

## DAFTAR PUSTAKA

- Adiba, S. T., Suroso, A., & Afif, C. N. (2020). The Effect of Celebrity Endorsement on Brand Image in Determining Purchase Intention. *Journal of Accounting, Business and Management*, 27(2), 60–73.
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Ahdiat, A. (2023a, July 7). *Pengunjung Shopee dan Blibli Naik pada Kuartal II 2023, E-Commerce Lain Turun*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/07/07/pengunjung-shopee-dan-blibli-naik-pada-kuartal-ii-2023-e-commerce-lain-turun>
- Ahdiat, A. (2023b, October 23). *Ini Pengeluaran per Kapita Penduduk Indonesia pada Maret 2023*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/10/23/ini-pengeluaran-per-kapita-penduduk-indonesia-pada-maret-2023>
- Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*, 10(5), 54–65. <https://doi.org/10.5430/ijfr.v10n5p54>
- Ahmad, M., Tumbel, T. M., Program, J. A. F. K., Ilmu, S., & Bisnis, A. (2020). Pengaruh Citra Merek Terhadap Minat Beli Produk Oriflame Di Kota Manado. *Jurnal Administrasi Bisnis*, 10(1). <http://www.topbrand-award.com>
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019a). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019b). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Amir, M. (2018). Pengaruh Kualitas Produk Terhadap Kepuasan Konsumen Pengguna Notebook Acer Pada Pt. Genius Alva Makassar. *AkMen Jurnal Ilmiah*, 15(3).
- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, promotion, and other aspects of integrated marketing communications* (Tenth Edition). Nelson Education.

- Annur, C. M. (2023, September 23). *Jumlah Pengguna Internet di Indonesia (Januari 2013-Januari 2023)*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/09/20/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>
- Arianto, N., & Difa, S. A. (2020). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Pt Nirwana Gemilang Property. *Jurnal Disrupsi Bisnis*, 3(2), 108–119.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion : an integrated marketing communications* (Eleventh Edition). McGraw-Hill Education.
- Cemara, N. (2023). *Compas Data Market Insight: 3 Jenis Skincare yang Laris di Shopee*. Compas.Co.Id. <https://compas.co.id/article/jenis-skincare/>
- CNN Indonesia. (2023, June 26). *Dominasi Pasar E-Commerce, Shopee Unggul dari Para Pemain Lain*. CNN Indonesia. <https://www.cnnindonesia.com/ekonomi/20230626105528-97-966554/dominasi-pasar-e-commerce-shopee-unggul-dari-para-pemain-lain>
- Compas.co.id. (2022). *Top 5 Brand Perawatan Wajah di E-commerce Indonesia dengan Penjualan di atas Rp 10 Miliar*. Compas.Co.Id.
- Compas.co.id. (2023). *Pimpin persaingan, Skintific berhasil jadi top brand masker wajah di Shopee & Tokopedia!* Compas.Co.Id. [https://www.linkedin.com/posts/compas-co-id\\_skintific-juara-masker-wajah-di-e-commerce-activity-7019603710381105152-2WJG/?originalSubdomain=id](https://www.linkedin.com/posts/compas-co-id_skintific-juara-masker-wajah-di-e-commerce-activity-7019603710381105152-2WJG/?originalSubdomain=id)
- Dapas, C., Sitorus, T. B., & Purwanto, E. (2019). The effect of service quality and website quality of zalora.Com on purchase decision as mediated by purchase intention. *Calitatea*, 20. <https://iprice.co.id/insights/mapofecommerce/#iema>
- Fitri, R. F. (2018). The influence of celebrity endorsement in social media instagram on attitude towards brand and brand image to customer purchase intention. *Journal of Accounting Management and Economics*, 20(2), 7–17.
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep, Teknik dan Aplikasi Menggunakan Aplikasi SmartPLS 3.0 Untuk penelitian Empiris* (2nd ed.). Badan Penerbit - Undip.
- Gupta, A. (2020, November 5). *5 things every teenager should know about their skincare routine*. Vogue India. <https://www.vogue.in/beauty/content/5-things-every-teenager-should-know-about-their-skincare-routine>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th Edition). Pearson Education Limited.

- Husain, N., Karundengm Deby Rita, & Suyanto, Moh. A. (2022). Analisis Lokasi, Potongan Harga, Display Produk dan Kualitas Produk Terhadap Minat Beli Pada Alfamart Kayubulan. *Jurnal Pendidikan Dan Kewirausahaan*, 10(1), 63–85. <https://doi.org/10.47668/pkwu.v9i1.332>
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing Management* (Sixteenth Edition). Pearson Education Limited.
- Kusumatriana, L. A., Anggraini, K. A. L., & Wulandari, T. S. B. C. (2023). *Statistik eCommerce 2022\_2023*.
- Muhammad, N. (2023, November 27). *Tamatan Tingkat Pendidikan Warga Indonesia Terbanyak dari SMA pada Maret 2023*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/11/27/tamatan-tingkat-pendidikan-warga-indonesia-terbanyak-dari-sma-pada-maret-2023>
- Nababan, W. M. C. (2023, July 24). *Pertumbuhan Industri Kecantikan Ditopang Impor Bahan Baku*. Kompas.Id. <https://www.kompas.id/baca/ekonomi/2023/07/23/pertumbuhan-industri-kecantikan-ditopang-imp-or-bahan-baku>
- Nasution, M. (2023, June 14). *Produk Skincare Diprediksi Jadi Pilihan 2023, Pembeli Milenial Mendominasi*. Solopos Bisnis. <https://bisnis.solopos.com/produk-skincare-diprediksi-jadi-pilihan-2023-pembeli-milenial-mendominasi-1658276>
- Nazarani, M. R., & Suparna, G. (2021). The Effect Of Luxury Brand, Brand Image, And Product Quality On Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 5(1), 290–295. [www.ajhssr.com](http://www.ajhssr.com)
- NGUYEN, N. T. (2021). The Influence of Celebrity Endorsement on Young Vietnamese Consumers' Purchasing Intention\*. *Journal of Asian Finance, Economics and Business*, 8(1), 951–960. <https://doi.org/10.13106/jafeb.2021.vol8.no1.951>
- Nova, M., & Nurdin, R. (2020). Analisis Pengaruh Iklan Televisi, Celebrity Endorser, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Berlabel Halal “Wardah” Pada Mahasiswi Universitas Syiah Kuala. *Jurnal Ilmiah Mahasiswa Ekonomi Islam*, 2(1).
- Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M. H., Lestari, W. J., Khatimah, H., & Beribe, M. F. B. (2021). *Teori Perilaku Konsumen* (1st ed.). PT. Nasta Expanding Management.
- Oktivera, E., & Felita, P. (2019). Pengaruh Sales Promotion Shopee Indonesia Terhadap Impulsive Buying Konsumen Studi Kasus: Impulsive Buying Pada Mahasiswa

- STIKS Tarakanita. *Ilmu Komunikasi Dan Bisnis*, 159–185. [www.stiks-tarakanita.ac.id](http://www.stiks-tarakanita.ac.id),
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 27(1), 103–121. <https://doi.org/10.1080/10696679.2018.1534070>
- Pamungkas, W. W. (2021, June 5). *Persaingan Industri Kecantikan Makin Ketat, Beautiess Skincare Kampanyekan Produk Aman*. Bandung Bisnis. <https://bandung.bisnis.com/read/20210605/549/1401708/persaingan-industri-kecantikan-makin-ketat-beautiess-skincare-kampanyekan-produk-aman>
- Pasaribu, V. L. (2022). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Sepeda Motor TVS. *Business Management Journal*, 18(1), 37. <https://doi.org/10.30813/bmj.v18i1.2829>
- Pektas, Y. S., & Hassan, A. (2020). The Effect of Digital Content Marketing on Tourists' Purchase Intention. *Journal of Tourismology*, 6(1), 79–88. <https://doi.org/10.26650/jot.2020.6.1.0011>
- Peter, J. P., & Olson, C. J. (2009). *Consumer Behavior* (9ed ed.). McGraw-Hill Higher Education.
- Picaully, M. R. (2018). Pengaruh Kepercayaan Pelanggan Terhadap Niat Pembelian Gadget Di Shopee Indonesia. *Jurnal Manajemen Maranatha*, 18(1), 31–40. <http://journal.maranatha.edu/jmm>
- Purwanto, Y., & Sahetapy, W. L. (2022). Pengaruh Content Marketing Dan Influencer Endorser Terhadap Purchase Intention Pada Brand Skincare Somethinc. *Agora*, 10.
- Putri, A. S. (2020, January 23). *Usia Berapa Perempuan Sudah Mulai Menggunakan Makeup dan Produk Skincare?* Fimela. <https://www.fimela.com/beauty/read/4161333/usia-berapa-perempuan-sudah-mulai-menggunakan-makeup-dan-produk-skincare?page=2>
- Putri, N. L. I. (2023). Analisis Studi Perilaku Konsumen dalam Menentukan Keputusan Pembelian Skincare. *YUME : Journal of Management*, 6(3), 145–151.
- Rahman, M. A., Hamid, A. B. A., & Abir, T. (2020). Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers. *JOURNAL OF XI'AN UNIVERSITY OF ARCHITECTURE & TECHNOLOGY*, XII(III). <https://doi.org/10.37896/jxat12.03/452>
- Rompas, T. (2023, July 26). *Digitalisasi Fenomena Transformasi di Dunia Teknologi Menuju Era Modern Masa Kini*. Gorontalo Post.

<https://gorontalo.post.jawapos.com/lifestyle-teknologi/311806695/digitalisasi-fenomena-transformasi-di-dunia-teknologi-menuju-era-modern-masa-kini>

Salsabila, D. N. (2021, June 30). *Persaingan Bisnis Ketat, Produsen Skincare Gencar Inovasi Produk*. Kompasiana. <https://www.kompasiana.com/deviananadiasalsabila4481/60dc161206310e5f2c30a222/persaingan-bisnis-ketat-produsen-skincare-gencar-inovasi-produk>

Sarosa, A. P. (2018, November 18). *Cara Tasya Farasya Review Produk Endorse dengan Jujur*. Tempo.Co. <https://cantik.tempo.co/read/1147485/cara-tasya-farasya-review-produk-endorse-dengan-jujur>

Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). 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>

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (Seventh Edition). Library of Congress Cataloging-in-Publication Data. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)

Sensus.bps.go.id. (2022). *Jumlah Penduduk menurut Kelompok Umur dan Jenis Kelamin, INDONESIA, 2022*. Sensus.Bps.Go.Id. <https://sensus.bps.go.id/topik/tabular/sp2022/188/1/0>

Shopee.co.id. (2023, September 27). *17 Rekomendasi Pelembab Wajah untuk Kulit Kering Terbaik, Layak Coba!* Shopee.Co.Id. <https://shopee.co.id/inspirasi-shopee/rekomendasi-pelembab-wajah-untuk-kulit-kering/>

Solomon, M. R. (2017). *Consumer Behavior Buying, Having, and Being* (Twelfth). son Education Limited.

Subakti, H. (2023, August 1). *Bongkar 5 strategi Skintific, Brand Skincare Yang Paling Banyak Diminati*. From Brand to Venus. <https://bithourproduction.com/blog/bongkar-5-strategi-skintific/>

Usman, O., Bus, M., & Aryani, Y. (2020). *The Effect Of Brand Ambassador, Brand Image, Product Quality, and Price On Purchase Intention*. <https://ssrn.com/abstract=3511672>

Wagner Mainardes, E., de Almeida, C. M., & de-Oliveira, M. (2019). e-Commerce: an analysis of the factors that antecede purchase intentions in an emerging market. *Journal of International Consumer Marketing*, 31(5), 447–468. <https://doi.org/10.1080/08961530.2019.1605643>

- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Widi, S. (2023, February 3). *Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023*. DataIndonesia.Id. <https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>
- Yusra, Y. (2023, February 9). *Momentum Bisnis E-commerce Indonesia di Tahun 2023*. Daily Social. <https://dailysocial.id/post/momentum-bisnis-e-commerce-indonesia-di-tahun-2023>
- Zap Beauty Index 2023 Video Version Zap Beauty Index*. (n.d.).