

DAFTAR PUSTAKA

- Amin, A. M., Rafiqah, D., & Yanti, F. (n.d.). *INVEST : Jurnal Inovasi Bisnis dan Akuntansi The Effect Of Brand Ambassador, E-WOM, Lifestyle, Country Of Origin And Motivation On The Decision To Purchase Korean Skincare Products Nature Republic Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country Of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic*. <http://journal.al-matani.com/index.php/invest/index>
- Amri, R., Denis, R., & Karya, F. (n.d.). *Peran Consumptive Lifestyle, Beauty Vlogger, Brand Image, Brand Trust terhadap keputusan pembelian kosmetik korea (InnisFree) di Surabaya*. www.mix.co.id
- Augusta, E. D., Mardiyah, D., & Widiastuti, T. (2019). Effect of country of origin image, product knowledge, brand familiarity to purchase intention Korean cosmetics with information seeking as a mediator variable: Indonesian women's perspective. *Dermatology Reports, 11*(S1). <https://doi.org/10.4081/dr.2019.8014>
- Avkiran, N. K., & Ringle, C. M. (2018). Partial least squares structural equation modeling: Recent advances in banking and finance. In *Springer*. <http://www.springernature.com/series/6161>
- Chen, J.-L., & Dermawan, A. (2020). The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products. *International Journal of Business and Management, 15*(5), 100. <https://doi.org/10.5539/ijbm.v15n5p100>
- Daga, R. (2019). *Buku 1, Citra, Kualitas Produk dan Kepuasan Pelanggan* (Issue May 2017).
- Dr. M. Anang Firmansyah, SE, M. (2019). *Buku Pemasaran Produk dan Merek. Buku Pemasaran Produk Dan Merek, August, 336*.
- Faiqoh, I., & Wiwoho, G. (2021). Pengaruh Price Consciousness dan Country Of Origin Terhadap Minat Beli Konsumen dengan Perceived Quality Sebagai Variabel Pemeditasi pada K-Beauty Produk Nature Republic (Studi pada Masyarakat di Kabupaten Kebumen). In *Jurnal Ilmiah Mahasiswa Manajemen* (Vol. 3, Issue 6). <http://journal.stieputrabangsa.ac.id/index.php/jimmmba/index>
- Fyall, A., Legohérel, P., Frochot, I., & Wang, Y. (2019). International Marketing Strategy The Country of Origin Effect on Decision-Making in Practice. In *Marketing for Tourism and Hospitality*.
- Halim, F., Kurniullah, A. Z., Butarbutar, M., Sudarso, A., Purba, B., Lie, D., Mangiring, H., Simarmata, P., Permadi, L. A., Novela, V., & Menulis, Y. K. (2021). *FullBookManajemenPemasaranJasa*.
- Juliandi, A. (2018). Structural equation model based partial least square SEM-PLS Menggunakan SmartPLS. *Jurnal Pelatihan SEM-PLS Program Pascasarjana Universitas Batam, 16–17*. <https://doi.org/10.5281/zenodo.2538001>
- Kotler, P., Armstrong, G., Harris, L., & C. He, H. (2020). Principles of Marketing Eighth Europe an Edition. In *Pearson education ltd* (Issue 17th Edition). www.pearson.com/uk

- Lifi Pratika, N., Welsa, H., & Dwi Cahyani, P. (2020). *Studi Kasus Pada Produk Emina di Kota Yogyakarta*. 4(2).
- Luthfia, Z., & Maya, S. (2022). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Pada MS Glow Skincare. *Strategic: Journal of Management Sciences*, 2(2), 39. <https://doi.org/10.37403/strategic.v2i2.49>
- Marsha, E., Dwi, D. M. Y., & Agustini, H. (2019). Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House. In *JMBE Journal Of Management and Business Environment* (Vol. 1, Issue 1).
- Muhammad Darwin, Marianne Reynelda Mamondol, Salma Alparis Sormin, Yuliana Nurhayati, Hardi Tambunan, Diana Sylvia, Made Dwi Mertha Adnyana, Budi Prasetyo, Pasionista Vianitati, A. A. G. (2020). *Metode penelitian pendekatan kuantitatif*.
- Nayumi, S., & Sitingjak, T. J. R. (2020). *Pengaruh Country Of Origin Image, Brand Image, dan Kualitas Produk terhadap keputusan pembelian produk InnisFree di Mall Kelapa Gading Jakarta Utara*. <https://marketeters.com/di-balik-kesuksesan-merek-kecantikan-korea/>
- Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial*.
- Nurvia, O., & Sarasati, B. (2021). The Influence of Beauty Vloggers on Purchasing Decisions Involving Skin Care Products. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v4i15.8191>
- Nuryadi, Astuti, T. D., Utami, E. S., & Budiantara, M. (2017). *Buku ajar dasar-dasar statistik penelitian*.
- Sondhi, M., & Dhote, T. (n.d.). Social Media Influencers and Consumer Purchase Decision with special reference to beauty and wellness products : A study of millennials in Pune. *International Journal of Modern Agriculture*, 10(2), 2021.
- Sri Rahayu Í ½í ¶, , D., & Sutedjo, B. (2022). Pengaruh Country Of Origin, Persepsi Harga, dan Brand Ambassador terhadap keputusan Pembelian (Studi Pada Konsumen Produk Kosmetik YOU di Terang Beauty Demak). *SEIKO : Journal of Management & Business*, 5(1), 2022–2182. <https://doi.org/10.37531/sejaman.v5i1.1904>
- Sukmawati, D. A. R., Mathori, M., & Marzuki, A. (2022). Pengaruh Promosi, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Somethinc. *Jurnal Riset Akuntansi Dan Bisnis Indonesia*, 2(2), 579–599. <https://doi.org/10.32477/jrabi.v2i2.487>
- Valentin, I. (2021). 34-68-1-SM (1). *Jurnal Inovatif Mahasiswa Manajemen*, 1, 169–179.