

DAFTAR PUSTAKA

- Abdullah, A., Arifiansyah, R., Nugraha, J. P., Mariam, Waskita, G. S., Eldon, M., Setiadi, S., & Mandagi, D. W. (2025). *Social Media Marketing*.
- Armstrong, G., Kotler, P., & Opresnik, M. O. (2023). *Marketing : an Introduction* (15th ed.). Pearson.
- As'ad, A.-R. H., & Alhadid, A. Y. (2018). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Rev. Integr. Bus. Econ. Res*, 3(1), 335. www.sibresearch.org
- Chaffey, D., & Chadwick, F. E. (2019). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.). Pearson.
- Dazzle Me & Sea Makeup Head-to-Head di Puncak Market! Ada yang Lebih Unggul atau Imbang?* (2025). Markethac.Id. https://www.instagram.com/p/DJ37dz3NCqH/?img_index=3
- Face Primer Lokal Duel Sengit! MOP dan Studio Tropik Berebut Tahta.* (2025). Markethac.Id. <https://markethac.id/report-news/news/face-primer-lokal-duel-sengit-mop-dan-studio-tropik-berebut-tahta>
- Ferdinand, A. (2018). *Ferdinand 2018 METODE PENELITIAN MANAJEMEN*.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Penerbit Qiara Media.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer.
- Harness, A. (2021). *Beauty Influencer Tasya Farasya Rilis Brand Makeup Mother of Pearl*. Kumparan. <https://kumparan.com/kumparanwoman/beauty-influencer-tasya-farasya-rilis-brand-makeup-mother-of-pearl-1waHNienlJA>
- Hoyer, W. D., Macinnis, D. J., Pieters, R., Chan, E., & Northey, G. (2021). *Consumer Behaviour*.
- Irwansyah, R., Listya, K., Setiorini, A., Hanika, I. M., Hasan, M., Utomo, K. P., Bairizki, A., Lestari, A. S., Rahayu, D. W. S., Butarbutar, M., Nupus, H., Hasbi, I., Elvera, & Triwardhani, D. (2021). 20. *Perilaku Konsumen*.
- Jobber, D., & Chadwick, F. E. (2023). *Principles and Practice of Principles and Practice of Marketing Marketing*.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (Fifth Edition). Pearson.

- Kemp, S. (2025). *Digital 2025: The Essential Guide to the Global State of Digital. We Are Social*. <https://wearesocial.com/id/blog/2025/02/digital-2025-the-essential-guide-to-the-global-state-of-digital/>
- Kotler, M., Cao, T., Wang, S., & Qiao, C. (2020). *Marketing Strategy in the Digital Age: Applying Kotler's Strategies to Digital Marketing* (Y. Zhang, Trans.).
- Kotler, P., Hermawan, K., & Iwan, S. (2021). *Marketing 5.0: Technology for Humanity*. John Wiley & Sons, Inc.
- Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. (2022). *Marketing management*. Pearson Education Limited.
- Kumar, N. (2025). *22 Internet Usage Statistics 2025 [Worldwide Data]*. Demand Sage. <https://www.demandsage.com/internet-user-statistics/>
- Lalaounis, S. T. (2021). Strategic Brand Management and Development Creating and Marketing. In *Strategic Brand Management and Development Creating and Marketing*. Routledge. <https://doi.org/10.4324/9780429322556>
- Lembaga Survei Kedai Kopi. (2025). *Survei Penggunaan Produk Skincare dan/atau Make Up*. Goodstats. <https://goodstats.id/publication/survei-penggunaan-produk-skincare-dan-atau-make-up-xFpiO>
- Liang, S. Z., Xu, J. L., & Huang, E. (2024). Comprehensive Analysis of the Effect of Social Influence and Brand Image on Purchase Intention. *SAGE Open*, 14(1). <https://doi.org/10.1177/21582440231218771>
- Masriah, I., Marshalia, G., Fatimah, S. E., & Maulany, S. (2025). Asian Journal of Management Entrepreneurship and Social Science The Influence of Influencer Tasya Farasya and Information Quality on Interest in buying Mother of Pearl products. *Asian Journal of Management, Entrepreneurship and Social Science*, 5(3), 416–437. <https://ajmesc.com/index.php/ajmesc>
- Megasari, P., Ratnasari, E., & Sufa S. (2022). BRAND EQUITY PRODUK MOTHER OF PEARL DALAM AKUN INSTAGRAM @MOP.BEAUTY. *Ekspresi dan Persepsi: Jurnal Ilmu Komunikasi*, 5(2), 319-333.
- Miller, A., & Bryer, D. (2020). *2020-Digital Marketing For Beginners 2021*.
- Nabilanasywa, A., Kalyana Rajagukguk, N., Harahap, A. F., Daffa, M., & Khaira, I. (2024). Pengaruh Social Media Marketing Melalui Media Tiktok Terhadap Minat Beli Konsumen Pada Produk Skincare Skintific (Studi Pada Mahasiswa Prodi Manajemen Universitas Negeri Medan). *Jurnal Ekonomi Dan Manajemen*, 3(2), 20–30.
- Nabilaturrahmah, A., & Siregar, S. (2022). Pengaruh Viral Marketing, Brand Image, dan e-WOM terhadap Minat Beli Produk Somethinc pada Followers Instagram @somethincofficial. *Jurnal Ilmiah Wahana Pendidikan*, 8(7), 41–49.

- Nagvanshi, S., Gupta, N., & Popli, S. (2023). Social Media Influencer Marketing Toward Customers' Purchase Intention: A Case of Sustainable Cosmetic Brands. *Dynamic Relationships Management Journal*, 12(2), 81–95. <https://doi.org/10.17708/DRMJ.2023.V12N02A06>
- Nur Aini, F., Dwi Rahmawati, E., & Suyatno, A. (2025). Hubungan Sosial Media Marketing dan Citra Merek Terhadap Minat Beli Produk Skincare Skintific di Solo Raya. *Journal of Economics and Economic Education*, 2(1), 75–83. <https://doi.org/10.59066/jeee.v1i2.1443>
- Nurcholisa, N. P., & Rachmi, A. (2023). Pengaruh Social Media Marketing dan Electronic Word Of Mouth Terhadap Minat Beli Pada Produk Somethinc. *Jurnal Aplikasi Bisnis*, 2(9), 260–267.
- Nur, O. S. (2024). *Mother of Pearl by Tasya Farasya, Produk Makeup Berkualitas Tinggi dengan Harga Bersahabat untuk Beauty Enthusiast Indonesia*. Farah.id. <https://www.farah.id/fashion-n-beauty/3121900127/Mother-of-Pearl-by-Tasya-Farasya>
- Pagala, I., Abdulghani, T., Pratomo, A. B., Syofya, H., Musrifah, A., Surachman, A., Awa, Cahyani, D., Nuraeni, E., & Bakri, A. A. (2024). *Media Sosial dan Influencer Marketing*.
- Pasaribu, A. F., Rahma, T. I. F., & Dharma, B. (2023). Pengaruh Content Marketing, Viral Marketing Dan Influencer Terhadap Minat Beli Produk Skincare Pada Mahasiswa. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 10(2), 81–93. <https://doi.org/10.36987/ecobi.v10i2>
- Peng, J., & Wang, J. (2023). The Impact of Chinese Celebrity Endorsements on Chinese Consumers' Purchasing Intentions. *Lecture Notes in Education Psychology and Public Media*, 32(1), 63–68. <https://doi.org/10.54254/2753-7048/32/20230646>
- Penjualan Lip Product Naik Tajam di Oktober 2024. Brand Mana yang Jadi Juara?* (2024). Markethac.Id. https://www.instagram.com/p/DDtITK6CxLi/?img_index=5
- Petrosyan, A. (2025). *Countries with the largest digital populations in the world as of February 2025*. Statista. <https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>
- Primastika, E. A., & Kusumasari, I. R. (2025). The Influence of Influencer Marketing, Online Customer Review, and Brand Image on the Purchase Intention of Sea Makeup Setting Spray Products. *Formosa Journal of Multidisciplinary Research*, 4(3), 1061–1078. <https://doi.org/10.55927/fjmr.v4i3.86>

- Produk Kecantikan Lokal*. (2025). Google Trends. <https://trends.google.com/trends/explore?geo=ID&q=mother%20of%20pearl,make%20over,emina,somethinc,luxcrime&hl=en>
- Putri, D. E., Sudirman, A., Suganda, A. D., Kartika, R. D., Martini, E., Susilowati, H., Bambang, Trenggana, A. F. M., Zulfikar, R., Handayani, T., Kusuma, G. P. E., Triwardhani, D., Rini, N. K., Pertiwi, W. N. B., & Roslan, A. H. (2021). *Brand Marketing*. Penerbit Widina Bhakti Persada.
- Raj, D., & Ved, A. (2023). AN ANALYSIS ON THE IMPACT OF INFLUENCER MARKETING ON BRAND RECOGNITION AND CONSUMER PURCHASE INTENTIONS. *International Journal of Advance and Innovative Research*, 10(2).
- Salsabilla, R. (2023). *17 Brand Pemenang Female Daily Best of Beauty Awards 2023*. CNBC Indonesia. <https://www.cnbcindonesia.com/lifestyle/20231214170413-33-497460/17-brand-pemenang-female-daily-best-of-beauty-awards-2023?>
- Senen, D. M., Machmud, R., & Mendo, A. Y. (2025). Pengaruh Brand Image Dan Kualitas Produk Terhadap Minat Beli Produk Skincare Skintific Di Erby Shop Influence of Brand Image and Product Quality on Purchase Intention of Skintific Skincare Products at Erby Shop. *Jurnal Ekonomi Manajemen Akuntansi Keuangan Bisnis Digital*, 4(1), 15–24.
- Shimp, T. A. (2018). *Advertising, promotion, and other aspects of integrated marketing communications*. Thomson/South-Western.
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being*. www.pearson.com/mylab/marketing
- Steve, M., Amiri, S., & Kamangar, T. (2021). *Smart Social Media Marketing Smart Marketing Book Series Smart Social Media Marketing (Smart Marketing Book Series) Title*.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (5th ed.). Alfabeta. www.cvalfabeta.com
- Sundari, E., & Hanafi, I. (2023). *Manajemen Pemasaran*. UIR PRESS.
- Syafana, M. A., & Apriadi, D. (2025). Pengaruh Social Media Marketing dan Brand Trust terhadap Minat Beli Skincare Kahf di Kota Bandung. *Jurnal Keuangan Dan Manajemen Terapan*, 6(3).
- Taj, H., Hassan, S., & Javed, I. (2025). *SOCIAL COMMERCE: THE ROLE OF SOCIAL MEDIA INFLUENCER MARKETING, PERCEIVED VALUE AND TRUST IN DETERMINING THE PURCHASE INTENTION OF FOLLOWERS*. <https://doi.org/10.5281/zenodo.15796860>

- Vanessa, Y. C., & Astuti, M. (2023). Pengaruh Website Quality, EWOM, dan Brand Image terhadap Purchase Intention Penggunaan Website Sociolla. *JIIP-Jurnal Ilmiah Ilmu Pendidikan*, 6(12), 10957-10963.
- Wardhana, B. (2024). *E-commerce Outlook 2025: Warga RI Akan Buru Produk FMCG yang Mendukung Perawatan Kulit!* Kompas.Co.Id. <https://kompas.co.id/article/e-commerce-outlook-2025/>
- Widodo, S., Ladyani, F., Asrianto, L. O., Dalfian, Nurcahyati, S., Devriany, A., Khairunnisa, Lestari, S. M. P., Rusdi, N., Wijayanti, D. R., Hidayat, A., Sjahriani, T., Armi, N., Widya Nurul, & Rogayah, N. (2023). *Buku Ajar Metode Penelitian*. Science Techno Direct.
- Wijaya, G. P., & Yulita, H. (2022). Pengaruh Konten Marketing, E-WoM, dan Citra Merek di Media Sosial Tiktok terhadap Minat Beli Kosmetik Mother of Pearl. *Journal of Business & Applied Management*, 15(2), 133–142. <https://doi.org/10.30813/jbam.v15i2.3772>
- Wiliyan, H., & Lulita, N. B. (2025). Pengaruh Media Sosial Marketing dan Celebrity Endorser Terhadap Minat Belanja Produk Skincare Lokal Pada Pasar Global Dengan Brand Image Sebagai Variabel Intervening. *Equilibrium: Jurnal Ilmiah Ekonomi, Manajemen Dan Akuntansi* 14, 14, 86-107–7485. <https://journal.stiem.ac.id/index.php/jureq>
- Wilyan, W. A., Said, S., & Najmudin. (2022). Pengaruh Harga dan Brand Image Terhadap Minat Beli Produk SAFI Skincare (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Untirta). *In MDP Student Conference*, 1(1), 239–244.