

DAFTAR PUSTAKA

- Andani, F., Berutu, F., Silvanny, R., Ananda, M., & Fitroh, P. (2024). *Analisis preferensi konsumen terhadap keputusan pembelian fried chicken di convenience store (Studi kasus: Circle K Kumbang, Kota Bogor)*. *Jurnal Akuntansi Manajemen Ekonomi dan Kewirausahaan*, 4(2), 130–139.
- Angelita, A., Junior, D., Sutedjo, Y. T., & Mulyandi, M. R. (2022). *Pengaruh brand ambassador terhadap brand image perusahaan e-commerce*. *Jurnal Syntax Transformation*, 3(7). <https://doi.org/10.46799/jst.v3i7.579>
- Ali Muhson. (2022). *Analisis Statistik Dengan SmartPLS*. *Universitas Negeri Yogyakarta*, 1–34.
- Allan Miller, & Bryer, D. (2020). *Digital marketing for beginners 2021: Beyond 2020, kill with the ultimate new passive income strategies, using the best tips for personal and business Branding (SEO hacks and analytics included)*.
- Amalia, H., & Nurtjahjadi, E. (2024). *Pengaruh E-WOM terhadap Purchase Intention yang dimediasi oleh Brand Image Produk Sunscreen Nivea di Kota Bandung*. *Oikos: Jurnal Kajian Pendidikan Ekonomi Dan Ilmu Ekonomi*, 9(1).
- Andarsari, F. D., & Suryadi, N. (2024). *Understand the role of user-generated content on purchase intention of ChatGPT premium in undergraduate student*. *International Journal of Research in Business and Social Science (2147- 4478)*, 13(3), 97–108. <https://doi.org/10.20525/ijrbs.v13i3.3430>
- Anisa, & Marlina. (2022). *Pengaruh User Generated Content Dan E-WOM Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion*. *Jurnal Sinar Manajemen*, 9(2), 207–218. <https://doi.org/10.56338/jsm.v9i2.2610>
- APJII. (2025). *Survei Internet APJII 2025*. APJII. <https://survei.apjii.or.id/home>
- Aufa, H. I., Hussein, A. S., & Prabandari, S. P. (2024). *The Mediating Role of Attitude Towards User Generated Content and Attitude Towards Product on Perceived Source Credibility on Purchase Intention for Skincare Products (Study on Local Men's Skincare on the TikTok Application)*. *International Research Journal of Economics and Management Studies*, 3(9), 108–118. <https://doi.org/10.56472/25835238/irjems-v3i9p115>
- Azizah, N., Zuliansyah, A., & Supriyaningsih, O. (2025). *Pengaruh User Generated Content Dan Electronic Word Of Mouth Terhadap Purchase Intention Daviena Skincare Di Tiktok Tinjauan Perspektif Bisnis Islam Pada Generasi Z Di Kota Bandar Lampung*. *Jurnal Ar Ro'Is Mandalika (Armada)*, 5(2), 174–189.
- Azzahra, S. M., Nobelson, & Suharyati. (2020). *Analisis Minat Beli Konsumen pada Produk Kosmetik Makeover Melalui Beauty Vlog*. *In Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi I*.
- Basuki Eka Purnama. (2025). *Gen Z Nilai TikTok Sebagai Media Sosial Paling Informatif*. *Media Indonesia*. <https://mediaindonesia.com/teknologi/743021/gen-z-nilai-tiktok-sebagai-media-sosial-paling-informatif>
- BPS. (2025). *Catalog: 1101001. Statistik Indonesia 2020, 53,2025, 790*. <https://www.bps.go.id/publication/2020/04/29/e9011b3155d45d70823c141f/statistik-indonesia-2020.html>

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing : Strategy, Implementation, and Practice* (7 Edition). Pearson.
- Charviandi, A., Noviany, H., Suhartini, Y., Wijaya, A., & Abdullah, M. A. F. (2023). *Digital marketing: Strategi, implementasi, dan optimasi* (Cetakan 1). Eureka Media Aksara.
- Daffa Shiddiq Al-Fajri. (2024). *Brand Kecantikan Lokal Geser Dominasi Brand Global pada 2024*. GoodStats. <https://goodstats.id/article/brand-perawatan-kecantikan-lokal-menggeser-dominasi-brand-global-pada-2024-gQLD2>
- Damiati, Masdarini, L., Suriani, M., Adnyawati, N. D. M. S., Marsiti, C. I. R., Widiartini, K., & Angendari, M. D. (2021). Perilaku Konsumen. In *Widina* (Vol. 5).
- Dewi Herdiana, H., Putri, I. H., & Aisyah, L. (2024). Perkembangan Teknologi Tiktok Shop Sebagai Media Berbelanja Pada Mahasiswa Sosiologi Universitas Jember. *Jurnal Ilmiah Multidisiplin*, 2(6), 262–268. <https://doi.org/10.5281/zenodo.11559709>
- Chaffey Dhawe, & PR Smith. (2017). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (Fifth Edit). Routledge.
- Diamond, S. (2019). *Digital marketing all-in-one for dummies*. John Wiley & Sons, Inc.
- Erwin, Ardyan A., Ilyas A., E. al. (2023). Digital Marketing : Penerapan Digital Marketing pada Era Society 5.0 - Google Books. In *PT Sonpedia Publishing Indonesia*.
- Eviyanti, N., Sunarni, Kalbuadi, A., Risal, T., Basyirah, Librianty, N., Rachmah, S. M., Laila, N., Nuriyanti, W., Napitupulu, R. L., Putri, A. G., Harisandi, P., & Safria, D. (2023). *Manajemen Pemasaran*. www.publisher.alungcipta.com
- Ferdinand, A. (2020). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Desertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Kusumadewi, K. A. (2023). *Patrial Least Squares SmartPLS 4.0*.
- Ginayatunnisa, N. A., Savitri, C., & Faddila, S. P. (2025). Peran Kredibilitas Influencer dan Content Marketing Terhadap Keputusan Pembelian Sunscreen Azarine. *Jurnal Manajemen Strategik Dan Simulasi Bisnis (JMASSBI)*. <http://jmassbi.fekon.unand.ac.id/index.php/mssb/article/view/167>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Mediation Analysis*. https://doi.org/10.1007/978-3-030-80519-7_7
- Ihzaturrahma, N., & Kusumawati, N. (2021). *Influence of integrated marketing communication to brand awareness and brand image toward purchase intention of local fashion product*. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23–41. <https://doi.org/10.35631/ijemp.415002>
- Instagram FamilyMart Indonesia. (2020). *Instagram FamilyMart Indonesia*. Instagram. <https://www.instagram.com/familymartid/?hl=en>
- Icen Ectefania Mufrida. (2024). *Orang Indonesia Paling Sering Habiskan Waktu untuk Main Sosial Media*. GoodStats. <https://goodstats.id/article/orang-indonesia-paling-sering-habiskan-waktu-untuk-main-sosial-media-nETfh>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic Word of Mouth (E-WOM) in the Marketing Context (a State of the Art Analysis and Future Directions)*. Springer.

- Izzul Wafa. (2025). *10 Brand Sunscreen Terlaris di E-Commerce Indonesia 2025, Mana Favoritmu?* GoodStats. <https://data.goodstats.id/statistic/10-brand-sunscreen-terlaris-di-e-commerce-indonesia-2025-mana-favoritmu-EH3sR#:~:text=Menurut analisa Kompas%2C berikut 10 brand sunscreen terlaris,oleh Azarine dan Facetology yang sama-sama mencatatkan 6%2C7%25.>
- Junia, Y. I. (2021). *Pengaruh brand awareness, brand image, dan brand trust terhadap keputusan pembelian pada produk Pocari Sweat di Jakarta*. Jurnal Manajemen Bisnis dan Kewirausahaan, 5(4). <https://doi.org/10.24912/jmbk.v5i4.12792>
- Juwariyah, S. (2021). *Pengaruh promotion mix dan brand image terhadap keputusan pembelian pada Pondok Cokelat Hatta Samarinda*. Jurnal Indonesia Sosial Sains, 2(9), 1606–1614. <https://doi.org/10.36418/jiss.v2i9.407>
- Joseph F. Hair Jr., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt, Nicholas P. Danks, S. R. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A workbook*. Springer Nature Switzerland AG.
- Joshua, L. (2025). The Effect of Social Influence and Brand Image on Brand Awareness and Purchase Intention Study Case: Skintific Skincare. *IJEBD:: (International Journal of Entrepreneurship and Business Development) Volume, 8(1)*. <https://doi.org/10.38035/dijms.v6i6.5274>
- Kolinug, M. S., Mananeke, L., & Tampenawas, J. (2022). *Pengaruh brand ambassador dan brand image terhadap keputusan pembelian kosmetik Revlon (Studi kasus pada mahasiswa Universitas Sam Ratulangi)*. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, 10(3), 101–111. <https://doi.org/10.35794/emba.v10i3.41293>
- KataData. (2022). *Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI Capai Rp111,83 Triliun pada 2022*. KataData. <https://databoks.katadata.co.id/produk-konsumen/statistik/66ea42a1ae6c6/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5 Edition). Pearson Education, inc.
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (15th ed.). Pearson Prentice Hall.
- Kotler, P., Armstrong, G., & Opresnik, M. O. (n.d.). *Principles of*. Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Marketing-Management* (15th Editi). Pearson Indis Education Service Pvt. Ltd.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management* (3rd Editio). Pearson Education Limited.
- Kumparan. (2023). *Serba-serbi Larangan TikTok Shop yang Punya Omzet hingga Rp 8,82 Triliun Sebulan*. Kumparan. <https://kumparan.com/kumparanbisnis/serba-serbi-larangan-tiktok-shop-yang-punya-omzet-hingga-rp-8-82-triliun-sebulan-21Ge0EyUYDR/4>
- Latifah, N., Norjannah, W., & Lina, M. (2024). Pengaruh Penggunaan Aplikasi TikTok terhadap Literasi Informasi Mahasiswa Jurusan Ilmu Perpustakaan dan Informasi Islam UIN Antasari Banjarmasin. *Jurnal Pustaka Ilmiah, 10(1)*, 83. <https://doi.org/10.20961/jpi.v10i1.75570>

- Leny Septiani. (2024). *Riset: 61% Pengguna TikTok Langsung Belanja Dari Konten*. Katadata. <https://katadata.co.id/digital/e-commerce/663457508b8b4/riset-61-pengguna-tiktok-langsung-belanja-dari-konten>
- Leon Andretti Abdillah, Sufyati HS, Puji Muniarty, Indra Nanda Septina Dwi Retnandari, Wulandari, Adirasa Hadi Prasetyo, Sarton Sinambela, Mansur, Triana Zuhrotun Aulia, Amir Hamzah, Hamdan Firmansyah, Soetji Andari, Bambang Rismadi, Sukarman Purba, Gazi, I. S. (2021). *Metodologi Penelitian & Analisis Data Comprehensive* (Cetakan 1). Insania.
- M Anang Firmansyah. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)* (Cetakan Pe). CV. Penerbit Qiara Media.
- Mamuaya, Nova Ch., N. F. . N. J. . N. Y. . N. L. (2024). *the Influence of User Generated Content Consumer Purchase*. 08(01).
- Nugroho, I. D., & Sarah, S. (2021). *Pengaruh brand image dan celebrity endorser terhadap keputusan pembelian (Studi pada konsumen busana muslim merek MaliQacle)*. *Jurnal Indonesia Membangun*, 20(1), 113–126. <https://jurnal.inaba.ac.id>
- Nguyen, C., Pham, S., & Nguyen, L. (2025). The mediating effect of brand image on the relationship between *E-WOM* and purchase intention: the case study of FOREO skin-care devices. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2471532>
- Nisrina R. G. (2021). User-Generated Content sebagai strategi komunikasi pemasaran digital: Studi kasus fenomena #shopeehaul. *Jurnal Komunikasi Profesional*. <https://ejournal.unitomo.ac.id/index.php/jkp/article/view/4316>
- Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial*.
- Pahmi. (2024). *Kualitas Produk Dan Harga Mempengaruhi Minat Beli Masyarakat*.
- Piere Rainer. (2024). *Inilah Media Sosial yang Paling Sering Dipakai di Indonesia*. GoodStats. <https://goodstats.id/article/inilah-media-sosial-paling-sering-dipakai-di-indonesia-Pdyt0>
- Pramestidewi, C. A., Amelia, E., Mafrudoh, L., Syafruddin, Savitri, C., Laan, R., Dwi, B., Chasanah, U., Kepal, N., Hamid, M. A., Wikaningtyas, S. U., Wikantari, M. A., Adinegara, G. N. J., Faddila, S. P., Puspatriani, A. D., Makhfudi, & Saragih, G. S. (2024). *Tradisional vs Digital*.
- Priansa, D. J. (2022). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Alfabeta.
- Putri, A., Mardiah, A., & Kodarni. (2025). Pengaruh Word of Mouth dan Brand Image Terhadap Minat Beli Konsumen Secara Online pada Media Instagram Produk Skincare Joar di Pekanbaru. *Al-Manar Journal of Accountancy and Business Studies*.
- Rahmawati, P. A., & Farida, L. (2024). The Influence of Content Marketing, Content Quality, and Brand Image on the Purchase Intention of Skintific Products Through the Official TikTok. *Journal of Economics Education and Entrepreneurship*, 5(2), 168. <https://doi.org/10.20527/jee.v5i2.12157>
- Rahmawaty, D., Zehrazeti, P., & Jayanti, D. (2025). *Analisis Pesan Edukasi Akun TikTok Dokter Detektif Tentang Kasus Overclaim*. 1(1), 74–85.
- Raisya Aliya Fatika. (2024). *10 Negara dengan Pengguna TikTok Terbesar, Indonesia Urutan Berapa?* <https://data.goodstats.id/statistic/10-negara-dengan-pengguna->

tiktok-terbesar-indonesia-urutan-berapa-xFOgI

- Resmi Sinta, L., Sutedjo, B., Sumiyati, S., & Sucahyowati, H. (2025). The Effect of Brand Trust, Brand Image, and Brand Ambassador on Repeat Purchase Intention (A Case Study of Azarine Sunscreen Products At The Purwodadi Outlet). *COSTING: Journal of Economic, Business and Accounting*, 8(3), 4867–4876.
- Schiffman, L. G., & Wisenblit Joe. (2019). *Consumer Behavior*.
- Saifuddin, M., & Rahmayanti, N. M. (2021). *Pengaruh brand image, harga, dan fashion lifestyle terhadap keputusan pembelian pakaian branded preloved di thriftshop online Instagram*. *Cakrawala Management Business Journal*, 4(2), 847–868.
- Sandira, N. F. A., Syam, A., Ahmad, M. I. S., & Dinar, M. (2021). *Pengaruh store atmosphere dan lokasi usaha terhadap keputusan pembelian konsumen*. *Journal of Economic Education and Entrepreneurship Studies*, 2(1).
<https://ojs.unm.ac.id/JE3S>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). *Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust*. *Management Science Letters*, 10, 2139–2146.
<https://doi.org/10.5267/j.msl.2020.3.023>
- Setiawan, C. K., & Yosepha, S. Y. (2020). *Pengaruh green marketing dan brand image terhadap keputusan pembelian produk The Body Shop Indonesia*. *Jurnal Ilmiah MProgress*, 10(1), 1–9.
- Solomon, M. R., & Russell, C. A. (2024). *Consumer Behavior*. In *Pearson* (Vol. 27, Issue 23). <http://www.pearsonmylabandmastering.com>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif & RND* (Edisi Kedu). Alfabeta.
- Tamonsang, M., & Putri, Y. D. A. (2023). *Pengaruh Celebrity Endorser dan Electronic Word Of Mouth Terhadap Minat Beli dengan Brand Image Sebagai Variabel Mediasi Pada Produk Skincare Scarlett Whitening di Kota Surabaya*. *Ratio : Reviu Akuntansi Kontemporer Indonesia*, 4(2), 89.
<https://doi.org/10.30595/ratio.v5i1.17941>
- Tanjung, R., & Keni, K. (2023). *Pengaruh Celebrity Endorser dan E-WOM terhadap Purchase Intention Produk Skincare di Jakarta dengan Brand Trust sebagai Variabel Mediasi*. *Mbia*, 22(1), 88–102. <https://doi.org/10.33557/mbia.v22i1.2144>
- Tardin, M., Soncini Pelissari, A., & Dazzi Braga, L. (2020). *Social Media Marketing Communication: Effects on Brandy Equity and on Consumer's Purchase Intention*. *International Journal for Innovation Education and Research*, 8(6), 441–457.
- Tarigan, A., & Gunawan, Y. (2024). *Pengaruh Brand Image dan E-WOM terhadap Minat Beli Skincare Somethinc pada Shopee*. *Journal Of Management Small and Medium Enterprises (SME's)*, 17(2), 577–597.
- The Global Statistics. (2025). *Indonesia Social Media Statistics 2025 | Most Popular Platforms*. The Global Statistics. <https://www.theglobalstatistics.com/indonesia-social-media-statistics/>

- Tokopedia. (2024). *11 Produk Skincare yang Viral di TikTok 2025, Bikin Wajah Glowing!* Tokopedia.Com. <https://www.tokopedia.com/blog/Skincare-yang-viral-di-tiktok-bty/>
- Toruan, C. A. E., Mahardini, S., Hidayat, M., & Kurniawan, L. (2024). Peran Digital Marketing, Content Creator, Dan Kualitas Konten Wardah Terhadap Minat Beli Gen Z. *Ikraith-Ekonomika*, 7(3), 240–248. <https://doi.org/10.37817/ikraith-ekonomika.v7i3.4270>
- Utomo, M. F., Soleh, A., & Abi, Y. I. (2025). The Influence Of Social Media , Customer Testimonials , Content Quality , And User Interaction On Purchase Intention Of Skincare Products In Bengkulu Pengaruh Sosial Media , Testimoni Pelanggan , Kualitas Konten Dan Interaksi Pengguna Terhadap Minat Beli. *Jurnal Pusat Manajemen*, 2(1), 79 – 92.
- Vanessa, Y. C., & Astuti, M. (2023). Pengaruh Website Quality, E-WOM, dan Brand Image terhadap Purchase Intention Penggunaan Website Sociolla. *JiIP - Jurnal Ilmiah Ilmu Pendidikan*, 6(12), 10957–10963. <https://doi.org/10.54371/jiip.v6i12.2932>
- Vareza, D., Kusumaningtyas, D., & Wahyu Widodo, M. (2025). Pengaruh Persepsi Kemudahan, Kualitas Konten, Dan Interaksi Pengguna Terhadap Minat Beli Konsumen Skincare Tiktokshop. *Simpasium Manajemen Dan Bisnis IV*, 4, 1190–1197.
- Wardhana, A. (2024). Minat Beli Konsumen. In *Angewandte Chemie International Edition*, 6(11), 951–952. (Issue August). <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Wijaya, S., & Ekawati, S. (2024). Influential Factors Of Purchase Intention On Brand X Local Beauty Product. *International Journal of Application on Economics and Business (IJAEB)*, 2(4), 607–616.
- Wilyan, W. A., Said, S., & Najmudin. (2022). Pengaruh Harga dan Brand Image Terhadap Minat Beli Produk Safi Skincare Pada Mahasiswa FEB Untirta. *Mdp Student Conference (Msc)*, 239–244. <https://jurnal.mdp.ac.id/index.php/msc/article/view/1746>
- Winarso, W. (2022). Manajemen Pemasaran. In *Angewandte Chemie International Edition*, 6(11), 951–952.
- Wulandari, A. T., Subagyo, & Moch. Wahyu Widodo. (2025). Pengaruh Brand Image, Ugc Dan E-WOM Di Tiktok Terhadap Purchase Intention Produk Somethinc. *Prosiding Simposium Nasional Manajemen Dan Bisnis*, 4, 1037–1044.
- Xin, J. T. J., & Noor, S. M. (2025). The Effects of User-Generated and Influencer-Generated Content on Beauty Product Purchases: Navigating Scepticism in Malaysia. *Journal Of Communication, Language and Culture*.
- Zulfah Yuliani, Nursal, M. F., & Sumantyo, F. D. S. (2025). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Skincare Azarine Melalui Minat Beli. *Jurnal Riset Ilmiah*, 1(01), 15–18.