

DAFTAR PUSTAKA

- Amado-Mateus, M., Guzmán-Rincón, A., & Ortega-Almonacid, F. D. (2025). Online *Repurchase intention* Among Colombian University Students: A TPB-Based Model Using Structural Equation Modeling. *Digital Business*, 5(2), 100146. <https://doi.org/10.1016/j.digbus.2025.100146>
- APJII. (2025). *Profil Internet Indonesia 2025*. APJII. <https://survei.apjii.or.id/>
- Aprina, N., & Hadi, E. D. (2024). Pengaruh Product Quality dan *Brand image* Terhadap *Repurchase intention* yang Dimediasi oleh *Customer satisfaction* pada Produk *Skincare* Skintific di Indonesia. *JESYA (Jurnal Ekonomi & Ekonomi Syariah)*, 7(1), 6326–6331. <https://doi.org/10.54371/jiip.v7i1.4644>
- Aziizah, S., & Fietroh, M. N. (2024). Pengaruh *Customer experience*, Customer Trust dan *Customer satisfaction* terhadap *Repurchase intention* Pada Pengguna Produk *Skincare* Scarlett di Kecamatan Sumbawa. *UTS Student Conference*, 2(1), 406–415.
- Compas.co.id. (2025). *Top 10 Brand Kecantikan di Shopee Indonesia Kuartal I 2025: Tren Paket Kecantikan*. <https://compas.co.id/article/top-10-brand-tren-paket-kecantikan/>
- Devi, D. A. Y., & Darma, G. S. (2024a). The Role of *Customer satisfaction* in Mediating the Influence of Product Quality, Service Quality, and *Brand image* on *Repurchase intention*. *International Journal of Science and Society*, 6(4).
- Devi, D. A. Y., & Darma, G. S. (2024b). *The Role of Customer satisfaction in Mediating the Influence of Product Quality, Service Quality, and Brand image on Repurchase intention*. 6(4).
- Dewi, E., Tarigan, S., Wijaya, A., & Marbun, P. (2020). *Customer satisfaction* and its impact on *repurchase intention*. *Jurnal Ekonomi Dan Bisnis*, 15(2).
- Dirgantari, P. D., Widjajanta, B., & Zunilda, A. (2024). Effect of *Brand image* on *Repurchase intention*. *Proceedings of the 8th Global Conference on Business, Management, and Entrepreneurship, Gcbme 2023*, 604–613. https://doi.org/10.2991/978-94-6463-443-3_79

- Fathkul, R. (2024). Pengaruh *Brand image* terhadap *Repurchase intention* pada produk *skincare* di e-commerce Shopee. *Jurnal Ilmu Manajemen*.
- Ferdinand, A. (2014). *METODE PENELITIAN MANAJEMEN*. AGF BOOKS.
- Firmansyah, A. (2020). PENGARUH PRODUK, HARGA DAN LOKASI KEPUASAN KONSUMEN SERTA NIAT PEMBELIAN ULANG PADA PRODUK GADAI EMAS IB BAROKAH DI BANK JATIM CABANG SYARIAH SURABAYA. *Ekonika : Jurnal Ekonomi Universitas Kadiri*, 5(2), 182–197. <https://doi.org/10.30737/ekonika.v5i2.1086>
- Firmansyah, M. A. (2019). Pemasaran Produk dan Merek (Planning & Strategy). In *Buku Pemasaran Produk dan Merek* (Issue August).
- Florendiana, T. R., Andriani, D., & Hariasih, M. (2023a). Pengaruh *Customer satisfaction* Digital Marketing dan Brand Trust Terhadap *Repurchase intention*. *Jurnal Manajemen STIE Muhammadiyah Palopo*, 9(1), 124. <https://doi.org/10.35906/jurman.v9i1.1491>
- Florendiana, T. R., Andriani, D., & Hariasih, M. (2023b). Pengaruh *Customer satisfaction* Digital Marketing dan Brand Trust Terhadap *Repurchase intention*. *Jurnal Manajemen STIE Muhammadiyah Palopo*, 9(1), 124. <https://doi.org/10.35906/jurman.v9i1.1491>
- Ghozali, H. I., & Com, M. (n.d.). *Dr. Karlina Aprilia Kusumadewi, M.Sc.*
- Ghozali, I. (2021). *Partial Least Squares (SmartPLS 3.2.9)* (p. 305).
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). *Repurchase intention* of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and *Customer satisfaction* mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Google Trends. (2025). *Skintific Google Trends*. Google. <https://trends.google.com/trends/explore?geo=ID&q=%2Fg%2F11y36vhjxx&hl=en-GB>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Evaluation of the Structural Model. In: *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Classroom

- Companion: Business. Springer, Cham. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue 1).
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). A primer on partial least squares structural equation modeling (PLS-SEM). *International Journal of Research & Method in Education*, 38(2), 220–221. <https://doi.org/10.1080/1743727X.2015.1005806>
- Hair, Jr., J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, & Marko. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [3 ed]. In *Sage Publishing* (Vol. 3, Issue 1).
- Hakim, F. M., & Oktafani, F. (2023). Pengaruh *Customer experience* Dan Customer Trust Terhadap *Repurchase intention* Pada E-Commerce Lazada Indonesia. *Economics and Digital Business Review*, 4(1), 1000–1007.
- Handaruwati, S. (2021). Dimensi *customer experience* dalam perilaku konsumen. *Jurnal Ilmu Manajemen*, 9(1).
- Hasniati, H., Indriasar, D. P., & Sirajuddin, A. (2021). Pengaruh *Customer experience* terhadap *Repurchase intention* Produk Online dengan *Customer satisfaction* sebagai Variable Intervening. *Management and Accounting Research Statistics*, 1(2), 11–23. <https://doi.org/10.59583/mars.v1i2.10>
- Huong, V. T. M., Hung, N. P., Minh, N. T. T., Thuy, L. K., Duyen, L. T. N., & Minh, T. N. (2024). Factors affecting consumers' *repurchase intention* toward skin care cosmetics: A cross—Sectional study in Vietnam. *Heliyon*, 10(11), e32285. <https://doi.org/10.1016/j.heliyon.2024.e32285>
- Indrasari, M. (2019). *Pemasaran dan Perilaku Konsumen*. Andi.
- Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). *Principles of Marketing Eighth European Edition* (8th Europe). Pearson.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Education* (15e Global, Vol. 15e). Pearson.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding *customer experience* throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>

- Lestari, W., Pratama, Y., & Nugraha, F. (2023). *Brand image, trust, and loyalty in digital era. Jurnal Manajemen Strategis, 9(2)*, 133–144.
- Mariano, A. M., Silva, M. C., Mello, T. M., & Santos, M. R. (2022a). The importance of mobile applications for companies' *brand image*: A study using structural equations. *Procedia Computer Science, 214*, 1128–1135. <https://doi.org/10.1016/j.procs.2022.11.287>
- Mariano, A. M., Silva, M. C., Mello, T. M., & Santos, M. R. (2022b). The importance of mobile applications for companies' *brand image*: A study using structural equations. *Procedia Computer Science, 214*, 1128–1135. <https://doi.org/10.1016/j.procs.2022.11.287>
- Melia, C. (2023a). Pengaruh Digital Marketing, *Customer experience* dan Customer Trust Terhadap *Repurchase intention* Secara Online Produk Kosmetik Wardah. *Jurnal Simki Economic, 6(2)*, 242–254. <https://doi.org/10.29407/jse.v6i2.244>
- Melia, C. (2023b). Pengaruh Digital Marketing, *Customer experience* dan Customer Trust Terhadap *Repurchase intention* Secara Online Produk Kosmetik Wardah. *Jurnal Simki Economic, 6(2)*, 242–254. <https://doi.org/10.29407/jse.v6i2.244>
- Pambudi, R., Manggabarani, A. S., Supriadi, Y. N., & Setiadi, I. K. (2024). Boosting repurchase rates in B2C e-commerce: The role of *Customer satisfaction* and relationship factors. *Multidisciplinary Science Journal, 7(3)*. <https://doi.org/10.31893/multiscience.2025096>
- Pančić, M., Serdarušić, H., & Čučić, D. (2023). Green Marketing and *Repurchase intention*: Stewardship of Green Advertisement, Brand Awareness, Brand Equity, Green Innovativeness, and Brand Innovativeness. *Sustainability MDPI, 15*.
- Pertiwi, M. D., Nurlenawati, N., & Anggela, F. P. (2024). Pengaruh Persepsi Harga dan Promosi terhadap Minat Beli Produk *Skincare* di Tiktok Shop (Survei pada Karyawan PT Chang Shin Indonesia). *Jurnal Ekonomika Dan Bisnis (JEBS), 4(5)*, 886–895. <https://doi.org/10.47233/jeps.v4i5.2012>
- Priansa, D. J. (2017). *Perilaku konsumen Dalam Persaingan Bisnis Kontemporer*. Alfabeta.

- Putri, D., & Santoso, A. (2022). *Brand image* dalam membangun loyalitas konsumen. *Jurnal Pemasaran Modern*, 10(1), 99–112.
- Rahmawati, A., & Suharyono, S. (2021). *Customer satisfaction* sebagai determinan loyalitas. *Jurnal Ekonomi Dan Bisnis*, 8(2), 145–157.
- Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2018). *Strategic Brand Management* (4th ed.). OXFORD University Press.
- Safari, M., Ali, M., & Khan, S. (2022). *Customer experience, satisfaction, and repurchase intention: A meta-analysis*. *Journal of Retailing and Consumer Services*, 68, 103–112.
- Sahgira, N. N., Dewi, H. P., & Harahap, Z. C. M. (2025a). *Pengaruh Customer experience, Review Product dan Perceived Value terhadap Repurchase intention Konsumen Shopee pada Mahasiswa Universitas Battuta*. 5(2).
- Sahgira, N. N., Dewi, H. P., & Harahap, Z. C. M. (2025b). *Pengaruh Customer experience, Review Product dan Perceived Value terhadap Repurchase intention Konsumen Shopee pada Mahasiswa Universitas Battuta*. *AKADEMIK: Jurnal Mahasiswa Humanis*, 5(2), 1039–1053. <https://doi.org/10.37481/jmh.v5i2.1441>
- Sahgira, N. N., Dewi, H. P., & Harahap, Z. C. M. (2025c). *Pengaruh Customer experience, Review Product dan Perceived Value terhadap Repurchase intention Konsumen Shopee pada Mahasiswa Universitas Battuta*. 5(2).
- Santoso, R., & Purwanto, H. (2020). *Customer satisfaction dan brand image* terhadap loyalitas konsumen. *Jurnal Ekonomi Dan Bisnis*, 9(2), 188–201.
- Sugesti, N. (2025). *Customer experience dan word of mouth* pada produk kosmetik. *Jurnal Riset Pemasaran*, 7(1), 55–67.
- Sugiyono. (2022). *Metode Penelitian & Pengembangan*. Alfabeta.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Sutanto, W. D. R., & Kussudyarsana, K. (2024). *The Role of Brand Trust, Brand image, Brand Equity on Repurchase intention*. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 119–128. <https://doi.org/10.37641/jimkes.v12i1.2395>
- Suwelack, T., Hogreve, J., & Hoyer, W. D. (2022). *Customer experience Management*. *Journal of Service Research*, 24(3), 5–18.

- Wang, H., & Nguyen, T. (2023). *Customer satisfaction in e-commerce: The role of product quality and shopping experience. International Journal of Business and Management, 18(2), 144–157.*
- Widjajanta, Y., Siregar, R., & Putri, D. (2020). *Repurchase intention dalam era digitalisasi. Jurnal Ekonomi, 8(2).*
- Widyastuti, Z. O., & Hidayat, D. S. (2022). *Analysis of Influence of Brand image and Product Quality To the Repurchase intention Mediated By Trust in Ms Glow for Men Products. Business and Accounting Research (IJEBA) Peer Reviewed-International Journal, 6(4), 2197–2208.*
- Wiyata, M. T., & Putri, E. P. (2020). *PENGARUH CUSTOMER EXPERIENCE, EASE OF USE, DAN CUSTOMER TRUST TERHADAP REPURCHASE INTENTION KONSUMEN SITUS JUAL BELI ONLINE SHOPEE DI KALANGAN MAHASISWA KOTA SUKABUMI. 3.*