

DAFTAR PUSTAKA

- Adisi, Naomi. 2022, 15 Mei. Timbuh Pesat, Pemakaian Produk Kecantikan di Indonesia Kian Meningkat. Diakses pada tanggal 12 Januari 2023 dari <https://goodstats.id/article/menilik-meningkatnya-konsumsi-produk-kecantikan-di-indonesia-LcQed>
- Agustin, R., Hendriani, S., dan Syapsan. 2020. The Effect of Brand Image and Service Quality on Purchase Decision with Word of Mouth as Mediation Variable at Prof. Dr. Tabrani Hospital Pekanbaru. *International Journal of Economic, Business and Applications*, PP. 25-44.
- Amiruddin, Ritonga, A. H., & Samsu. (2021). *Manajemen Pemasaran Jasa Lembaga Pendidikan Islam*. Yogyakarta: K-Media
- Compas.com. 2023. *10 Brand Skincare Lokal Terlaris di Online Marketplace*. Diakses pada tanggal 25 Januari 2023 dari <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Daga, Rosnaini. 2017. *Citra, Kualitas Produk dan Kepuasan Pelanggan*. Makassar: Global Research and Consulting Institute (Global-RCI).
- Garvin, D., A. 1987. Competing on The Eight Dimention of Quality. *Harvard Business Review*, No. 87603.
- Deny, Septian. 2023, 12 Oktober. *Industri Kosmetika Indonesia Tumbuh Subur, Kini Ada 1.010 Perusahaan Kecantikan*. Diakses pada tanggal 1 Desember

2023 dari <https://www.liputan6.com/bisnis/read/5422129/industri-kosmetika-indonesia-tumbuh-subur-kini-ada-1010-perusahaan-kecantikan>

Dewi Magazine. 2021, 30 Desember. *Intip 23 Brand Lokal yang Raih Tokopedia Beauty Awards 2021*. Diakses pada tanggal 10 Desember 2022 dari <https://www.dewimagazine.com/news-art/intip-23-brand-lokal-yang-raih-tokopedia-beauty-awards-2021>

Ekon.go.id. 2024, 3 Februari. Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy. Diakses pada tanggal 5 Februari 2024.

Elsa. 2022, 26 April. *Watsons HWB Awards 2021: Best Exclusive Skincare Brand of The Year*. Diakses pada 20 Desember 2023 dari <https://www.watsons.co.id/blog/en/skin-care/watsons-hwb-awards-2021-best-exclusive-skincare-brand-of-the-year/>

Erawan dan Widagda. 2020. Pengaruh Brand Image Terhadap Word Of Mouth Yang Dimediasi Oleh Customer Satisfaction. *E-Jurnal Manajemen*, Vol. 9, No. 8.

Farine dan Juniarti. 2022. *Pelayanan SDM*. Yogyakarta: Selat Media Partner

Firmansyah, Anang. 2020. *Komunikasi Pemasaran*. Surabaya: CV. Penerbit Qiara Media.

Firmansyah, Anang. 2019. *Pemasaran Produk dan Merek: Planning&Strategy*. Surabaya: CV. Penerbit Qiara Media.

- Firmansyah, Anang. 2018. *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: DEEPUBLISH.
- Fitri, D. Y., dan Nisa, P. C. 2022. Pengaruh Trust, Word of Mouth dan repurchase Intention terhadap Kepuasan Pelanggan Generasi Milenial Produk Minuman Street Boba. *Jurnal Ekonomi, Manajemen, dan Bisnis*, Vol. 6, No. 2.
- Ghozali, Imam. 2021. *Partial Least Squares: Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro
- Goyette, I., Ricard L., Bergeron, J., dan Marticotte, F. 2010. E-WOM Scale: Word of Mouth Measurement Scale for e-Service Context. *Canadian Journal of Administrative Sciences*, Vol. 27, PP 5-23.
- Hawkins, Del I dan Mothersbaugh, David L. 2010. *Consumer Behavior: Building Marketing Strategy*. New York: McGraw-Hill/Irwin.
- Indonesia.go.id. 2023. Fenomena Cantik Industri Kosmetik. Diakses pada tanggal 14 Maret 2024 dari <https://www.indonesia.go.id/kategori/editorial/7804/fenomena-cantik-industri-kosmetik?lang=1>
- Indrasari, Meithiana. 2019. *Pemasaran dan Kepuasan Konsumen*. Surabaya: Utomo Press

- Jauhari, Siti Sarah. 2023, 29 November. *Preferensi Belanja Online di Indonesia*. Diakses pada tanggal 1 Desember 2023, dari <https://data.goodstats.id/statistic/sarahjauhari/produk-fashion-jadi-produk-yang-paling-banyak-dibeli-di-online-shop-WNrZx>
- Keller, Kevin L. 2013. *Strategic Brand Management ; Building, Measuring, and Managing Brand Equity. Fourth Edition*. England: Pearson Education Inc.
- Kotler, P., dan Armstrong, G. 2018. *Principles of Marketing 17th Edition*. New York: Pearson Education.Inc.
- Kotler, P., dan Keller, K. L. 2012. *Marketing Management 14th Edition*. New Jersey: Pearson Education Inc.
- Mertayasa, P., dan Giantari, I.G.A.K. 2020. Penelitian ini berjudul Pengaruh Kualitas Produk dan Citra Merek terhadap Kepuasan Pelanggan dan Dampaknya terhadap Komunikasi Word of Mouth. *Buletin Studi Ekonomi*, Vol. 25, No. 1.
- Nasirudin, M., Yulisetiari, D., dan Suroso, I. 2018. Penelitian ini berjudul The Role of Customer Satisfaction on Product Quality, Price, and Brand Image in Creating Word of Mouth on Shop Store Conato in Jember. *International Journal of Business and Management Invention (IJBMI)*, Vol 7, Issue 5, Ver. III, PP. 13-22.
- Peranginangin, J., Rahayu, E., Putri, P. A., Ferdian, I. M., dan Marisa. 2023. The Influence of Brand Image, Product Uniqueness, and Customer Satisfaction on Repurchase Intention in the Culinary Business. *Proceeding of The 1st*

International Hospitality, Travel, and Event Conference (IHTREC), PP. 226-237.

Punkyanti, N. P. D., dan Seminari, N. K. 2020. Peran Kepuasan Konsumen Memediasi Pengaruh Kualitas Pelayanan dan Citra Merek terhadap Positif Word of Mouth. *E-Jurnal Manajemen*, Vol. 9, No. 5, PP. 2024-2044.

Pusat Kajian Anggaran Badan Keahlian Setjen DPR RI. 2023. *Bulletin APBN*, Vol. III, Edisi 13.

Rachman, Afif S. 2018. The Effect of Product Quality, Service quality, Customer Value on Customer Satisfaction and Word Of Mouth. *Journal of Research in Management*, Vol 1, No.3, PP. 1-9.

Rahmawati, R., dan Sentana, I. P. E. 2021. The Effect of Product Quality on Customer Loyalty with the Mediation of Customer Satisfaction. *International Journal of Managerial Studies and Research (IJMSR)*, Vol. 9, Issue 2, PP 22-32.

Rita, P., Oliveira, T., dan Farisa, A. 2019. The Impact of Service Quality and Customer Satisfaction on Customer Behavior in Online Shopping. *Heliyon*, Vol. 5, Issue 10.

Rua, S., Saldanha, E. S., dan Amaral, A. M. 2020. Examining the Relationships between Product Quality, Customer Satisfaction and Loyalty in the Bamboo Institute, Dili, Timor-Leste. *Timor-Leste Journal of Business and Management*, Vol.2, Issue 1, PP. 33-44.

- Sangadji, E. M., dan Sopiah. 2013. *Perilaku Konsumen: Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Yogyakarta: Andi.
- Semuel, H., dan Audrey, Y. 2020. Pengaruh *Product Quality* Terhadap *Word Of Mouth* Dan *Customer Satisfaction* Sebagai Mediasi Pada *Customer Greenly* Surabaya. *Jurnal Strategi Pemasaran*, Vol.7, No. 1.
- Silverman, George. 2011. *The Secrets Of Word-Of Mouth Marketing : How To Trigger Exponential Sales Through Runaway Word Of Mouth*. USA: AMACOM
- Sitorus, Onny F. dan Utami, Novelia. 2017. *Strategi Promosi Pemasaran*. Jakarta: Universitas Muhammadiyah Prof. Dr. HAMKA.
- Tingga, Geno, Rizkia, Irmal, Febrina, Djanjar, Sudirman, Yunus, Sobri, Sudjiman, Sudjiman, Satmoko. 2022. *Manajemen Merek*. Bandung: Media Sains Indonesia.
- Tjahjono, E. J., Ellitan, L., & Handayani, Y. I. (2021). Product Quality and Brand Image towards Customers' Satisfaction through Purchase Decision of Wardah Cosmetic Products in Surabaya. *Journal of Entrepreneurship and Business*, Vol. 2, No. 1, PP. 56-70.
- twitter.com/avoskinbeauty. 2020. Diakses pada 2 Desember 2022
- Uzir, M., Jerin, I, Halbusi, H., Hamid, A. B. A., dan Latiff, A. S. A. 2020. Does Quality Stimulate Customer Satisfaction Where Perceived Value Mediates And The Usage Of Social Media Moderates?. *Heliyon*, Vol. 6, Issue 12.

Yasa, I. N. W., dan Setiawan, P. Y. 2018. The Role Of Satisfaction In Mediating Product Quality And Price Fairness Towards Word Of Mouth: Study Of Pelinggih Product In Gianyar, Indonesia. *International Journal of Economics, Commerce & Management*, Vol. 6, Issue 11, PP. 348-364.

Yuliantoro, N., Goeltom, V., Juliana, Bernarto, I., Pramono, R., dan Purwanto, A. 2019. Repurchase Intention and Word of Mouth Factors in the Millennial Generation Against Various Brands of Boba Drinks During the Covid 19 Pandemic. *African Journal of Hospitality, Tourism and Leisure*, Vol. 8, Issue 2.

ZAPBeautyIndex. 2023. Dikases pada 19 Desember 2023.