

DAFTAR PUSTAKA

- Aivia Hapsari, D., & Soebandhi, S. (2024). Pengaruh Electronic Word Of Mouth (E-WOM), Brand Ambassador dan Korean Wave Terhadap Minat Beli Produk Somethinc (Studi Kasus Pada Pengguna Aplikasi Shopee). In *Avesina: Media Informasi Ilmiah Universitas Islam Al-Azhar* (Vol. 16, Issue 1). <https://avesina.unizar.ac.id/ja>
- Amelia, D., & Oktavani, F. (2022). The Effect Of Ambassador's Brand, Brand Image, And Product Quality On Interest To Buy Everwhite Skincare Products In Bandung City. *e-Proceeding of Management*, 9(3).
- Budiana Sari, E., Hulaify, A., & Komarudin, P. (2023). Pengaruh Korean Wave terhadap Minat Beli Produk Korean Food menurut Teori Perilaku Konsumen Islam. *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi (JEBMAK)*, 2(1).
- Büyükdag, N. (2021). The effect of brand awareness, brand image, satisfaction, brand loyalty and WOM on purchase intention: An empirical research on social media. *Business & Management Studies: An International Journal*, 9(4), 1380–1398. <https://doi.org/10.15295/bmij.v9i4.1902>
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104–114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Emperatriz, E., Escobar, M., Veas, I., & Alberto, J. (2024). Purchase Intention of Healthy Foods: The Determinant Role of Brand Image in the Market of a Developing Country. *Foods*
- Fadya, Syifa, Y., & Ahmadi, M. A. (2024). Pengaruh Brand Image terhadap Purchase Intention Produk Le Minerale : dengan Peran Mediasi Social Influence. *Pusat Publikasi Ilmu Manajemen*, 3(1), 248–261. <https://doi.org/10.59603/ppiman.v3i1.657>
- Febriani, A., Dewi, E., Tarigan, S., & Syahrial, H. (2024). Pengaruh Beauty Influencer dan Korean Wave Terhadap Keputusan Pembelian Produk Skincare Korea (Studi Kasus Pada Masyarakat Kecamatan Medan Sunggal). *SAINS: Jurnal Manajemen dan Bisnis*. 16(2).
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Concepts, Techniques and Applications using SmartPLS 3* (2nd ed.). Badan Penerbit Universitas Diponegoro: Semarang.
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro: Semarang.

- Goodstats.id. (2024). Survei Korean Wave: Indonesia Jadi Negara Pusat Hallyu dengan Antusiasme Budaya Korea Tertinggi di Dunia. *Goodstats.Id*. Diakses pada 16 April 2025, dari <https://goodstats.id/article/survei-korean-wave-indonesia-jadi-negara-pusat-hallyu-dengan-antusiasme-budaya-korea-tertinggi-di-dunia-9f0mf>
- Hair, J. F., Tomas M. Hult, Christian M. Ringle, & Marko Sarstedt. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLSSEM) Third Edition*. Sage Publication.
- Hamidah, J. H. R. (2023). Peran Social Media Atas Perilaku Konsumtif Belanja Bagi Ibu Rumah Tangga di Desa Lebaksari Kec. Parakansalak.. In *Jurnal Riset Ilmiah* (Vol. 2, Issue 3).
- Ichou, M., & Manar, O. (2024). The Impact of Brand Image and Brand Trust on Consumer Buying Behavior. *Global Journal of Economic and Finance Research*, 01(07). <https://doi.org/10.55677/GJEFR/11-2024-Vol01E7>
- Iqbal, & Yoestini. (2023). Pengaruh Promosi, Kemudahan Penggunaan, Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Produk Pada Online Marketplace (Studi pada Konsumen Tokopedia di Universitas Diponegoro). *Diponegoro Journal Of Management*, 12.
- 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>
- Komariah, Dicky, J., & Kokom. (2020). Purchase Intention pada Produk Skincare. *Syntax Idea*, 2(7).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). New Jersey: Pearson Pretice Hall.
- Marnilin, F., Mutmainah, I., Yulia, I. A., & Mahfudi, A. Z. (2022). Pengaruh Perceived Value Terhadap Kepuasan Implementasi Program MBKM. *Jurnal Ilmiah Manajemen Kesatuan*, 11(1), 1–10. <https://doi.org/10.37641/jimkes.v11i1.936>
- Musni'ah, S., Ridwan Basalamah, M., & Irma Hatneny, A. (2021). Pengaruh Brand Ambassador, Brand Personality Dan Korean Wave Terhadap Keputusan Pembelian Produk Nature Republik Aloe Vera. *Jurnal Riset Manajemen*. www.fe.unisma.ac.id

- Nathani, D., & Budiono, H. (2021). Pengaruh Kepercayaan, Popularitas, dan Citra Merek Terhadap Minat Beli Produk Kamera Sony. *Jurnal Manajerial dan Kewirausahaan*, 3(4), 953-961.
- Nidia, & Eko. (2023). Pengaruh Beauty Influencer, Customer Review, dan Customer Rating terhadap Minat Beli Produk Skincare Garnier Pada Konsumen Belia Cosmetic Di Shopee. *Maeswara: Jurnal Riset Ilmu Manajemen Dan Kewirausahaan*, 1(5), 202–214. <https://doi.org/10.61132/maeswara.v1i5.201>
- Purwianti, L., Niawati, & Kunci, K. (2022). Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention Abstrak. *SEIKO : Journal of Management & Business*, 5(1), 2022–2356. <https://doi.org/10.37531/sejaman.v5i1.1664>
- Samudra, M. W., & Juanda, A. (2024). Exploring the impact of brand image and perceived value on purchasing decisions through buyer interest. *Jurnal Ekonomi Dan Bisnis*, 27, 125–152. www.ejournal.uksw.edu/jeb
- Santoso, A., Dwi Yuliarta, R., Ria Safitri, U., Sri Anggorowati, L., & Puji Rahayu, L. (2024). Understanding the purchasing intentions of Korean skincare products among university students in Indonesia. *Jurnal Ekonomi Dan Bisnis*, 27, 51–80.
- Sekaran, & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis (A. N. Hanifah, Ed.; 6th ed.)*. Jakarta: Salemba Empat.
- Sekaran, & Bougie, R. (2016). *Research Methods for Business: A skill Building Approach. 7th Edition*. Jakarta: Salemba Empat.
- Senen, Machmud, R., & Mendo, A. Y. (2025). Pengaruh Brand Image Dan Kualitas Produk Terhadap Minat Beli Produk Skincare Skintific Di Erby Shop. *Jurnal Ekonomi Manajemen Akuntansi Keuangan Bisnis Digital*, 4(1), 15-24.
- Setyani, A. H., & Azhari, M. Z. (2021). Pengaruh Korean Wave Dan Ulasan Online Terhadap Minat Beli Produk Skin Care Korea Selatan. *Jurnal IKRA-ITH Ekonomika*, 4(1).
- Suwuh, J. L., Kindangen, P., & Saerang, R. T. (2022). The Influence of Korean Wave, Brand Ambassador, and Brand Image On Purchase Intention of Somethinc Skincare Products in Manado. *Jurnal EMBA: Ekonomi Manajemen Bisnis dan Akuntansi*, 10(4), 1146–1155.
- Titania, D. D. M., & Haryanto, J. O. (2022). A study of Korean drama and Indonesian teenager's perception on images of South Korea as a potential tourist destination. *Journal of Management and Business*, 21(1), 13. <https://doi.org/10.24123/jmb.v21i1.526>

ZAP Clinic.com. (2024). ZAP Beauty Index 2024 dan MEN/O/LOGY Index. *ZAP*. Diakses pada 22 April 2025, dari <https://zapclinic.com/article/zap-beauty-index-2024-dan-men-o-logy-index>