odin, Y., Odin, N., & Valette-Florence, P. (2001). *Conceptual and operational aspects of Brand Loyalty: An empirical investigation*. *Journal of Business Research*, 53(2), 75-84.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2006). *Consumer-based Brand equity: Improving the measurement—empirical evidence*. *Journal of Product & Brand Management*, 15(3), 143-154.
- Pappu, R., Quester, P., & Cooksey, R. W. (2006). *Consumer-based Brand equity and country-of-origin relationships: Some empirical evidence*. *European Journal of Marketing*, 40(5/6), 696-717.
- Silalahi, U. (2017). METODE PENELITIAN SOSIAL KUANTITATIF. Refika Aditama.
- Silalahi, U. (2017). Metode dan Metodologi Penelitian. Bandung: Sinar Baru Algesindo
- Silalahi, U. 2018. *Metodologi Analisis Data Dan Interpretasi Hasil Untuk Penelitian Sosial Kuantitatif*. ke-1. Bandung: PT. Refika Aditama.
- Sugiyono. (2019). Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D. Bandung: ALFABETA.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behavior*. 9th ed. Upper Saddle River, NJ: Prentice Hall.
- Sweeney, J. C., & Soutar, G. N. (2001). *Consumer perceived value: The development of a multiple item scale*. *Journal of Retailing*, 77(2), 203-220.
- Watson, D., & Spence, M. T. (2007). *Causes and consequences of emotions on consumer behavior: A review and integrative cognitive appraisal theory*. *European Journal of Marketing*, 41(5/6), 487-51
- Yasin, N. M., Noor, M. N. M., & Mohamad, O. (2007). *Does image of country-of-origin matter to Brand equity?* *Journal of Product & Brand Management*, 16(1), 38-48.
- Yoo, B., & Donthu, N. (2001). *Developing a Scale to Measure Brand equity*. *Journal of Marketing Research*, 38(2), 197-207.
- Zulganef. (2018). Metode Penelitian Bisnis dan Manajmen,.Refika.

## Jurnal

- Al Mamun, A., Che Nawi, N., Hayat, N., & Zainol, N. R. B. (2020). *Predicting the Purchase intention and Behaviour towards Green Skincare Products among Malaysian Consumers.* *Sustainability*, 12(24), 10663. <https://doi.org/10.3390/su122410663>
- Alimin, E., Ferliyanti, H., Sabri, Ahmad Nouvel, Gurhanawan, & Susanti, M. (2023). Niat Membeli Produk SCARLETT: Pengaruh Citra Merek, Kualitas Produk, dan Harga. *Creative Research Management Journal*, 6(2), 126-138.
- Chin, J., Jiang, B. C., Mufidah, I., Persada, S. F., & Noer, B. A. (2018). *The Investigation of Consumers' Behavior Intention in Using Green Skincare Products: A Pro-Environmental Behavior Model Approach.* *Sustainability*, 10(11), 3922. <https://doi.org/10.3390/su10113922>
- Foroudi, P., Tabaghdehi, S. A. H., Marvi, R., & Hafeez, K. (2018). Corporate Brand image, satisfaction, trust, and loyalty in the hotel industry: An empirical study from the customers' perspective. *Journal of Hospitality Marketing & Management*, 27(7), 776-807.
- Hijra. (2022). Pengaruh Korean Wave dan *Brand Ambassador* Terhadap Keputusan Pembelian (Survei pada Konsumen SCARLETT di Makassar). *Cemerlang: Jurnal Manajemen dan Ekonomi Bisnis*, 2(4), 1-15. e-ISSN: 2962-4797; p-ISSN: 2962-3596.
- Karulkar, Y., Shah, S., Tandon, P., & Tiwari, S. (2019). *The Effect of Brand equity Components on Purchase intention: An Application of Aaker's Model in the Mobile Phone Industry.* *Pramana Research Journal*, 9(10), 61-73. ISSN NO: 2249-2976.
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). *Understanding Purchase intention of university students towards skin care products.* *PSU Research Review: An International Journal*, 3(3), 161-178. DOI: 10.1108/PRR-11-2018-0031.
- Mukti, S. A., & Pangesti, V. N. (2022). *Credible Online Reviews of Skincare Products on Brand equity and Its Impact on Purchase intention.* *RSF Conference Series: Business, Management, and Social Sciences*, 2(1), 1-11. <https://doi.org/10.31098/bmss.v2i1.510>
- Mustaghfirin, M., & Ariyanti, M. (2023). *Influence of brand image, price, promotion, quality and content on purchase intention of homeLTE service.* In R. Ramadhani et al. (Eds.), *Acceleration of Digital Innovation & Technology towards Society 5.0* ISBN: 978-1-032-12073-7

Prasetyo, A., Witarsyah, N. A., & Indrawati. (2024). The effect of e-WOM on purchase intention in e-commerce in Indonesia through the expansion of the information adoption model. *International Journal of Data and Network Science*, 8(1), 1959–1968. <https://doi.org/10.5267/j.ijdns.2024.1.017>

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, 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>

Tanuwijaya, C., & Slamet, F. (2021). *Faktor-Faktor Yang Memprediksi Purchase intention Skin Care Garnier di Indonesia*. *Jurnal Manajerial dan Kewirausahaan*, 3(2), 317-326.

Wijaya, P., & Erdiansyah, R. (2022). Pengaruh Citra Merek dan Kualitas Produk SCARLETT Whitening terhadap Kepuasan Konsumen. *Prologia*, 6(2), 296–303. <https://doi.org/10.24912/pr.v6i2.15475>

## Skripsi

Syafaat, T. D. (2022). “Pengaruh penggunaan *celebrity endorser* di *YouTube* terhadap minat beli konsumen (Studi pengaruh penggunaan *celebrity endorser* Somethinc di *YouTube* terhadap minat beli konsumen). Untuk Memenuhi Sebagian Persyaratan Memperoleh Gelar Sarjana Oleh : Tasya Dian Syafaat”

## Internet

Angelia, D. (2023, February 15). Bagaimana kondisi kulit ideal menurut perempuan Indonesia? *GoodStats*. <https://goodstats.id/article/bagaimana-kondisi-kulit-ideal-menurut-perempuan-indonesia-KtW3k>

Dihni, V. A. (2022, July 26). Ini Produk Skincare dan Kosmetik Paling Terkenal di Kalangan K-Popers. *Katadata*. <https://databoks.katadata.co.id/datapublish/2022/07/26/ini-produk-skincare-dan-kosmetik-paling-terkenal-di-kalangan-k-popers>

GoodStats. (2022, September 4). *Platform E-commerce Pilihan Masyarakat Indonesia 2022*. *GoodStats*. <https://goodstats.id/infographic/platform-e-commerce-pilihan-masyarakat-indonesia-2022-KyEJi>

Muhamad, N. (2024, December 8). Ini Hal yang Menarik Konsumen Belanja Kosmetik di Toko Online. *Katadata*. <https://databoks.katadata.co.id/datapublish/2024/08/12/ini-hal-yang-menarik-konsumen-belanja-kosmetik-di-toko-online>

Irwan, G. (2021, January 9). *Bauran Pemasaran McCarthy 4P (Marketing Mix Model)*. Gilang Irwan. <https://www.glngirwn.com/blog/bauran-pemasaran-mccarthy/>

*Strategic Media Planning Scarlett Whitening from Stark Agency. (2022, December 13). Issuu. [https://issuu.com/deviyusera/docs/creative\\_brief](https://issuu.com/deviyusera/docs/creative_brief)*

Statista. (2024, March 18). *Revenue of the beauty & personal care industry in Indonesia 2019-2028.* <https://www.statista.com/forecasts/1220238/indonesia-revenue-beauty-and-personal-care-market>