

DAFTAR PUSTAKA

- Abdullah, A., & Rahman, M. A. (2021). Hubungan Antara Daya Tarik Iklan dan Desain Kemasan Serta Pengaruhnya Terhadap Minat Beli Ulang Wardah Cosmetics yang Dimoderasi Brand Image. In *Study of Scientific and Behavioral Management (SSBM)* (Vol. 2, Issue 2). <http://journal.uin-alauddin.ac.id/index.php/ssbm>
- Ahdiany, D. F. (2021). Pengaruh E-WOM dan Kesadaran Merek Terhadap Minat Beli Konsumen Dengan Citra Merek Sebagai Variabel Mediasi. *Proceeding of National Conference on Accounting Finance* 3, 31–41. <https://doi.org/10.20885/ncaf.vol3.art3>
- Akbar, A. R., Kalis, M. C. I., Afifah, N., Purmono, B. B., & Yakin, I. (2023). The Influence of Product Packaging Design and Online Customer Review on Brand Awareness and Their Impact on Online Purchase Intention. *South Asian Research Journal of Business and Management*, 5(1), 10–18. <https://doi.org/10.36346/sarjbm.2023.v05i01.002>
- Akter, S., D'Ambra, J., & Ray, P. (2011). An Evaluation of PLS Based Complex Models: The Roles of Power Analysis, Predictive Relevance and GoF Index. *Proceedings of The 17th Americas Conference on Information Systems* (Vols. 1–7).
- Amelia, D., Eko, D., Oemar, A. B., & Pd, M. (2017). Perancangan Desain Kemasan Peppy's Snack Surabaya. <https://id.wikipedia.org/wiki/Desain>,
- Arbaini, P. (2020). Pengaruh Consumer Review Rating dan Review Terhadap Keputusan Pembelian Pada Pengguna Marketplace Tokopedia. *Jurnal Bisnis dan Manajemen* (Vol. 7, Issue 1). <http://jurnal.unmer.ac.id/index.php/jbm>
- Asriah Immawati, S. (2018a). Desain Kemasan Produk dan Daya Tarik Iklan terhadap Kesadaran Merek Dan Dampaknya pada Minat Beli Ulang Teh Botol Sosro pada Mahasiswa Universitas Muhammadiyah Tangerang. *Prosiding Seminar Nasional Unimus*, 1. <http://prosiding.unimus.ac.id>
- Asriah Immawati, S. (2018b). The Product Packaging Design And Advertisement Attraction On Brand Awareness And Its Impact On Repurchasing Teh Botol Sosro Among Young Children At Tangerang City. *International Journal of Entrepreneurship and Business Development*, 2.
- Asriah Immawati, S. (2018c). The Product Packaging Design And Advertisement Attraction On Brand Awareness And Its Impact On Repurchasing Teh Botol Sosro Among Young Children At Tangerang City. *International Journal of Entrepreneurship and Business Development*, 2.

- Auliyaa, P., & Timotius, K. (2021). The Influence of Buying Interest and Service Quality On Customer Satisfaction of Goods Delivery Services JNE Gading Griya Branch During The Covid-19 Pandemic in 2021. *Institut Transportasi dan Logistik Trisakti*. <http://proceedings.itltrisakti.ac.id/index.php/altr>
- Chakraborty, U. (2019). The Impact of Source Credible Online Reviews on Purchase Intention: The Mediating Roles of Brand Equity Dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Chandra, C., & Keni. (2019). Pengaruh Brand Awareness, Brand Association, Perceived Quality, dan Brand Loyalty Terhadap Customer Purchase Decision. *Jurnal Muara Ilmu Ekonomi dan Bisnis*.
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling. Modern Methods for Business Research*. 295–336. Lawrence Erlbaum Publishers.
- Choon Ling, K., Bin Daud, D., Hoi Piew, T., Keoy, K. H., & Hassan, P. (2011). Perceived Risk, Perceived Technology, Online Trust for the Online Purchase Intention in Malaysia. *International Journal of Business and Management*, 6(6). <https://doi.org/10.5539/ijbm.v6n6p167>
- Cohen, & Louis. (2007). *Research Methods in Education* (L. Manion & K. Morrison, Eds.). Routledge
- Creswell, J. W., & David Creswell, J. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Fifth edition. Los Angeles, SAGE.
- Dika, R. P., Andary, F., Nur, Y., Sabila, A., Novitasari, S., Arifin, S., Muhammadiyah, U., & Timur, J. (2023). Analisis Pentingnya Desain Produk Bahan Kemasan Terhadap Minat Beli Konsumen (Studi Kasus “Sambel Sate Mbah No” Desa Munggun, Kecamatan Pulung) PULUNG). *Pengabdian Kepada Masyarakat*, 1(5).
- Durianto, D., Sugiarto, & Sitinjak. (2004). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta PT. Gramedia Pustaka Utama.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer Review or Influencer Endorsement: Which One Influences Purchase Intention More? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>

- Fauzy, N., & Rafikasari, E. (2020). Pengaruh Harga, Kemasan, Kualitas Produk, Brand Image dan Word of Mouth Terhadap Minat Beli Mahasiswa Pada Produk “Le Minerale”. *Dinamika Penelitian : Media Komunikasi Penelitian Sosial Keagamaan*, 20 (2), 266-284
- Fowler, F. J. (2008). *Survey Research Methods* (4th ed.). CA : Sage.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang : Badan Penerbit Universitas Diponegoro.
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*. SAGE Publications Inc., Thousand Oaks, CA.
- Harsanto, P. W., & Jakti, J. W. (2021). The Effect of Mineral Water Packaging Designs on Level of Consumer Decision in Purchase. *International Journal of Creative and Arts Studies*.
- Herawati, H., Program, M., Manajemen, S., Ekonomi, F., & Bisnis, D. (2019). Pengaruh Promosi dan Desain Kemasan Terhadap Keputusan Pembelian Sariayu Putih Langsung (Studi Kasus Pada Factory Outlet PT. Martina Berto Tbk.). In *Kinerja Jurnal Ekonomi dan Bisnis* (Vol. 2, Issue 1).
- Herdioko, J., & Karisma, C. V. (2022). Pengaruh Media Sosial, Brand Influencer dan Kesadaran Merek Terhadap Minat Beli di Marketplace Shopee Pada Saat Pandemi Covid-19. *Jurnal Riset Manajemen Dan Bisnis*, 16(2), 97. <https://doi.org/10.21460/jrmb.2021.162.395>
- Husein, A. (2015). *Modul-PLSSmartPLS*. Fakultas Ekonomi dan Bisnis Universitas Brawijaya, Malang.
- Husna Samosir, S., Novi Irama, O., Putri, A. I., Muslim, U., & Al-Washliyah, N. (2022). Pengaruh Desain Dan Harga Produk Terhadap Minat Pembelian Kosmetik Korea Merek Moko-Moko. *Jurnal Pendidikan Akuntansi*.
- Imaniar, C., Asiyah, S., & Rachmadi, K. (2023). Analisis Pengaruh Price Discount, Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Pada Produk Brand Jims Honey. *Jurnal Riset Manajemen*
- Joel, D., Kairupan, I., & Raharusun, N. A. (2022). Faktor-Faktor yang Mempengaruhi Minat Beli Produk Korean Skincare pada Mahasiswa di Daerah Istimewa Yogyakarta. In *Management & Accounting Expose e-ISSN* (Vol. 5, Issue 1). <http://jurnal.usahid.ac.id/index.php/accounting>

- Kanitra, A., & Kusumawati, A. (2018). Pengaruh Country of Origin dan Online Consumer Review Terhadap Trust dan Keputusan Pembelian (Survei Pada Mahasiswa S1 Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2015/2016 dan 2016/2017 Tahun Akademik 2017/2018 Pembeli Produk Oppo Smartphone. *Jurnal Adminsitrasi Bisnis* , 61.
- Lachowicz, M. J., Preacher, K. J., & Kelley, K. (2018). A Novel Measure of Effect Size for Mediation Analysis. *Psychological Methods*, 23(2), 244–261. <https://doi.org/10.1037/met0000165>
- Latief, F., & Ayustira, N. (2020). Pengaruh Online Costumer Review dan Customer Rating Tehadap Keputusan Pembelian Produk Kosmetik di Sociolla. *Jurnal Mirai Management*, (Vol. 6, Issue 1). <https://journal.stieamkop.ac.id/index.php/miraipg.139>
- Layli, A., Maidita, C., & Asilmi, C. (2022). Pengaruh Desain Kemasan Produk Kecantikan Terhadap Minat Beli Konsumen. *Journal Beauty and Cosmetology (JBC)* , 4.
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding Purchase Intention of University Students Towards Skin Care Products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
- Lemeshow, S. (1997). *Besar Sampel dalam Penelitian Kesehatan*. Gajah Mada University Press : Yogyakarta.
- Lestari, D. P., & Widjanarko, W. (2023). Pengaruh Citra Merek, Persepsi Harga dan E-Word of Mouth Terhadap Keputusan Pembelian Produk Fashion Jiniso.id di Marketplace Shopee. *Jurnal Economia*, 2(3).
- Mardalena, N., Lubis, A., & Utami, S. (2018). Pengaruh Kesadaran Merek, Kepercayaan Merek dan Keunggulan Produk Terhadap Minat Beli Produk Luxuri Fashion Brand Dengan Gender Sebagai Moderating Pada Pemasaran Media Sosial Di Kota Banda Aceh. *Jurnal Magister Manajemen*, 2(1), 2018–2099.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How Smartphone Advertising Influences Consumers' Purchase Intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Mustika Hapsari, F., & Setya Marwati, F. (2022). Pengaruh Brand Trust, Media Sosial dan Online Consumer Review Terhadap Minat Beli. *Jurnal Manajemen*, 14(1), 2022–2091. <https://doi.org/10.29264/jmmn.v14i1.10747>

- Nazarudin, H., & Geto, H. M. L. (2021). Peranan Citra Merek Produk Kartu Axis Terhadap Minat Beli Mahasiswa Politeknik Negeri Kupang. *Jurnal Ilmiah Aset*, 23(1), 1–7. <https://doi.org/10.37470/1.23.1.172>
- Ningtiyas, G., & Wahyu Hidayat Sri Wilujeng, C. (2022). Pengaruh Beauty Vlogger Sebagai Electronic Word of Mouth Terhadap Minat Beli Produk Kosmetik Wardah Dengan Brand Awareness Sebagai Variabel Mediasi. *Journal Riset Mahasiswa Manajemen (JRMM)* (Vol. 8). <http://ejournal.unikama.ac.id>
- Noza, C., & Primayanti, A. (2019). Pemanfaatan Akun Twitter @Womanfeeds Sebagai Media Informasi Dikalangan Followersnya Utilization of @womanfeeds Twitter Account as Information Media Among its Followers. *eProceedings of Management*. <https://kamus.tanya-jawab.com/arti-autobase-twitter/>
- Ogbeibu, S., Emelifeonwu, J., Senadjki, A., Gaskin, J., & Kaivo-oja, J. (2020). Technological Turbulence and Greening of Team Creativity, Product Innovation, and Human Resource Management: Implications for Sustainability. *Journal of Cleaner Production*, 244. <https://doi.org/10.1016/j.jclepro.2019.118703>
- Parahita, W., Panca Juniawan, F., Yuny Sylfania, D., & Luhur, A. (2023). Pembuatan Desain Kemasan Produk Untuk Pemberdayaan Industri Rumah Tangga Dengan Metode Participatory Learning and Action. <https://doi.org/10.30656/jpmwp.v7i1.3851>
- Pebrianti, M., & Saputri, M. (2022). Perceived Quality, Online Consumer Review, Purchase Intention Lipbalm. *eProceedings of Management*.
- Pedhazur, E. J. (1982). *Multiple Regressions in Behavioral Research*. Two Edition. New York : Holt, Rinehart & Winston.
- Rahayu, A., Herdiana Utama, D., & Novianty, R. (2021). The Impact of Online Customer Reviews on Purchase Intention in Online Marketplace. *Atlantis Press*.
- Ramadhina, A., & Mugiono. (2022). Pengaruh Desain Kemasan, Variasi Produk, dan Kualitas Produk Terhadap Minat Beli Konsumen. *Jurnal Pemasaran Manajemen Dan Perilaku Konsumen*, 01. <https://doi.org/10.21776/jmppk>
- Rohmatulloh, C., & Sari, D. (2020). Pengaruh Online Customer Review Terhadap Minat Beli Dengan Kepercayaan Sebagai Variabel Intervening Pada Shopee. *eProceedings of Management*.
- Saputri, Y. S., Liliyan, A.(2018). Analisis Tingkat Brand Awareness Masyarakat Sukoharjo Terhadap Produk Multivitamin Renovit Pada PT Konimex. *Eksos*, 18 (1), 23-41.

- Schepers, M. (2015). *The Impact of Online Customer Reviews Factor on the Dutch Consume Buying Decision*". *IBA Bachelor Thesis Conference, Enschede, Netherlands, July* .
- Schiffman, & Kanuk. (2007). *Perilaku Konsumen (Kedua)*. PT. Indeks Gramedia : Jakarta.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis* (6th ed.). Salemba Empat : Jakarta.
- Setiawan, B., & Rabuani, C. C. (2019). Pengaruh Iklan dan Endorser terhadap Brand Awareness Serta Dampaknya pada Keputusan Pembelian. *Riset, 1*(1), 001–015. <https://doi.org/10.35212/277621>
- Setyani, A. H., & Azhari, M. Z. (2021). Pengaruh Korean Wave Dan Ulasan Online Terhadap Minat Beli Produk Skin Care Korea Selatan. *Jurnal Ikraith Ekonomika*.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Sutopo, Ed.; Kedua). ALFABETA CV : Bandung.
- Supardin, L., & Dyah Handayani, S. (2022). The Influence of Advertisement Perception and Celebrity Endorser Toward Purchase Decision Through Brand Image as The Mediator. *International Journal of Business Quantitative Economics and Applied Management Research*.
- Syah, M. A., & Indriani, F. (2020a). Analisis Pengaruh Online Customer Review Terhadap Minat Beli Konsumen Pada Produk Kosmetik (Studi Kasus pada Pengguna Famaledaily Indonesia). *Diponegoro Journal of Management, 9*(3), 1–9. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Syah, M. A., & Indriani, F. (2020b). Analisis Pengaruh Online Customer Review Terhadap Minat Beli Konsumen Pada Produk Kosmetik (Studi Kasus pada Pengguna Famaledaily Indonesia). *Diponegoro Journal of Management, 9*(3), 1–9. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Wahyuddin MH, Muh. (2022). Pengaruh Periklanan Dan Kesadaran Merek Terhadap Keputusan Pembelian Sepeda Motor Merek Yamaha Pada UD. *Maju Unaha. Sinomika Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi, 1*(2), 209–218. <https://doi.org/10.54443/sinomika.v1i2.303>
- Wayan Umbara (2021). User Generated Content di Media Sosial Sebagai Strategi Promosi Bisnis. *JMSAB* 366. 4(2), 572–581. <https://doi.org/10.36407/jmsab.v4i2.366>

- Wetzels, M., Odekerken-Schroder, G., & Van Oppen, C. (2009). Using PLS Path Modeling for Assessing Hierarchical Construct Models: Guidelines and Empirical Illustration. *MIS Quarterly*, 33, 177–195.
- Wibowo, R., & Jasjfi, E. F. (2020). Relasi Desain Kemasan Produk Sheet Mask Terhadap Konsumen Wanita Generasi Milenial. In *Cama Juli Rianinggrum Jurnal Seni & Reka Rancang* (Vol. 3, Issue 1).
- Zhao, X., Wang, L., & Law, C. H. R. (2015). The Influence of Online Reviews to Online Hotel Booking Intentions. *International Journal of Contemporary Hospitality Management*, 27(6), 1343-1364. .
- Ziyan Zakiyah, R., & Ariffudin Islam, M. (2022). User Interface Website Sebagai Media Promosi Vilovy Design. *Jurnal Barik*, 3(3), 174–185. <https://ejournal.unesa.ac.id/index.php/JDKV/>
- Zulfikhar, R., Akbarrizki, M., Wijaya, F., & Nurdayati. (2020). Pengaruh Desain Kemasan Produk Kopi Dellimas Arabica Coffee The Influence of Dellimas Arabica Coffee Product Packaging Design on Consumers' Purchase Intention (A Case Study in the Sumbing Makmur Farmer Group, Kemloko Village Temanggung-CentralJava). *Jurnal Politeknik Pembangunan Pertanian Yogyakarta*. <http://jurnal.polbangtanyoma.ac.id/index.php/jp3/index>