

## REFERENCES

- Abdul, B. (2021). *The Effect Of Visual Simplicity In Product Design On The Quality And Aesthetic Of The Product*
- Ahmad, S. (2020). *Influence of Brand Name on Consumer Choice & Decision*
- Alexandres, M. B. (2018). *Promotion as a form of communication of the marketing strategy.*
- Agustin, A., Sudarwati, S., & Maryam, S. (2021). *PURCHASE DECISION BASED ON THE BRAND IMAGE, PRODUCT DESIGN AND LIFESTYLE ON CONVERSE SHOES IN SURAKARTA. International Journal of Economics, Business and Accounting Research (IJEBAR), 5(1).*  
<https://doi.org/10.29040/ijebar.v5i1.1907>
- Agustina, L., & Lukman, E. (2019). *Cultural Hybridization of Korean Beauty Trend with Halal-Certified Local Cosmetics.*
- Augustine, R., & Hasa, A. (2020). *Multimodal application of nano particles.*
- Assali, I. M. (2016). The Impact of Brand Name on Consumer Procurement. *International. Journal of Engineering Research & Technology, 5(1), 225-229.*
- Asgari, O. & Hoesseini, M. S., (2015). *Exploring the antecedents affecting attitude, satisfaction, and loyalty toward Korean cosmetic brands. Journal of Distribution Science, 13(6), 45-70. Doi: 10.15722/jds.13.6.20150645.*
- Astuti, C. C. (2021). *PLS-SEM Analysis to Know Factors Affecting The Interest of Buying Halal Food in Muslim Students | Jurnal Varian. PLS-SEM Analysis to Know Factors Affecting the Interest of Buying Halal Food in Muslim Students*
- Balatsou, A.-A., & Dimitriadis, E. (2020). Brand Name and Consumer's Buying Intention. *International Journal of Economics and Business Administration, 8(4).*
- Carrouel, F. (2020). *Nanoparticles as anti-microbial, anti-inflammatory, and demineralizing agents in oral care cosmetics: a review of the current situation.*

- Das, G. (2014). *Linkages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty with purchase intention: A study of Indian food retail brands. Journal of Retailing and Consumer Services, 21, 284-292. Doi: 10.1016/j.jretconser/2014/02/005*
- Danish, R. Q., Khan, M., Ghafoor, M., Ahmad, I., Humayon, A., & Aslam, S. (2018). *Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A Study of Automobile Industry in South Asian Perspective. South Asian Studies.*
- Das, G. (2014). *Linkages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty with purchase intention: A study of Indian food retail brands. Journal of Retailing and Consumer Services, 21, 284-292.*
- Dihni, V. A. (2022). *This is the skincare and cosmetic products that are most famous in the K-Pop circle.*
- Fadhilah, R. D., Jatmika, S. (2022). *South Korean strategy in increasing exports of beauty products to Indonesia in Covid-19 pandemic*
- Fauzi, N. F., & Hashim, R. A. (2015). *Generation X and purchase intention toward green cosmetics and skin care product. International journal of Business and Management.*
- Fernando, J. (2021). *R-Squared Formula, Regression, and Interpretations*. Retrieved from Investopedia: <https://www.investopedia.com/terms/r/r-squared.asp>
- Filieri, R. & Lin, Z. (2017). *The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands. Computers in Human Behaviour, 67, 139-150. Doi: 10.1016/j.chb.2016.09.057*
- Fishwick, C. (2016). *I, narcissist – vanity, social media, and the human condition. <https://www.theguardian.com/world/2016/mar/17/i-narcissist-vanity-social-media-and-the-human-condition> pada April 2017.*
- Gaffney, S. (2022). *Understanding Convergent & Discriminant Validity*. Retrieved from Question Mark: <https://www.questionmark.com/convergent-and-discriminant-validity/>
- Gold, A. H., Arvind, Malhotra, A. H. (2001). *Journal Management Information System. 18, 185-214.*

- Hair, J. F., Hult, G., Ringle, C., & Sarsted, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling PLS-SEM*. Sage Publications.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117(3), 442-458.
- Hamid, M., Sami, W., & Sidek, M. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics*.
- Helverson, B. V. (2018). *Influence of consumer reviews on online purchasing decisions in older and younger adults*.
- Hulu, P., Ruswanti, E., & Hapsar, N. (2018). *Influence of Product Quality, Promotion, Brand Image, Consumer Trust towards Purchase Intention (Study Case on Pocari Sweat Isotonic Drink. IOSR Journal of Business and Management (IOSR-JBM)*, 20(8).
- Hodgson, A. (2015). *Top 5 emerging markets with the best middle-class potential*.
- Isniah, S. (2020). *The influences of product quality, price and service quality to increase consumer satisfaction of Dorayaki product at CV Abe Seika*
- ITA. (2016). *International Trade Administration. (2016). Asian Cosmetic Market Guide*.
- Johannesson, P., & Perjons, E. (2014). *Research Strategies and Methods. An Introduction to Design Science*, 39–73. DOI:10.1007/978-3-319-10632-8\_3
- Johnston, R., Jones, K., & Manley, D. (2018) Confounding and collinearity in regression analysis: a cautionary tale and an alternative procedure, illustrated by studies of British voting behaviour. *Qualitative Quantitative*, 52(4)
- Kawa, L. W., Rahmadiani., S.F., Kumar, S. (2013). *Factor affecting consumer decision-making: a survey of young-adults on imported cosmetic in Jabodaetabek, Indonesia*.
- Khatri, K. K. (2020). *Research Paradigm: A Philosophy of Educational Research*.

- Kivunja, C., & Kuyini, A. B. (2017). *Understanding and Applying Research Paradigms in Educational Contexts. International Journal of Higher Education, 6(5), 26. DOI:10.5430/ijhe.v6n5p26*
- Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling Third Edition*. New York: The Guilford Press.
- Kotler, Philip., (2017). *Marketing Management: Marketing Management 9e, Indonesian language edition volume 2*.
- Kuswardani, D. C. (2018). *Strategic role of sales promotion in increasing the number of Vermox drugs*.
- Martin, W.E. & Bridgmon, K.D. (2012) *Quantitative and Statistical Research Methods: From Hypothesis to Results (Vol. 42)*. John Wiley & Sons, Hoboken, NJ.
- Mesko, M. F. (2020). *Toxic and potentially toxic elements determination in cosmetics used for make-up*.
- Mirabi, V., Akbariyah, H., & Tahmasebifard, H. (2015). *A study of factors affecting on consumers purchases intention. Journal of multidisciplinary engineering science and technology*.
- Navarro, D. (2022). *Assessing the Reliability of a Measurement*. Retrieved from LibreTexts Statistics: [https://stats.libretexts.org/Bookshelves/Applied\\_Statistics/Book%3A\\_Learning\\_Statistics\\_with\\_R\\_-\\_A\\_tutorial\\_for\\_Psychology\\_Students\\_and\\_other\\_Beginners\\_\(Navarro\)/02%3A\\_A\\_Brief\\_Introduction\\_to\\_Research\\_Design/2.03%3A\\_Assessing\\_the\\_Reliability\\_of\\_a\\_Measurment](https://stats.libretexts.org/Bookshelves/Applied_Statistics/Book%3A_Learning_Statistics_with_R_-_A_tutorial_for_Psychology_Students_and_other_Beginners_(Navarro)/02%3A_A_Brief_Introduction_to_Research_Design/2.03%3A_Assessing_the_Reliability_of_a_Measurment)
- Nizam, I. (2015). *The Importance of Brand Name in Consumer Decision Making with Focus on CNC Machine Tool Industry in India*
- Nurhayati-Wolff, H. (2022). *Leading cosmetic brands sold in major online stores in Indonesia as of January 7, 2020, by number of items sold*.
- Pedeliento, G., Andreini, D., Bergamaschi, M. & Salo, J. (2016). *Brand and product attachment in an industrial context: The effects on brand loyalty. Industrial Marketing Management, 53, 194-206. Doi: 10.1016/j.indmarman.2015.06.007*.

- Putri, L., & Wandebori, H. (2016). *Bandung Institute of Technology, School of Business and Management, Indonesia, factors influencing cosmetics purchase intention in Indonesia based on online review.*
- Rather, R. A. (2018). *Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity*
- Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Science [by] John T. Roscoe. Holt, Reinehart and winston, New York.*
- Round, G., & Roper, S. (2015). Untangling the brand name from the branded entity: The conceptualisation and value of the established brand name. *European Journal of Marketing.*
- Santoso, R., Candraningrat, C., & Binawati, L. (2017). *Elemen Kecerdasan Wirausaha Untuk Meningkatkan Kinerja Industri Kecil dan Menengah (IKM) di Surabaya*
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business Textbook: A Skill Building Approach. In John Wiley & Sons Ltd.*
- Shalehah, A., Oktavia Trisno, I. L., Moslehpour, M., & Cor., P. K. L. (2022). *Table I from The Effect of Korean Beauty Product Characteristics on Brand Loyalty and Customer Repurchase Intention in Indonesia.*
- Silva, M. E. (2020). *QUALITY OF SERVICE AND PRICE PERCEPTION AFFECT CUSTOMER LOYALTY WITH CONSUMER SATISFACTION AS A MEDIATION VARIABLES*
- Sindyukov, M. (2020). *Marketing lessons from the South Korea Beauty Industry.*
- Sholehudin, M. HI. (2020). *CONCEPT, MEANING AND OBJECT OF RESEARCH METHODOLOGY*
- Shaban, O. K. A. (2017). *Review of important brand loyalty influencing factors; State of Art.*
- Soo, P. Y. PhD., Lars. K. MD, PhD., Anthony Jr R. A. PhD. (2020). *The Positivism Paradigm of Research.*

- Sreenivasulu, M., Janardhana, Rajasekhar, M. (2014). *Customer brand loyalty towards corporate retail store – [a case study of Big Bazaar retail store in Bangalore city]*. *IOSR Journal of Business and Management (IOSR-JBM)*, 16(4), 01-08.
- Statista Research Department, (2022). *Cosmetics market revenue in Indonesia 2013-2026*.
- Sugiyono, (2013). *Metodelogi Penelitian Kuantitatif, Kualitatif Dan R&D*. (Bandung: ALFABETA)
- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management (IJARM)*, 5(2), 18-27.
- Tjoe, F. Z., & Kim, K. (2016). *The Effect of Korean Wave on Consumer's Purchase Intention of Korean Cosmetic Products in Indonesia*. *유통과학연구*, 14, 65-72.
- Walangitan, A., Pangemanan, S. S., & Rumokoy, F. S. (2015). *Analysing The Impact of Brand Equity on Consumer Purchase Intention of Etude House Cosmetic Product in Manado*. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(2).
- Willis, J. W. (2007). *Foundations of Qualitative Research: Interpretive and Critical Approaches*. Thousand Oaks, CA: Sage Publications.
- Wonggotwarin, T. (2017). *THE PRODUCTS' FACTORS AFFECTING PURCHASE INTENTION: A CASE STUDY OF CONDOMINIUM IN BANGKOK, THAILAND*