

DAFTAR PUSTAKA

- Ahdiat, A. (2023, May 3). *5 E-Commerce dengan Pengunjung Terbanyak Kuartal I 2023*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>
- Annur, C. M. (2023, September 20). *Pengguna Internet di Indonesia Tembus 213 Juta Orang Hingga Awal 2023*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/09/20/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>
- Arini, T. (2022, November 30). *5 Produk Makeup Viral dari Barenbliss yang Sedang Hits di Kalangan Beauty Influencer!* Beautynesia. <https://www.beautynesia.id/beauty/5-produk-makeup-viral-dari-barenbliss-yang-sedang-hits-di-kalangan-beauty-influencer/b-266543>
- Chen, M., Xie, Z., Zhang, J., & Li, Y. (2021). Internet celebrities' impact on luxury fashion impulse buying. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2470–2489. <https://doi.org/10.3390/jtaer16060136>
- Devi, N. W. C., & Jatra, I. M. (2020). POSITIVE EMOTION MEMEDIASI SALES PROMOTION DAN STORE ENVIRONMENT TERHADAP IMPULSE BUYING. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1942. <https://doi.org/10.24843/ejmunud.2020.v09.i05.p15>
- Effendi, S., Faruqi, F., Mustika, M., Salim, R., Tinggi, S., Ekonomi, I., Jakarta, I., Kayu, J., Raya, J., 11a, N., & Timur, J. (2020). Electronic Word Of Mouth Dan Hedonic Shopping Mot. In *Jurnal Akuntansi dan Manajemen* (Vol. 17, Issue 02). www.databoks.katadata.co.id
- Fadilata, V., & Astuti, R. T. (n.d.). PENGARUH PRICE DISCOUNT, SALES PROMOTION, DAN SERVICE QUALITY TERHADAP IMPULSE BUYING BEHAVIOR SAAT PANDEMI COVID-19 PADA KONSUMEN INDOMARET KELURAHAN TEMBALANG KOTA SEMARANG. *DIPONEGORO JOURNAL OF MANAGEMENT*, 11(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Febrian, A., & Fadly, M. (n.d.). The Influence of Transformational Leadership Style on Work Engagement Remuneration Dimediation and 207 JAM BRAND

TRUST AS CELEBRITY ENDORSER MARKETING MODERATOR'S ROLE.

Jurnal Aplikasi Manajemen, 19(1), 207–216. <https://doi.org/10.21776/ub.jam>

- 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.
- Gilal, F. G., Paul, J., Gilal, N. G., & Gilal, R. G. (2020). Celebrity endorsement and brand passion among air travelers: Theory and evidence. *International Journal of Hospitality Management*, 85. <https://doi.org/10.1016/j.ijhm.2019.102347>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* ((7th Edition)). Pearson Education Limited.
- Hamasy, A. I. Al. (2022, October 25). *Industri Kecantikan Tanah Air Punya Prospek Bagus* . Kompas.Id. <https://www.kompas.id/baca/ekonomi/2022/10/25/bpom-menilai-industri-kosmetik-akan-tetap-berkembang>
- Helmi, S., & Setyadi, B. (2022). Mediation Role of Brand Image and Brand Quality on the Effect of Sales Promotion on Purchase Decisions: Study of Indonesian MSMEs. *Central European Management Journal*. <https://doi.org/10.57030/23364890.cemj.30.4.52>
- Herjanto, H., Adiwijaya, M., Wijaya, E., & Semuel, H. (2020). The effect of celebrity endorsement on instagram fashion purchase intention: The evidence from Indonesia. In *Organizations and Markets in Emerging Economies* (Vol. 11, Issue 1, pp. 203–221). Vilnius University. <https://doi.org/10.15388/omee.2020.11.31>
- Horváth, C., & Adıgüzel, F. (2018). Shopping enjoyment to the extreme: Hedonic shopping motivations and compulsive buying in developed and emerging markets. *Journal of Business Research*, 86, 300–310. <https://doi.org/10.1016/j.jbusres.2017.07.013>
- Jatmiko, L. D. (2023, May 19). *Survei Apjii 2023: Pengguna Internet RI Tembus 215 Juta Orang* . Bisnis Tekno.
- Kholis, N., Saifuddin, M., & Arif, N. A. S. (2023). The role of positive emotional response in the relationship between store atmosphere, sales promotion, hedonic shopping motivation, and impulsive buying in Indonesia's largest department store. *Kasetsart Journal of Social Sciences*, 44(3), 823–832. <https://doi.org/10.34044/j.kjss.2023.44.3.20>
- Kotler, P. , Keller, K. L. , & Keller, K. L. ., (2021). *Marketing Management (Sixteenth Edition)*.

- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6). <https://doi.org/10.3390/info12060241>
- Made Febri Purnama Sari, D., & Safitri, H. (n.d.). *Celebrity Endorsement, Price dan Customer Behavior terhadap Social Climber pada Generasi Melenial di Kota Denpasar*.
- Mamuaya, N. Ch. I., & Pandowo, A. (2018). The effect of the situational factor, store atmosphere, and sales promotion on hedonic shopping motivation and its implication on supermarket consumer impulsive buying in Manado city. *Journal of Business & Retail Management Research*, 13(02). <https://doi.org/10.24052/JBRMR/V13IS02/ART-01>
- Mjamil, I. (2021, November 4). *Mengapa Perempuan Menyukai Produk Kecantikan?*. Kompasiana.
- Muhamad, 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>
- Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M. H., Lestari, W. J., & Khatimah, H. (2021). *Teori Perilaku Konsumen (1st ed.)*. PT. Nasta Expanding Management.
- Parmar, Y., Mann, B. J. S., & Ghuman, M. K. (2020). Impact of celebrity endorser as in-store stimuli on impulse buying. *International Review of Retail, Distribution and Consumer Research*, 576–595. <https://doi.org/10.1080/09593969.2020.1781229>
- Quamila, N. (2021, December 11). *Awas Kalap! Ini 3 Produk Favorit barenbliss yang Wajib Kamu Beli*. BEAUTYNESIA. <https://www.beautynesia.id/beauty/awas-kalap-ini-3-produk-favorit-barenbliss-yang-wajib-kamu-beli/b-243426>
- Ruang Lingkup Kosmetika*. (2020). Perkosmi. <https://perkosmi.com/our-industry/ruang-lingkup>
- Salim, A., & Fermayani, R. (n.d.). *PENGARUH POTONGAN HARGA, PROMOSI PENJUALAN, TAMPILAN DALAM TOKO TERHADAP KEPUTUSAN PEMBELIAN IMPULSIF KONSUMEN MATAHARI DEPARTEMENT STORE PADANG*. <https://www.matahari.com>.
- Salsabila. (2023). *Top Rekomendasi Lip Tint Terlaris di Indonesia: Barenbliss Jadi Juaranya*. Kompas.Co.Id. <https://kompas.co.id/article/lip-tint-terlaris-di-indonesia/>

- Santi, R., Hutagaol, R., & Safrin, F. A. (n.d.). PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK SCARLETT WHITENING. *JOSR: Journal of Social Research* Juni, 2022(7), 761–772. <http://https://ijsr.internationaljournallabs.com/index.php/ijsrhttp://ijsr.internationaljournallabs.com/index.php/ijsr>
- Sari, N. Y., & Hermawati, S. (2020). THE EFFECT OF SHOPPING LIFESTYLE, HEDONIC SHOPPING MOTIVATION, AND SALES PROMOTION ON IMPULSE BUYING BEHAVIOR IN E-COMMERCE (CASE STUDY OF BERRYBENKA CONSUMER). *Jurnal Ilmiah Ekonomi Bisnis*, 25(1), 45–54. <https://doi.org/10.35760/eb.2020.v25i1.2343>
- Sari, W. P. (2023, January 3). *Pengaruh Korean Wave terhadap Tren Kecantikan di Indonesia*. Kumparan.Com. <https://kumparan.com/wirapsari/pengaruh-korean-wave-terhadap-tren-kecantikan-di-indonesia-1zY6XkMtQcH>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (Seventh Edition). Library of Congress Cataloging-in-Publication Data. www.wileypluslearningspace.com
- Sinha, S. K., & Verma, P. (2020). Impact of sales Promotion's benefits on perceived value: Does product category moderate the results? *Journal of Retailing and Consumer Services*, 52. <https://doi.org/10.1016/j.jretconser.2019.101887>
- Tirtayasa, S., Nevianda, M., & Syahrial, H. (2020). The Effect of Hedonic Shopping Motivation, Shopping Lifestyle And Fashion Involvement With Impulse Buying. *International Journal of Business Economics (IJBE)*, 2(1), 18–28. <https://doi.org/10.30596/ijbe.v2i1.5715>
- Tumanggor, S., Hadi, P., & Sembiring, R. (2022). Pembelian impulsif pada e-commerce shopee (studi pada konsumen shopee di Jakarta Selatan). *Journal of Business and Banking*, 11(2), 251. <https://doi.org/10.14414/jbb.v11i2.2733>
- Wang, S., & Scheinbaum, A. C. (2018). *Enhancing Brand Credibility via Celebrity Endorsement: Trustworthiness Trumps Attractiveness and Expertise*. <https://doi.org/https://doi.org/10.2501/JAR-2017-042>
- Wayan Ekawati, N. (2015). PENGARUH CELEBRITY ENDORSER, BRAND IMAGE DAN PERSEPSI KUALITAS TERHADAP NIAT BELI SEPEDA MOTOR HONDA SCOOPY DI KOTA DENPASAR I Putu Gede Handre Haryantana¹. 4(9), 2806–2830.

- Widagdo, B., & Roz, K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business*, 8(1), 395–405. <https://doi.org/10.13106/jafeb.2021.vol8.no1.395>
- Wiranata, A. T., & Hananto, A. (2020). Do Website Quality, Fashion Consciousness, and Sales Promotion Increase Impulse Buying Behavior of E-Commerce Buyers? *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.6.1.74>
- Zhu, Y. Q., Amelina, D., & Yen, D. C. (2020). Celebrity endorsement and impulsive buying intentions in social commerce - The case of instagram in Indonesia: Celebrity endorsement. *Journal of Electronic Commerce in Organizations*, 18(1), 1–17. <https://doi.org/10.4018/JECO.2020010101>

