

DAFTAR PUSTAKA

- Wardhana, A., & Pradana, M. (2023). *Service quality and brand reputation as antecedents of brand choice: The case of ride-hailing applications in Southeast Asia. Journal of Eastern European and Central Asian Research (JEECAR)*, 10(3), 387-400.
- Wardhana, A., & Pradana, M. (2016). *Viral marketing determinants of top online shop brands in Indonesia. Mimbar: Jurnal Sosial dan Pembangunan*, 32(1), 25-30.
- Wardhana, A., Syahputra, S., & Kartawinata, B. R. (2017). *Determinant Factors of Consumer Preferences in Indonesia Airlines Industry. Jurnal Bisnis dan Manajemen*, 18(1), 11-20.
- Agustina, D. (2019). *Pengaruh Gaya Hidup Dan Etnosentris Terhadap keputusan Pembelian Produk Emina*. Universitas Komputer Indonesia.
- Ardiansyah, F., & Sarwoko, E. (2020). *How Social Media Marketing influences consumers purchase decision? A mediation analysis of brand awareness. JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156.
<https://doi.org/10.31106/jema.v17i2.6916>
- Avoskinbeauty. (2021). *About Us*. <https://www.avoskinbeauty.com/about-us>.
- Compas. (2021). *Data Penjualan Skincare Lokal Tembus 600 Juta Seminggu*.
<https://compas.co.id/article/penjualan-skincare-lokal-seminggu>.
- Compas. (2022). *10 Brand Skincare Lokal Terlaris di Online Marketplace*.
<https://compas.co.id/article/brand-skincare-lokal-terlaris/>.
- Compas. (2023). *Data Penjualan FMCG: Kompas.co.id Ungkap Market FMCG di E-commerce Mencapai Rp57,6 Triliun Sepanjang 2023!*
<https://compas.co.id/article/data-penjualan-fmcg-e-commerce-2023/>.
- Das Guru, R. R., & Paulssen, M. (2020). *Customers' experienced product quality: scale development and validation. European Journal of Marketing*, 54(4), 645–670.
<https://doi.org/10.1108/EJM-03-2018-0156>
- Data Reportal. (2023, February 9). *Digital 2023: Indonesia*.
<https://datareportal.com/reports/digital-2023-indonesia>.

- 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>
- Ghozali. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*. Universitas Diponegoro.
- Halim, F., Kurniullah, A. zukhruf, Efendi, M. butar butar, Sudarso, A., Purba, B., Lie, D., Simarmata, H. M. P., Permadi, L. A., & Novela, V. (2021). *Manajemen Pemasaran Jasa*. Yayasan Kita Menulis.
- Iba, Z., & Wardhana, A. (2023). *Metode Penelitian*. CV.EUREKA MEDIA AKSAR.
- Indrasari, M. (2019). *Pemasaran Dan Kepuasan Pelanggan*. Unitomo Press.
- Kalbuadi, A., Saputra, A. M., & Hermanto, A. (2022). Peran Social Media Marketing Terhadap Brand Awareness dan Brand Commitment (Studi Pada Universitas Teknologi Mataram di Kota Mataram). *SOLID* , 12(1), 8–16.
- Kotler, & Keller. (2021). *Intisari Manajemen Pemasaran* (6th ed.). Andi Offset.
- Kotler, P., & Amstrong, G. (2019). *Prinsip-prinsip Pemasaran* (13th ed.). Erlangga.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (8th ed.). Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson.
- Kotler, P., Kertajaya, H., & Setiawan, I. (2021). *Marketing 4.0 Bergerak dari Tradisional ke Digital*. PT. Gramedia Pustaka Utama.
- Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran*. CV Al Fath Zumar.
- Lestari, E. D., & Gunawan, C. (2021). Pengaruh E-Wom Pada Media Sosial Tiktok Terhadap Brand Image Serta Dampaknya Pada Minat Beli. *EMBISS (Jurnal Ekonomi, Manajemen, Bisnis Dan Sosial)*, 1(2), 75–82.
- Lestari, T. U., Putri, K. P., & Devi, M. C. (2021). The Influence of XBRL Adoption on Financial Reporting Timeliness: Evidence from Indonesian Banking Industry. *Jurnal Dinamika Akuntansi Dan Bisnis*, 8(2), 181–196. <https://doi.org/10.24815/jdab.v8i2.21335>

- Lumantya, F. R., & Suryadi, A. (2022). *Implementasi Digital Marketing Dalam Membangun Brand Awareness Dan Meningkatkan Engagement Rate Pada Social Media Tokopedia*. Universitas Gresik.
- Maddinsyah, A., & Juhaeri, J. (2021). The Effect of *Social Media Marketing* on Brand Awareness and Purchase Intention of Vocational School in Tangerang. *Journal of Educational Science and Technology (EST)*, 7(3), 307. <https://doi.org/10.26858/est.v7i3.25097>
- Meliawati, T., Gerald, S. C., & Akhmad Edhy Aruman. (2023). The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention. *Journal of Consumer Sciences*, 8(1), 77–92. <https://doi.org/10.29244/jcs.8.1.77-92>
- Mutiara Dini, A., & Abdurrahman, A. (2023). The Influence of Social Media Marketing on Purchasing Decisions is Influenced by Brand Awareness in Avoskin Beauty Products. *International Journal of Science, Technology & Management*, 4(4), 1009–1014. <https://doi.org/10.46729/ijstm.v4i4.891>
- Nasaruddin, N., Wonua, A. R., & Ismanto, I. I. (2023). The Effect Of Social Media Marketing And Online Customer Review On Purchase Decisions In Students. *Jurnal Ekonomi Manajemen*, 9(1), 45–53. <https://doi.org/10.37058/jem.v9i1.6712>
- Nurahman, I., & Indrianto, A. P. (2021). Pengaruh electronic word of mouth, kualitas website, reputasi vendor dan persepsi kemudahan transaksi terhadap keputusan pembelian situs online bukalapak di Yogyakarta. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(4), 506–518. <https://doi.org/10.31842/jurnalinobis.v4i4.201>
- Permatasari, A. N. I., & Hidayat, A. M. (2023). Pengaruh Social Media Marketing Tiktok dan Kualitas Produk terhadap Keputusan Pembelian Produk Camille Beauty. *Jurnal Informatika Ekonomi Bisnis*, 350–355. <https://doi.org/10.37034/infeb.v5i2.250>
- Piramita, S., Hannan, S., & Purba, J. H. V. (2023). A Digital Marketing Strategy Using Social Media Marketing To Increase Consumer Purchase Decisions Mediated By Brand Perception. *Jurnal Aplikasi Manajemen*, 21(3). <https://doi.org/10.21776/ub.jam.2023.021.03.18>

- Prasetio, T., Handayani, W., Suyoto, M. Y. T., Haudi, H., Pitaloka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of Social Media Marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Purba, E., Purba, B., Syafii, A., Khairad, F., Damanik, D., Siagian, V., & Ginting, A. (2021). *Metode Penelitian Ekonomi*. Yayasan Kita Menulis.
- Ramadhani, D. I., & Zaini, M. (2023). Pengaruh Brand Ambassador Social Media Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Pengguna Scarlett Whitening. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(1), 520–536. <https://doi.org/10.31955/mea.v7i1.2900>
- Saleh, H. M. Y., & Said, S. E. M. (2019). *Konsep dan Strategi Pemasaran: Marketing Concepts and Strategies* (Vol. 1). CV. Sah Media.
- Salmiah, F., Sudirman, A., Siregar, M. H., Suleman, A. R., & Saragih, L. M. (2020). *Online Marketing*. Yayasan Kita menulis.
- Savarini, M. P., & Oktafani, F. (2021). *Pengaruh Citra Merek dan Harga Terhadap Keputusan Pembelian Produk The Body Shop di Indonesia*. Universitas Telkom.
- Suari, M. T. Y., Telagawathi, N. L. W. S., & Yulianthini, N. N. (2019). Pengaruh kualitas produk dan desain produk terhadap keputusan pembelian. *Bisma: Jurnal Manajemen*, 5(1), 26–33.
- Sudarmanto, E., Kurniullah, A. Z., & Revida, E. (2021). *Desain Penelitian Bisnis: Pendekatan Kuantitatif*. Yayasan Kita Menulis.
- Sugiyono. (2019). *Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D*. ALFABETA.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. CV. Alfabeta.
- Taan, H., Radji, D. L., Rasjid, H., & Mosi, I. M. (2021). Social Media Marketing untuk Meningkatkan Brand Image. *SEIKO: Journal of Management & Business*, 4(1), 315–330.
- Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan Pembelian: Sebagai Variabel Mediasi Hubungan Kualitas Produk dan Kepercayaan terhadap Kepuasan Konsumen. *JURNAL INSPRASI BISNIS & MANAJEMEN*, 5(1), 67–86.

- Utami, F. R., Ariyanti, M., & Millanyani, H. (2024). The Effect of E-WOM on Social Media Marketing on Purchase Intention (Case Study: Gallery Vinna). *International Journal of Science, Technology & Management*, 5(5), 1110–1114. <https://doi.org/10.46729/ijstm.v5i5.1166>
- Wardhana, A., Budiastuti, E., Gultom, N. B., Sudirman, A., Julyanthry, Saputra, G. G., Rizkia, N. D., Sari, A. R., Fardiansyah, H., Savitri, C., & Amruddin. (2022). *Perilaku Konsumen (Teori dan Implementasi)*. Media Sains Indonesia.
- Wikipedia. (2023, April 4). *Avoskin*. <https://Id.Wikipedia.Org/Wiki/Avoskin>.
- Yong, K., & Hassan, R. A. (2019). The relationships between Social Media Marketing and entrepreneurial success: A conceptual study on homestay business in Sabah, Malaysia. *Review of Integrative Business and Economics Research*, 9, 25–33