

DAFTAR PUSTAKA

- Ali, A., & Muhammad, K. (2021). Impact of promotional tools on consumer buying behavior: A case of FMCG industry. *Journal of Marketing Strategies*, 3(1), 44-67.
- Ali Ahmad, S., Mehmood, W., Aun Ahmed, S., Mustafa, M., Faisal Tahir Khan, M., & Yasmeen, M. (2015). *Impact of Sales Promotion on consumer buying behavior in Pakistan* (Vol. 1, Issue 3).
- Al-Nsour, I. (2020). Effects of Sales Promotion Programs On Purchasing Behavior at Hypermarkets In Riyadh, KSA. *EPRA International Journal of Economic and Business Review*, 8(1).
- Anyadighibe, J. A., Etim, G. S., Aniebiet, E., Kajang, J. L., & Ekom, F. A. (2021). Outdoor advertising and customer patronage of telecommunication data bundles. *Nigerian Academy of Management Journal*, 16(2), 53-67.
- TADESSE, A. (2023). *Factors Influencing Employment Income Tax Compliance Among Woreda 12 Private Business Organizations: The Case Of Bole Sub City, Addis Ababa, Ethiopia* (Doctoral dissertation, St. Mary's University).
- Ashraf, M. G., Rizwan, M., Iqbal, A., & Khan, M. A. (2014). The promotional tools and situational factors' impact on consumer buying behaviour and sales promotion. *Journal of public administration and governance*, 4(2), 179-201.
- Ben Amor, I., & Guilbert, F. (2009). Influences on free samples usage within the luxury cosmetic market. *Direct Marketing: An International Journal*, 3(1), 67-82.
- Brubaker, P. J., & Wilson, C. (2018). Let's give them something to talk about: Global brands' use of visual content to drive engagement and build relationships. *Public relations review*, 44(3), 342-352.
- Chan, J., McMahon, E., & Brimblecombe, J. (2021). Point-of-sale nutrition information interventions in food retail stores to promote healthier food purchase and intake: A systematic review. *Obesity Reviews*, 22(10), e13311.
- Chen, T., Guo, X., Yang, F., & Tian, L. (2023). Strategic price bundling for online retail platforms considering consumer behavior of valuation discount. *Journal of the Operational Research Society*, 74(12), 2648-2664.
- Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*, 4(1).
- Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*, 4(1).

- Goodstats. (2022). 7 Merek Kosmetik Lokal Paling Banyak Digunakan di Indonesia 2022. *Goodstats*.
- Gordon-Hecker, T., Pittarello, A., Shalvi, S., & Roskes, M. (2020). Buy-one-get-one-free deals attract more attention than percentage deals. *Journal of Business Research*, *111*, 128-134.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., ... & Ray, S. (2021). An introduction to structural equation modeling. *Partial least squares structural equation modeling (PLS-SEM) using R: a workbook*, 1-29.
- Irawati, W., & Santoso, R. P. (2021). Pengaruh Promosi Online, Price Discount Dan Product Assortment Terhadap Impulse Buying. *JPEKBM (Jurnal Pendidikan Ekonomi, Kewirausahaan, Bisnis dan Manajemen)*, *5*(2), 59-71.
- Ismail, A., & Siddiqui, D. A. (2019). Impact of sales promotion on consumer impulse purchases in Karachi, Pakistan. *Pakistan (May 7, 2019)*.
- Jashari, S. (2022). THE IMPACT OF PROMOTIONAL ACTIVITIES ON COSTUMER BEHAVIOUR. *In Book of Proceedings*, 29.
- Kementrian Kesehatan Republik Indonesia. (2010). *Peraturan Menteri Kesehatan Republik Indonesia Nomor 1176/MENKES/PER/VIII/2010 tentang Notifikasi Kosmetika*.
- Khan, I., & Rahman, Z. (2015). Brand experience anatomy in retailing: An interpretive structural modeling approach. *Journal of Retailing and Consumer Services*, *24*, 60-69.
- Khan, I., & Warraich, U. A. (2021). Sales promotional tools—a catalyst to speed up sales. *Journal of Marketing Strategies*, *3*(2), 38-53.
- Li, H., Jain, S., & Kannan, P. K. (2019). Optimal design of free samples for digital products and services. *Journal of Marketing Research*, *56*(3), 419-438.
- Li, Y., Khouja, M. J., Pan, J., & Zhou, J. (2023). Buy-one-get-one promotions in a two-echelon supply chain. *Management Science*, *69*(9), 5234-5255.
- Liao, J., Chen, J., & Jin, F. (2023). Social free sampling: engaging consumer through product trial reports. *Information Technology & People*, *36*(4), 1626-1644.
- Lv, J., Wang, Z., Huang, Y., Wang, T., & Wang, Y. (2020). How can e-commerce businesses implement discount strategies through social media?. *Sustainability*, *12*(18), 7459.
- Mishra, M., Kushwaha, R., & Gupta, N. (2024). Impact of sales promotion on consumer buying behavior in the apparel industry. *Cogent Business & Management*, *11*(1), 2310552.

- Shamout, M. D. (2016). The impact of promotional tools on consumer buying behavior in retail market. *International Journal of Business and Social Science*, 7(1), 75-85.
- Agarwal, B. (2021). Consumers' Buying Behavior towards Point-of-Sales Promotion: A PLS-SEM Model. *Indian Journal of Economics and Business*, 20(2).
- Oly Ndubisi, N., & Tung Moi, C. (2006). Awareness and usage of promotional tools by Malaysian consumers: the case of low involvement products. *Management Research News*, 29(1/2), 28-40.
- paragon-innovation.com. (2024). *Paragon Technology and Innovation*. <https://www.paragon-innovation.com/>.
- Nastiti, R. (2020). The effect of flash sale and discount towards impulsive buying (study on shopee users). *Jurnal Akuntansi, Manajemen Dan Ekonomi*, 22(4), 1-8.
- Rinawati, I., Chotib, R., & Sari, U. M. (2022). Strategi Promosi Perspektif Ekonomi Islam Guna Meningkatkan Jumlah Pengunjung di Wisata Edukasi "Kampung Nanas" Desa Palaan Kabupaten Malang. *Al-Tsaman : Jurnal Ekonomi Dan Keuangan Islam*, 4(1), 89-99.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior*. Pearson Education.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (seventh edition). Library of Congress Cataloging-in-Publication Dat.
- Sekaran Uma, & Roger Bougie. (2020). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*. Salemba Empat.
- Sharlyn Alcaraz, P. M., Rose Umali, M. R., Jane Dipasupil, K. J., May Albarillo, R. V, Mae Espiritu, L. P., & Mendoza, S. I. (2022). The Promotional Tool and Consumer Purchasing Behavior in Calapan City. In *American International Journal of Business Management (AIJBM) ISSN* (Vol. 5, Issue 12). www.aijbm.com
- Shiau, Y. (2019, July). Improving purchase forecast for cosmetics by modelling customer purchase behavior. In *Proceedings of the 2019 10th International Conference on E-business, Management and Economics* (pp. 110-114).
- statista. (2024). *Market Insights Cosmetics Indonesia*. <https://www.statista.com/outlook/cmo/beauty-personal-care/cosmetics/indonesia>.
- Virgiawan, R., Amda Anisa, R., & Pusparini, M. D. (2024). Consumer buying behavior towards point-of-sale material of halal cosmetic products. *Cogent Business & Management*, 11(1), 2322020.

- Youssef Samir, A. V. R. O. S. S. I. N. A., Elsamadicy, A., & Negm, E. (2023). The Effect Of Sales Promotion Techniques On Consumers'purchase Intentions. Applied On Hyper Scientific Journal of Business and Environmental Studies, *14*(4), 1328-1363.
- Zhang, N., & Zheng, X. (2019). Agent-based simulation of consumer purchase behaviour based on quality, price and promotion. *Enterprise Information Systems*, *13*(10), 1427-1441.

