

## DAFTAR PUSTAKA

- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102–120. <https://doi.org/10.2307/41165845>
- Adriana, T., Ellitan, L., & Lukito, R. S. H. (2022). PENGARUH SOCIAL MEDIA MARKETING DAN ELECTRONIC WORD OF MOUTH TERHADAP PURCHASE INTENTION MELALUI BRAND IMAGE PADA SCARLETT- WHITENING DI SURABAYA. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, 11(1), 21–29. <https://doi.org/10.33508/jumma.v11i1.3947>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Amanah, D., & Harahap, D. A. (2018). Pengaruh Komunikasi Pemasaran Perusahaan terhadap Kesadaran Merek Pelanggan. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 11(3), 207. <https://doi.org/10.20473/jmtt.v11i3.9789>
- Amin, Mhd., Nasution, A. P., Sambodo, I. M., Hasibuan, M. I., & Ritonga, W. A. (2021). ANALISIS PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP MINAT BELI PRODUK ONLINE DENGAN MANAJEMEN HUBUNGAN PELANGGAN DAN EKUITAS MEREK SEBAGAI VARIABEL MEDIASI. *ECOBISMA (JURNAL EKONOMI, BISNIS DAN MANAJEMEN)*, 8(1), 122–137. <https://doi.org/10.36987/ecobi.v8i1.2443>
- Armayani, R. R., Chintiya Tambunan, L., Siregar, R. M., Lubis, N. R., & Azahra, A. (2021). Analisis Peran Media Sosial Instagram dalam Meningkatkan Penjualan Online. *Jurnal Pendidikan Tambusai*, 5(3), 8920–8928. <https://doi.org/https://doi.org/10.31004/jptam.v5i3.2400>
- Aurellia, F. R., Hafiar, H., & Priyatna, C. C. (2023). Analisis Media Monitoring terhadap Brand Kecantikan Hanasui pada Bulan Maret 2023. *Jurnal Riset Public Relations*, 149–160. <https://doi.org/10.29313/jrpr.v3i2.3210>
- Bilal, M., Jianqu, Z., & Ming, J. (2020). How Consumer Brand Engagement Effect on Purchase Intention? The Role of Social Media Elements. *Journal of Business Strategy Finance and Management*, 2(1–2), 44–55. <https://doi.org/10.12944/jbsfm.02.01-02.06>
- Bougie, R., & Sekaran, U. (2019). *Research Methods For Business: A Skill Building Approach* (8th Edition). Wiley.
- Burns, R. B., & Burns, R. A. (2008). *Business Research Methods and Statistics Using SPSS*. Sage.
- Cheung, M. L., Pires, G. D., & Rosenberger, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, 17(3), 243. <https://doi.org/10.1504/IJEER.2019.098874>

- Cheung, M. L., Pires, G. D., Rosenberger, P. J., & De Oliveira, M. J. (2021). Driving COBRAs: the power of social media marketing. *Marketing Intelligence and Planning*, 39(3), 361–376. <https://doi.org/10.1108/MIP-11-2019-0583>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Compas. (2022). *10 Brand Skincare Lokal Terlaris di Indonesia*. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of Strategic Marketing*, 24(3–4), 261–277. <https://doi.org/10.1080/0965254X.2015.1095222>
- ElAydi, H. O. (2018). The Effect of Social Media Marketing on Brand Awareness through Facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. *OALib*, 05(10), 1–5. <https://doi.org/10.4236/oalib.1104977>
- Ellitan, L., Rosari, A. De, & Kristanti, M. M. (2022). Analisis pengaruh instagram terhadap purchase intention melalui brand awareness dan brand trust pada starbucks surabaya. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(10), 4740–4748. <https://doi.org/10.32670/fairvalue.v4i10.1757>
- Fetais, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2022). Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-022-10264-7>
- Fikriansyah, I. (2023). *Kuesioner adalah Metode Pengumpulan Data, Ketahui Jenis dan Contohnya*. <https://www.detik.com/bali/berita/d-6580991/kuesioner-adalah-metode-pengumpulan-data-ketahui-jenis-dan-contohnya>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.).
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. [www.cengage.com/highered](http://www.cengage.com/highered)
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. S. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second Edition). SAGE Publications, Inc.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair Jr, J. F., Hult, G. T. H. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer Nature.
- Hanjaya, B. S., Budihardjo, B. S., & Hellyani, C. A. (2023). PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA UMKM. *JURNAL RISET MANAJEMEN DAN EKONOMI*, 1(3), 92–101. <https://doi.org/10.54066/jrime-itb.v1i3.271>

- Hasan Nudin, S., & Nurlinda, R. A. (2023). Pengaruh Social Media Marketing Dan Celebrity Endorser Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Intervening. *Jurnal Bintang Manajemen (JUBIMA)*, 1(3), 160–184. <https://doi.org/10.55606/jubima.v1i3.1868>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Jakpat. (2022). *Top 7 Merek Skincare Lokal yang Paling Dikenal, Masa Sih?* <https://jakpat.net/info/top-7-merek-skincare-lokal-yang-paling-dikenal-masa-sih/>
- Karinka, E., & Firdausy, C. M. (2019). Faktor Yang Mempengaruhi Niat Membeli Konsumen Melalui Shopee Di Universitas Tarumanagara. *Jurnal Manajerial Dan Kewirausahaan*, 1(4), 666–676. <https://doi.org/10.24912/jmk.v1i4.6544>
- Karnelia, O. V., & Aliya, S. (2024). EFEKTIVITAS PENGGUNAAN SOSIAL MEDIA DALAM MENINGKATKAN KESADARAN MEREK DI PT PUPUK SRIWIDJAJA PALEMBANG. *JCI Jurnal Cakrawala Ilmiah*, 3(5), 1587–1598. <http://bajangjournal.com/index.php/JCI>
- Karunia, H., Ashri, N., & Irwansyah, I. (2021). Fenomena Penggunaan Media Sosial : Studi Pada Teori Uses and Gratification. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 92–104. <https://doi.org/10.47233/jteksis.v3i1.187>
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2024). *Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy*.
- Krisyanti, A. A. I. W., & Rahanatha, G. B. (2019). PERAN WORD OF MOUTH DALAM MEMEDIASI HUBUNGAN BRAND AWARENESS DENGAN PURCHASE INTENTION. *E-Jurnal Manajemen Universitas Udayana*, 8(9), 5783. <https://doi.org/10.24843/EJMUNUD.2019.v08.i09.p21>
- Laradi, S., Berber, N., Rehman, H. M., Hossain, M. B., Hiew, L. C., & Illés, C. B. (2023). Unlocking the power of social media marketing: Investigating the role of posting, interaction, and monitoring capabilities in building brand equity. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2273601>
- Leislee, J., & Nawawi, M. T. (2024). Pengaruh Brand Trust, Brand Awareness, dan Perceived Quality terhadap Purchase Intention Produk Private Label Jakarta (Studi Kasus pada Indomaret). *Jurnal Manajerial Dan Kewirausahaan*, 6(3), 619–627. <https://doi.org/10.24912/jmk.v6i3.31593>
- Lembayung, R. D., Mahmud, & Sentosa, E. (2023). Pengaruh Citra Merek, Kesadaran Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk 3second (Jakarta Pusat). *JURNAL IKRATH-EKONOMIKA*, 6(2), 424–432. <https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA>

- Margitarino, A.-Z. R., Nur Azizah, F., & Christin Mahgaraini, P. (2024). *ANALISIS TERHADAP PENGARUH TRENDLINES, E-WOM, DAN ENDURING INVOLVEMENT TERHADAP BRAND ENGAGEMENT SEBAGAI VARIABEL MEDIASI TERHADAP PEMBELIAN PRODUK SKINTIFIK DI SURAKARTA*. 235(7), 235–253. <http://jurnal.kolibi.org/index.php/neraca>
- Martínek, P. A. (2021). Mapping methods of research on consumer engagement with brands on social media: A literature review. *Methodological Innovations*, 14(1), 205979912098538. <https://doi.org/10.1177/2059799120985384>
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/JASEM.4\(2\)01](https://doi.org/10.47263/JASEM.4(2)01)
- Meviyawati, N. A., Samari, & Sardanto, R. (2024). PENGARUH E-WOM, HARGA, DAN KUALITAS PRODUK TERHADAP MINAT BELI THE ORIGINOTE HYALUCER MOISTURIZER PADA GEN Z DI KAB. NGANJUK. *Simposium Manajemen Dan Bisnis III*, 3, 471.
- Nabila, W. K., & Negoro, D. A. (2023). Pengaruh Digital Marketing, Customer Engagement, dan Brand Awareness Terhadap Purchase Intention Produk Fashion Lokal Pada Generasi Z. *Jurnal Pendidikan Tambusai*, 7(3), 20207–20218.
- Nawiyah, N., Kaemong, R. C., Ilham, M. A., & Muhammad, F. (2023). PENYEBAB PENGARUHNYA PERTUMBUHAN PASAR INDONESIA TERHADAP PRODUK SKIN CARE LOKAL PADA TAHUN 2022. *ARMADA: Jurnal Penelitian Multidisiplin*, 1(12), 1390–1396. <https://doi.org/10.55681/armada.v1i12.1060>
- Nazila, A. T., Henryanto, A. G., & Kenang, I. H. (2022). Pengaruh Social Media Marketing on Instagram Melalui Brand Awareness dan Purchase Intention Produk Mangkok — Nusantara. *PERFORMA*, 7(4), 432–444. <https://doi.org/10.37715/jp.v7i4.2052>
- Nuraeni, N., Hermawan, A., & Purwaamijaya, B. M. (2024). Pengaruh Social Media Marketing Activities terhadap Consumer Brand Engagement : (Studi pada Akun TikTok @alfamartku). *Jurnal Transformasi Bisnis Digital*, 1(5), 59–66. <https://doi.org/10.61132/jutrabidi.v1i5.318>
- Prayogo, E. F., & Yoestini. (2022). PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN DENGAN BRAND AWARENESS SEBAGAI VARIABEL MEDIASI PADA PSIS STORE. *DIPONEGORO JOURNAL OF MANAGEMENT*, 11(6). <https://ejournal3.undip.ac.id/index.php/djom/article/view/36622>
- Purnomo, D. C., Yanti, M., & Widyassari, A. P. (2021). Pemilihan Produk Skincare Remaja Milenial dengan Metode Simple Additive Weighting (Saw). *Jurnal Ilmiah Intech*, 3(01), 32–41. <https://doi.org/10.46772/intech.v3i01.415>
- Putri, C. A. P., Nugraha, A. K. N. A., & Purwati, Y. (2024). Pengaruh konten buzzer terhadap keputusan pembelian melalui keterlibatan konsumen. *Jurnal Riset Ekonomi Dan Bisnis*, 17(1), 67. <https://doi.org/10.26623/jreb.v17i1.8885>

- Putriana, A. N., & Abdurrahman. (2024). Pengaruh Brand Awareness dan Perceived Quality Terhadap Purchase Intention Dengan Brand Trust Sebagai Variabel Mediasi Pada Skincare Avoskin. *Jurnal Manajemen Dan Ekonomi Kreatif*, 2(3), 123–136. <https://doi.org/10.59024/jumek.v2i3.386>
- Revaliana, A., & Susilawaty, L. (2023). PENGARUH SOCIAL MEDIA MARKETING TERHADAP CONSUMER BRAND ENGAGEMENT DAN BRAND KNOWLEDGE: STUDI EMPIRIS PADA AKUN INSTAGRAM MENANTEA. *Ultima Management: Jurnal Ilmu Manajemen*, 25–39. <https://doi.org/10.31937/manajemen.v15i1.3018>
- Reyvina, & Tjokrosaputro, M. (2024). THE EFFECT OF SOCIAL MEDIA MARKETING ON AWARENESS AND BRAND IMAGE OF LOCAL FASHION THROUGH CONSUMER BRAND ENGAGEMENT. *International Journal of Application on Economics and Business*, 2(2), 3417–3429. <https://doi.org/10.24912/ijaeb.v2i2.3417-3429>
- Ridwan, M., & Hasbi, I. (2023). Pengaruh Social Media Marketing Terhadap Purchase Intention Melalui Brand Image Pada Smartphone X. *YUME: Journal of Management*, 6(2), 659–667. <https://doi.org/10.37531/yum.v6i2.4444>
- Rossanty, Y., Rini, E. S., Sembiring, B. K. F., & Silalahi, A. S. (2024). Social Media Marketing and Consumer Brand Engagement: Elevating Luxury Perfume Brand Equity. *International Review of Management and Marketing*, 14(6), 239–254. <https://doi.org/10.32479/irmm.17229>
- Rosyidani, N. M., Rahma, G. A., Rahayu, L., Putri, M., & Handayani, W. T. (2024). Analisa Pengaruh Daya Tarik Influencer Terhadap Niat Pembelian Melalui Kepercayaan Masyarakat. *Jurnal Ekonomi Dan Kewirausahaan West Science*, 2(02), 273–281. <https://doi.org/10.58812/jekws.v2i02.773>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–47). Springer International Publishing. [https://doi.org/10.1007/978-3-319-05542-8\\_15-2](https://doi.org/10.1007/978-3-319-05542-8_15-2)
- Sartika, D. (2021). Determinan purchase intention dan implikasinya terhadap purchase decision sepatu non original (KW) pada mahasiswa perguruan tinggi di Kota Samarinda. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(4), 573–587. <https://doi.org/10.31842/jurnalinobis.v4i4.206>
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students* (9th ed.). Pearson. <https://www.pearson.com/en-gb/subject-catalog/p/research-methods-for-business-students/P200000010080/9781292402727>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)
- Setiari, D. A. S., & Ekawati, N. W. (2022). PERAN IKLAN DAN BRAND AWARENESS TERHADAP NIAT BELI PENGGUNA TOKOPEDIA PADA PASCA COVID-19. *E-Jurnal Manajemen Universitas Udayana*, 11(8), 1550. <https://doi.org/10.24843/EJMUNUD.2022.v11.i08.p06>
- Sholawati, R. L., & Tiarawati, M. (2022). PENGARUH SOCIAL MEDIA MARKETING DAN BRAND AWARENESS TERHADAP NIAT BELI

- PRODUK DI RESTORAN FAST FOOD. *Jurnal Ilmu Manajemen*, 10(4), 1098–1108. <https://doi.org/https://doi.org/10.26740/jim.v10n4.p1098-1108>
- Sianata, V. V., & Keni, K. (2023). Faktor-faktor penentu niat beli produk pakaian. *Jurnal Manajemen Maranatha*, 22(2), 149–168. <https://doi.org/10.28932/jmm.v22i2.5999>
- Sitompul, S. S. (2021). PENGARUH PENGETAHUAN LABEL HALAL DAN KESADARAN MEREK TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK MELALUI REKOMENDASI KELOMPOK SEBAGAI VARIABEL MODERATING. *Shar-E: Jurnal Kajian Ekonomi Hukum Syariah*, 7(1), 50–64. <https://doi.org/10.37567/shar-e.v7i1.402>
- Statista. (2024). *Beauty & Personal Care - Indonesia*. <https://www.statista.com/outlook/cmo/beauty-personal-care/indonesia#revenue>
- Tanamal, F. E. E., Fajarwati, D., & Hadi, D. P. (2022). ANALISIS PENGARUH BRAND ENGAGEMENT DAN BRAND LOVE TERHADAP BRAND EQUITY DAN PURCHASE INTENTION HANDPHONE MEREK SAMSUNG. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(12), 2691–2698. <https://doi.org/10.54443/sibatik.v1i12.416>
- Tirto, & Sofyan, J. F. (2024). Eksplorasi peran Customer Brand Engagement dalam Berlangganan Streaming. *Reslaj: Religion Education Social Laa Roiba Journal*, 6(4). <https://doi.org/10.47467/reslaj.v6i4.2093>
- Touni, R., Kim, W. G., Choi, H.-M., & Ali, M. A. (2020). Antecedents and an Outcome of Customer Engagement With Hotel Brand Community on Facebook. *Journal of Hospitality & Tourism Research*, 44(2), 278–299. <https://doi.org/10.1177/1096348019895555>
- UKMIndonesia. (2022). *Peluang Pasar: Produk Kecantikan dan Perawatan*.
- Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur\_Batik). *Widya Cipta*, 2(2), 271–278. <http://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta>
- Upadana, M. wahyu K., & Pramudana, K. A. S. (2020). BRAND AWARENESS MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1921. <https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p14>
- Utami, G. R., & Saputri, M. E. (2020). PENGARUH SOCIAL MEDIA MARKETING TERHADAP CUSTOMER ENGAGEMENT DAN LOYALITAS MEREK PADA AKUN INSTAGRAM TOKOPEDIA. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(2), 185–198. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/388>
- Viliaus, J., & Matusin, I. O. (2023). PENGARUH SOCIAL MEDIA MARKETING, BRAND AWARENESS, BRAND ENGAGEMENT TERHADAP PURCHASE INTENTION. *Jurnal Ekonomi Trisakti*, 3(1), 1765–1774. <https://doi.org/10.25105/jet.v3i1.16157>
- Wong, K. K.-K. (2019). *Mastering Partial Least Squares Structural Equation Modeling (Pls-Sem) with Smartpls in 38 Hours*. iUniverse. <https://books.google.co.id/books?id=hG-KDwAAQBAJ>

- Wu, P. C. S., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The Effect of Store Image and Service Quality on Brand Image and Purchase Intention for Private Label Brands. *Australasian Marketing Journal*, 19(1), 30–39. <https://doi.org/10.1016/j.ausmj.2010.11.001>
- Yakin, A., & Fitriyah, P. R. (2023). Sentralisasi Kebutuhan Skincare Halal Bagi Santri Terhadap Pertumbuhan Ekonomi Pesantren. *Jurnal Bisnis Dan Manajemen*, 3(4), 619–627.
- Yohandi, S., Yuliana, Arwin, Lisa, & Ivone. (2022). Pengaruh Social Media Marketing Terhadap Minat Beli Di Fortunate Coffee Cemara Asri Deli Serdang. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 1(2), 182–186. <https://doi.org/10.55123/sosmaniora.v1i2.451>
- Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A.-M., Hasani, V. V., & Paientko, T. (2024). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence & Planning*. <https://doi.org/10.1108/MIP-06-2023-0248>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Methods*. Cengage Learning.

