

DAFTAR PUSTAKA

- Abdullah, A., Baso, A. B. A. N., Ilham, I., and Sulkifli, S. (2023). Digital Marketing, Inovasi Produk Dan Sosial Capital Pengaruhnya Terhadap Peningkatan Kinerja Pemasaran (Studi Kasus Pada UMKM Produk Koral Dan Ikan Hias. *Indo-Fintech Intellectuals: Journal of Economics and Business*, 3(2), 90–100. Retrieved from <https://ejournal.indo-intellectual.id/index.php/ifi/article/view/122>
- Abdullah, K. (2022). *Metodologi Penelitian Kuantitatif*. Aceh: Yayasan Penerbit Muhammad Zaini.
- Amberg, N., and Fogarassy, C. (2019). Green consumer behavior in the cosmetics market. *Resources*, 8(3), 137. Retrieved from <https://www.mdpi.com/2079-9276/8/3/137/pdf>
- Amin, N. F., Garancang, S., and Abunawas, K. (2023). Konsep Umum Populasi Dan Sampel Dalam Penelitian. *Jurnal Pilar: Jurnal Kajian Islam Kontemporer*, 14(1), 15–31. <https://doi.org/10.21070/2017/978-979-3401-73-7>
- Amora, J. T. (2021). Convergent validity assessment in PLS-SEM: A loadings-driven approach. *Data Analysis Perspectives Journal*, 2(3), 1–6.
- Andini, N. S. (2024). *Compas Market Insight Dashboard: Brand Wardah Pimpin Top 10 Brand Lokal Kategori Lipstik dengan Market Share Tertinggi, 10,6% di E-commerce*. Retrieved from <https://compas.co.id/article/market-insight-brand-wardah-pimpin-top-brand-lokal-kategori-lipstik/>
- Angelia, D. (2022). 7 Merek Kosmetik Lokal Paling Banyak Digunakan di Indonesia 2022. Retrieved from https://goodstats.id/article/7-merek-kosmetik-lokal-paling-banyak-digunakan-di-indonesia-2022-36qU3#google_vignette
- Anggraini, W. A. (2023). *Pengaruh Orientasi Pasar, Orientasi Kewirausahaan, Dan Promosi Online Terhadap Kinerja Pemasaran Umkm Kuliner Di Kecamatan Semarang Barat*. (Doctoral dissertation, Universitas Semarang).
- Anjaningrum, W. D., and Sidi, A. P. (2018). Pengaruh Orientasi Pasar, Inovasi Dan Kreativitas Produk Terhadap Kinerja Industri Kreatif Untuk Mencapai Keunggulan Bersaing:(Studi pada Industri Kreatif yang Tergabung dalam Malang Creative Fusion). *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 12(2), 30–47. Retrieved from <https://jibeka.asia.ac.id/index.php/jibeka/article/download/22/80>
- Ariyanto, A., Bangun, R., Indillah, M. R. M., Trenggana, A. F. M., Sholihah, D. R., Ariyanti, M., ... Bancin, J. B. (2023). *Manajemen Pemasaran*. Bandung: Widina Bhakti Persada Bandung.

Arry Widodo, N. R. (2025). Unveiling the Power of Social Media: How Marketing Communication Shapes Consumer Behaviour. *paper Asia*, 173-183.

Astuti, I. Y., and Munir, M. (2022). Orientasi Pasar Dan Orientasi Kewirausahaan Dalam Mempengaruhi Kinerja Pemasaran Di Masa Recovery Pandemi Covid-19. *Journal of Management Small and Medium Entreprises*, 15(2), 249–269.

Aulia, A. J., and Putra, I. F. (2024). How the Impact of Environmentally Sustainable Practices in the Beauty Industry Influences Indonesian Generation Z Purchasing Intention? *Asian Journal of Research in Business and Management*, 6(3), 14–24. Retrieved from <https://myjms.mohe.gov.my/index.php/ajrbm/article/download/27733/15392>

Awwad, A., and Akroush, D. M. N. (2016). New product development performance success measures: an exploratory research. *EuroMed Journal of Business*, 11(1), 2–29. <https://doi.org/10.1108/EMJB-12-2014-0043>

Aydin, H. (2021). *Market orientation* and product innovation: the mediating role of technological capability. *European Journal of Innovation Management*, 24(4), 1233–1267. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/ejim-10-2019-0274/full/html>

Azhari, F., and Ali, H. (2024). Peran Inovasi Produk, Strategi Pemasaran, dan Kualitas Layanan terhadap Peningkatan Kinerja Perusahaan. *Jurnal Pemasaran Manajemen DIgital*, 2(2), 72–81. Retrieved from <https://creativecommons.org/licenses/by/4.0/>

Balzano, M., and Marzi, G. (2023). Exploring the pathways of learning from project failure and success in new product development teams. *Technovation*, 128, 102878. Retrieved from <https://www.sciencedirect.com/science/article/pii/S016649722300189X>

BPS (2024). *Jumlah Penduduk Menurut Provinsi*. bps.go.id

Chatra, A., Buday, I., Saprudin, and Judijanto, L. (2024). Dynamic of Product Innovation, Community Involvement, and Regulatory Policy: Case Study of MSME Entrepreneurship in Indonesia. *International Journal Bussiner, Law & Education*, 5(1), 105–118.

Chen, X. (2024). Exploring Current Trends and Strategies in *Online* Marketing for National Beauty *Brand* s: A Case Study of Perfect Diary. In *SHS Web of Conferences*. EDP Sciences., 188, 03010. Retrieved from https://www.shs-conferences.org/articles/shsconf/pdf/2024/08/shsconf_icdde2024_03010.pdf

Cheng, C., and Yang, M. (2019). Creative process engagement and new product performance: The role of new product development speed and leadership

- encouragement of creativity. *Journal of Business Research*, 99, 215–225. Retrieved from <https://doi.org/10.1016/j.jbusres.2019.02.067>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., and Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. In *Asia Pacific Journal of Management* (Vol. 41). Springer US. <https://doi.org/10.1007/s10490-023-09871-y>
- Christa, U. R., and Kristinae, V. (2021). The effect of product innovation on business performance during covid 19 pandemic. *Uncertain Supply Chain Management*, 9(1), 151–158. <https://doi.org/10.5267/j.uscm.2020.10.006>
- cnbcindonesia.com. (2024). Wow! Warga RI Habiskan Rp 2 Triliun Buat Beli Skin Care & Make Up. Retrieved from <https://www.cnbcindonesia.com/research/20240412142617-128-529966/wow-warga-ri-habiskan-rp-2-triliun-buat-beli-skin-care-make-up>
- Compas. (2022). *Data penjualan Wardah di Shopee dan Tokopedia (1 Juli 2021–31 Juli 2022)*. Diakses dari [Compas.co.id](https://compas.co.id).
- Crick, J. M. (2021). The dimensionality of the *market orientation* construct. *Journal of Strategic Marketing*, 29(4), 281–300.
- Cubric, M., and Li, F. (2024). Bridging the ‘Concept–Product’ gap in new product development: Emerging insights from the application of artificial intelligence in FinTech SMEs. *Technovation*, 134(February), 103017. <https://doi.org/10.1016/j.technovation.2024.103017>
- Damayanti, M. (2022). Pengaruh Orientasi Kewirausahaan, Orientasi Pasar Dan Inovasi Produk Terhadap Keunggulan Bersaing Umkm Di Revolusi Industri 4.0 Dalam Perspektif Ekonomi Islam. (Doctoral dissertation, UIN Raden Intan Lampung).
- Dani Adriansyah, M. E. (2020). PENGARUH PROMOSI PENJUALAN TERHADAP KEPUASAN PELANGGAN MELALUI KEPUTUSAN PEMBELIAN SEBAGAI VARIABEL INTERVENING PADA PENGGUNA GO-FOOD DI KOTA BANDUNG. *Journal of Entrepreneurship, Management, and Industry (JEMI)*, 123-128.
- Dogbe, C. S. K., Bamfo, B. A., and Pomegbe, W. W. K. (2021). *Market orientation and new product success* relationship: The role of innovation capability, absorptive capacity, green *brand* positioning. *International Journal of Innovation Management*, 25(03), 21. <https://doi.org/10.1142/S136391962150033X>

- Drobac, J., Alivojvodic, V., Maksic, P., and Stamenovic, M. (2020). Green face of packaging—sustainability issues of the cosmetic industry packaging. In MATEC Web of Conferences, DP Sciences., 318, 01022. Retrieved from <http://dx.doi.org/10.1051/matecconf/202031801022>
- Duryadi. (2021). Buku Ajar: Metode Penelitian Ilmiah (Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS). Semarang: Yayasan Primaagus Teknik.
- Dwivedi, R., Karim, F. J., and Starešinić, B. (2021). Critical Success Factors of New Product Development: Evidence from Select Cases. *Business Systems Research*, 12(1), 34–44. <https://doi.org/10.2478/bsrj-2021-0003>
- Elfreda, J. (2020). How COVID-19 Boosted the Skincare Industry in Indonesia. Retrieved from <https://brightindonesia.net/2020/10/28/how-covid-19-boosted-the-skincare-industry-in-indonesia/>
- Fakhreddin, F., and Foroudi, P. (2022). The impact of *market orientation* on new product performance through product launch quality: A resource-based view. *Cogent Business and Management*, 9(1), 1–22. <https://doi.org/10.1080/23311975.2022.2108220>
- Falahat, M., Chong, S. C., and Liew, C. (2024). Navigating new product development: Uncovering factors and overcoming challenges for success. *Heliyon*, 10(1), e23763. <https://doi.org/10.1016/j.heliyon.2023.e23763>
- Faridah, F. N. (2018). Pengaruh Orientasi Pasar dan Inovasi Produk Terhadap Kinerja Pemasaran Usaha Mikro Kecil dan Menengah (UMKM) Kuliner Bandung Selatan. (Doctoral dissertation, Universitas Telkom Bandung).
- Ferdinand, M., and Ciptono, W. S. (2022). Indonesia's Cosmetics Industry Attractiveness, Competitiveness and Critical Success Factor Analysis. *Jurnal Manajemen Teori Dan Terapan*, 15(2). Retrieved from <https://ejournal.unair.ac.id/JMTT/article/download/37451/22256/191646.pdf>
- Fitriana, D. A., Saryadi, and Purbawati, D. (2023). Pengaruh Kualitas Produk dan Social Media Marketing Terhadap Purchase Intention Pada Produk Kosmetik Somethinc di Kota Salatiga. *Jurnal Ilmu Administrasi Bisnis*, 13(2), 488–498. Retrieved from <https://ejournal3.undip.ac.id/index.php/jiab/article/download/42123/32362>
- fortunebusinnesinsight.com. (2024). Cosmetics Market Size, Share & Industry Analysis, By Category (Hair Care, Skin Care, Makeup, and Others), By Gender (Men and Women), By Distribution Channel (Specialty Stores, Hypermarkets/Supermarkets, *Online*

- Channels, and Others), and Regional Forecasts. Retrieved from <https://www.fortunebusinessinsights.com/cosmetics-market-102614>
- Franchise Global. (2024). *Wardah menjadi beauty brand inovatif dengan dukungan riset dan teknologi*. Diakses dari <https://www.franchiseglobal.com/public/wardah-menjadi-beauty-brand-inovatif-dengan-dukkungan-riset-dan-teknologi.phtml>
- Gani, M. O., Faroque, A. R., and Takahashi, Y. (2023). *Export Market orientation A Comprehensive Literature Review*.
- Guo, C., Wang, Y. J., Hao, A. W., and Saran, A. (2018). Strategic positioning, timing of entry, and new product performance in business-to-business markets: do market-oriented firms make better decisions?. *Journal of Business-to-Business Marketing*, 25(1), 51–64. Retrieved from <http://dx.doi.org/10.1080/1051712X.2018.1424690>
- Hair, J. F., Ringle, C. M., Hult, G. T. M., and Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling*. In *Long Range Planning*. Sage Publication.
- Hamid, R. S. (2019). *Structural Equation Modeling (Sem) Berbasis Varian Konsep Dasar dan Aplikasi Program Smart PLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.
- Hananto, D., Firozji, M. S., Djalil, R., Handaru, H., Sutiawan, B., and Afra Alfaiza, H. (2024). New Product Development Strategies in a Competitive Business Environment: Challenges, Approaches, and Successes. *JICN: Jurnal Intelek Dan Cendekiawan Nusantara*, 1(3), 4694–4700. Retrieved from <https://jicnusantara.com/index.php/jicn>
- Handayani, M. M., and Wati, L. P. V. I. P. (2020). Analisis Pengaruh Orientasi Pasar Inovasi Produk Sebagai Strategi Bersaing Serta Pengaruhnya Terhadap Kinerja Usaha (study pada usaha kerajinan kayu di desa sebatu gianyar). *Bisma: Jurnal Manajemen*, 6(2), 57–66. Retrieved from <https://ejournal.undiksha.ac.id/index.php/BISMA-JM/article/view/28563>
- Hardani, Ustiawaty, J., Andriani, H., and Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. CV Pustaka Ilmu Group.
- Harini, S., Silaningsih, E., and Putri, M. E. (2022). Pengaruh orientasi pasar, kreativitas dan inovasi produk terhadap kinerja pemasaran UMKM. *Jurnal Inspirasi Bisnis Dan Manajemen*, 6(1), 67. <https://doi.org/10.33603/jibm.v6i1.6040>
- Iba, Z., and Wardhana, A. (2023). *Metode Penelitian*. Purbalingga: Eureka Media Aksara.
- Jasmani. (2018). Pengaruh Orientasi Pasar Dan Inovasi Produk Untuk Meningkatkan Kinerja Pemasaran (Studi Kasus Pada PT. Bisma Narendra Di Jakarta). *JURNAL MADANI*:

- Ilmu Pengetahuan, Teknologi, Dan Humaniora, 1(2), 363–381. Retrieved from <https://jurnalmadani.org/index.php/madani/article/download/19/18/>
- Juárez-Varón, D., and Monreal, E. G. (2024). Market-oriented entrepreneurship and the impact of social media and crowdsourcing on continuous organizational learning. An empirical study. *Sustainable Technology and Entrepreneurship*, 4(1). <https://doi.org/10.1016/j.stae.2024.100088>
- Julina, M. M., Agung, A., Agung, G., and Kusuma, A. (2017). Peran Inovasi Produk Memediasi Orientasi Pasar Terhadap Kinerja Pemasaran pada Fashion Retail di Kota Denpasar (Doctoral dissertation, Udayana University). *E-Jurnal Manajemen Unud*, 6(9), 5005–5031.
- Jurry Hatammimi, A. T. (2022). Capturing Competitive Advantage through Product Innovation: Study of A Small Culinary Business. *European Conference on Innovation and Entrepreneurship*, 258-265.
- Kotler, P., and Armstrong, G. (2019). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Kristinae, V., Wardana, I. M., Giantari, I. G. A. K., and Rahyuda, A. G. (2020). The role of powerful business strategy on value innovation capabilities to improve marketing performance during the covid-19 pandemic. *Uncertain Supply Chain Management*, 8(4), 675–684. <https://doi.org/10.5267/j.uscm.2020.8.005>
- Kristiyanti, M. (2023). *Metode Penelitian*. Semarang: CV. Pustaka STIMART AMNI.
- Krzakiewicz, K., and Cyfert, S. (2019). Strategic orientations of the organization - entrepreneurial, market and organizational learning. *Management*, 23(1), 7–19. <https://doi.org/10.2478/manment-2019-0001>
- Lee, W. J., O’Cass, A., and Sok, P. (2020). How and when does the *brand orientation-market orientation* nexus matter? *Journal of Business & Industrial Marketing*, 35(2), 349–361. Retrieved from <http://dx.doi.org/10.1108/JBIM-12-2018-0388>
- Lin, S. K., and Chung, H. C. (2023). The Relationship Between Entrepreneurial Orientation and Firm Performance From the perspective of MASEM: The Mediation Effect of *Market orientation* and the Moderated Mediation Effect of Environmental Dynamism. *SAGE Open*, 13(4), 21582440231218804. Retrieved from <https://doaj.org/article/bcc9c22b7fdc4e26b46b438a0c170779>
- Marheni E. Saputri, H. D. (2015). Blue Ocean strategy for creating value innovation: A study over Kedai Digital in Yogyakarta, Indonesia . *Journal of Administrative and Business Studies*, 14-20.

- Maydita, P. (2023). Dukung Industri Kecantikan Lokal Indonesia Melalui Innovation Conference 2023. Rri.Co.Id. Retrieved from <https://www.rri.co.id/bisnis/168407/dukung-industri-kecantikan-lokal-indonesia-melalui-innovation-conference-2023>
- Mehta, A. (2024). Gen Z And Soft Masculinity: Exploring Perceptions And Consumer Behavior In Fashion & Beauty Industry. *ShodhKosh: Journal of Visual and Performing Arts International Conference on Emerging Trends in Design and Arts*, 5, 60–65. <https://doi.org/10.29121/shodhkosh.v5.iICETDA24.2024.1287>
- Morgan, T., and Anokhin, S. A. (2020). The joint impact of entrepreneurial orientation and *market orientation* in new product development: Studying firm and environmental contingencies. *Journal of Business Research*, 113, 129–138. Retrieved from <https://doi.org/10.1016/j.jbusres.2019.06.019>
- Morgan, T., Anokhin, S. A., and Wincent, J. (2019). Influence of *market orientation* on performance: the moderating roles of customer participation breadth and depth in new product development. *Industry and Innovation*, 26(9), 1103–1120. Retrieved from <http://dx.doi.org/10.1080/13662716.2019.1566053>
- Mu, J., Thomas, E., Peng, G., and Di Benedetto, A. (2017). Strategic Orientation and New Product Development Performance: The Role of Networking Capability and Networking Ability. *Industrial Marketing Management*, 64, 187–201. Retrieved from <https://doi.org/10.1016/j.indmarman.2016.09.007>
- Muin, A. (2023). Metode Penelitian Kuantitatif. Malang: CV. Literasi Nusantara Abadi.
- Nanda, A., Xu, Y., and Zhang, F. (2021). How would the COVID-19 pandemic reshape retail real estate and high streets through acceleration of E-commerce and digitalization? *Journal of Urban Management*, 10(2), 110–124. <https://doi.org/10.1016/j.jum.2021.04.001>
- Nandal, D. N., Kataria, D. A., Nandal, N., and Jora, M. N. (2021). Impact of Product Innovation on the Financial Performance of the Selected Organizations: a Study in Indian Context. *Psychology and Education Journal*, 58(1), 5152–5163. <https://doi.org/10.17762/pae.v58i1.2072>
- Nege, T., and Kero, C. (2024). Competitive Strategy Orientation and *Market orientation* for Product Innovative Success in Ethiopian SMEs. *Science Journal of Business and Management*, 12(3), 47–63. <https://doi.org/10.11648/j.sjbm.20241203.11>
- Nur Anisya, A., and Primasari, I. (2024). Pengaruh Opini Publik Klaim 7x Ceramide Hyalucera Moisturizer Gel The Originote terhadap *Brand Image* Pada Tiktok. *Intan*

Primasari INNOVATIVE: Journal Of Social Science Research, 4(3), 18090–18107.
Retrieved from <http://j-innovative.org/index.php/Innovative/article/view/12226>

Nurafni Rubiyanti, Z. M. (2022). Purchasing Behaviour: Mediating Roles of Brand Personality and Religiosity in the Purchase of Halal Cosmetics. *Global Journal Al-Thaqafah*, 113-120.

Nursang, M., Fahmuddin, M., and Hafid, H. (2023). Penerapan Metode Structural Equation Modelling-Partial Least Squares (SEM-PLS) Dalam Mengevaluasi Faktor-Faktor yang Mempengaruhi PDRB di Indonesia. *Prosiding Seminar Nasional*, 543–548.

Octavia, J., Witono, A. B. M., and Kurniawan, D. (2021). The effect of product innovation towards *brand* image and its implication on consumer buying behavior (A Case of Toshiba television in Jakarta). *International Journal of Family Business Practices*, 4(1), 1–22. Retrieved from <http://e-journal.president.ac.id/presunivojs/index.php/IJFBP/article/download/1495/936>

Oktavian, M. F. (2022). Pengaruh Orientasi Pasar, Orientasi Pembelajaran dan Kelincahan Inovasi Produk Terhadap Kinerja Usaha Pada UMKM Fashion di Kawasan Jalan Trunojoyo Bandung. (Doctoral dissertation, Universitas Telkom Bandung).

Pahlevi, R. (2022). Kebanyakan Perempuan Indonesia Lebih Suka Pakai Kosmetik Lokal. *Databoks*. Retrieved from <https://databoks.katadata.co.id/infografik/2022/09/19/kebanyakan-perempuan-indonesia-lebih-suka-pakai-kosmetik-lokal>

Pakpahan, Prasetyo, A. F., Negara, A., Gurning, E. S., Situmorang, K., Tasnim, R. F. R., ... Joan, G. A. (2021). *Metodologi Penelitian Ilmiah*. Jakarta: Yayasan Kita Menulis.

Palensia Ririn Apriani, R. N. (2023). Pengaruh Variasi Produk, Kualitas Produk Dan Harga Terhadap Minat Beli Di Etalase Pasar Baru Bandung (Etapasbar.Id). *e-Proceeding of Management*, 362.

Panizzon, M., Vidor, G., and Camargo, M. E. (2022). Cross-cutting best practices for new product development (NPD) in turbulent environments: the effects of integration and co-creation. *Innovation and Management Review*, 19(2), 106–122. <https://doi.org/10.1108/INMR-04-2020-0053>

Paragon Technology and Innovation. (2023). *Company Profile*. Diakses dari <https://www.paragon-innovation.com/>

Patil, B. A., Kulkarni, M. S., and Rao, P. V. M. (2019). New product development (NPD) process in the context of industry 4.0. In 2019 IEEE International Conference on

- Industrial Engineering and Engineering Management (IEEM). IEEE., 1231–1235. Retrieved from <http://dx.doi.org/10.1109/IEEM44572.2019.8978740>
- Permata, F., and Mudiantono, M. (2019). Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran Melalui Inovasi Produk Dan Keunggulan Bersaing Pada Outlet Kosmetik Di Kota Semarang. *Diponegoro Journal of Management*, 107–116. Retrieved from <https://ejournal3.undip.ac.id/index.php/djom/article/download/25946/23137>
- Puri, E. T., and Lisiantara, G. A. (2023). Pengaruh Profitabilitas Dan Likuiditas Terhadap Nilai Perusahaan Dengan Struktur Modal Sebagai Variabel Intervening (Studi pada Perusahaan Manufaktur yang Terdaftar di Bursa Efek Indonesia Sektor Industri Barang Konsumsi periode 2019-2021). *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(2), 91–97.
- Putri, A. (2021). Seri Lapsus: Diversifikasi Pasar untuk Produk Kosmetik Halal. Retrieved from <https://analysis.netray.id/seri-lapsus-diversifikasi-pasar-kosmetik-halal/>
- Qu, Y., and Mardani, A. (2023). Market orientation, technological opportunity, and new product innovation performance. *Journal of Business Research*, 162, 113841. Retrieved from <http://dx.doi.org/10.1016/j.jbusres.2023.113841>
- Rahadi, D. R. (2023). Pengantar Partial Least Squares Structural Equation Model(PLS-SEM). Tasikmalaya: Lentara Ilmu Madani.
- Rahayu, A., Febriansah, R. E., and Yulianto, M. R. (2024). The Influence Of Product Quality, *Brand* Image And Price On Purchasing Decisions For Wardah Cosmetic Products. (Study Of Umsida Students Who Use Wardah Cosmetics). *COSTING:Journal of Economic, Business and Accounting*, 7(4), 1387–1402.
- Rompas, H. S. (2013). Analisis Faktor-Faktor Yang Mempengaruhi Keberhasilan Produk Sepeda Motor Kawasaki Di Kota Manado. *Jurnal EMBA*, 1(4), 571–580.
- Sahi, G. K., Mahajan, R., and Jones, P. (2024). Strategic imperatives for new product success: An internal stakeholder perspective. *Journal of Innovation & Knowledge*, 9(1), 100467. Retrieved from <https://www.sciencedirect.com/science/article/pii/S2444569X24000076>
- Sahir, S. H. (2021). Metodologi Penelitian. Kbm Indonesia.
- Savitri, C., Faddila, S. P., Irmawartini, Iswari, H. R., Anam, C., Syah, S., ... Siregar, M. T. (2021). Statistik Multivariat Dalam Riset. CV. Widina Media Utama.
- Schulze, A., Townsend, J. D., and Talay, M. B. (2022). Completing the *market orientation* matrix: The impact of proactive competitor orientation on innovation and firm

- performance. *Industrial Marketing Management*, 103(April), 198–214. <https://doi.org/10.1016/j.indmarman.2022.03.013>
- Setiabudhi, H., Suwono, Setiawan, Y. A., and Karim, S. (2024). Analisis Data Kuantitatif dengan SmartPLS 4. Purwokerto: Borneo Novelty Publishing.
- Setyawan, D. A. (2021). Hipotesis Dan Variabel Penelitian. CV Tahta Media Group.
- Shin, E. (2024). Qualitative Literature Analysis: The Current Challenges and their Solutions in the Beauty Care industry. *The Journal of Industrial Distribution & Business*, 15(6), 25–32. Retrieved from <https://koreascience.kr/article/JAKO202418672008190.pdf>
- Sinaga, S., Gaol, J. L., and Ichsan, R. N. (2021). The Effect of Product Innovation on Consumer Interest in the Purchase of Bottled Tea Products at PT. Sinar Sosro Medan. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(1), 1361–1367. <https://doi.org/10.33258/birci.v4i1.1762>
- Sondra, T. C., and Widjaja, O. H. (2021). Pengaruh orientasi pasar, orientasi kewirausahaan dan inovasi terhadap kinerja usaha UKM bidang konveksi di Jakarta Barat. *Jurnal Manajerial Dan Kewirausahaan*, 3(2), 500–508. Retrieved from <https://journal.untar.ac.id/index.php/JMDK/article/download/11897/7516>
- Suasapha, A. H. (2020). Skala Likert Untuk Penelitian Pariwisata; Beberapa Catatan Untuk Menyusunnya Dengan Baik. *Jurnal Kepariwisata*, 19(1), 26–37. <https://doi.org/10.52352/jpar.v19i1.407>
- Sugiarto, and Hargyatni, T. (2024). Pengaruh Orientasi Pasar Dan Inovasi Terhadap Kinerja Bisnis Dengan Keunggulan Bersaing Sebagai Variabel Intervening (Studi Kasus Umkm Telur Asin Di Kabupaten Brebes). *Jurnal Ilmiah Manajemen Ekonomi Dan Bisnis (JIMEB)*, 3(1), 195–210.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Suryanto, D. (2022). The Effect of Leadership And Motivation On Employee Performance At Pt. Selago Makmur Plantation Palm Factory Unit Incari Raya Group. *INVEST: Jurnal Inovasi Bisnis Dan Akuntansi*, 3(1), 108–118.
- Sutapa, S., Mulyana, M., and Wasitowati, W. (2017). The role of market orientation, creativity and innovation in creating competitive advantages and creative industry performance. *JDM (Jurnal Dinamika Manajemen)*, 8(2), 152–166. Retrieved from <http://dx.doi.org/10.15294/jdm.v1i1.12756>
- Tajeddini, K., Altinay, L., and Ratten, V. (2017). Service innovativeness and the structuring of organizations: The moderating roles of learning orientation and inter-functional coordination. *International Journal of Hospitality Management*, 65, 100–114.

- Retrieved from https://www.academia.edu/download/54562293/1._The_moderating_roles_of_learning_orientation.pdf
- Theofadilla, A. Y., and Handoyo, S. E. (2024). Pengaruh Orientasi Pasar, Orientasi Kewirausahaan, dan Efikasi Diri terhadap Kinerja UMKM Kuliner. *Jurnal Manajerial Dan Kewirausahaan*, 6(3), 753–761. <https://doi.org/10.24912/jmk.v6i3.31608>
- Top Brand. (2022). *Wardah Crystal Secret Resmi Diluncurkan*. Diakses dari <https://topbrandaward.frontier.co.id/article/detail/wardah-crystal-secret-resmi-diluncurkan>
- Utami, D., Mulyono, L. E. H., and Furkan, L. M. (2022). The Effect of *Market orientation* and Product Innovation to Increase Marketing Performance Moderated by Creativity. *International Journal of Social Science Research and Review*, 5(2), 20–36. <https://doi.org/10.47814/ijssrr.v5i2.164>
- Vogue Business. (2025). *The beauty brand's guide to winning back customers*.
- Wahyuni, N. M., and Sara, I. M. (2020). The effect of entrepreneurial orientation variables on business performance in the SME industry context. *Journal of Workplace Learning*, 32(1), 35–62.
- Wardhana. (2015). *Metode Riset Bisnis*. PT Karya Manunggal Lithomas.
- Wasim, M., Ahmed, S., Kalsoom, T., Khan, M. S., and Rafi-Ul-Shan, P. M. (2024). *Market orientation* and SME performance: Moderating role of IoT and mediating role of creativity. *Journal of Small Business Management*, 62(2), 938–965. <https://doi.org/10.1080/00472778.2022.2100897>
- Widodo, S., Ladyani, F., Asrianto, L. O., Rusdi, Khairunnisa, Lestari, S. M. P., ... Rogayah. (2023). *Buku Ajar Metode Penelitian*. Pangkalpinang: Cv Science Techno.
- Winarto, L., and Wisesa, A. (2024). Analyzing the Impact of Artificial Intelligence and Sustainability on Gen Z Consumer Purchase Intentions: A Case Study of L'Oréal Cosmetics Indonesia. *European Journal of Business and Management Research*, 9(5), 16–30. Retrieved from <https://www.ejbmr.org/index.php/ejbmr/article/view/2241>
- Wong, S. K. S., and Tong, C. (2012). The influence of *market orientation* on new product success. *European Journal of Innovation Management*, 15(1), 99–121. <https://doi.org/10.1108/14601061211192852>
- Yam, J. H., and Taufik, R. (2021). Hipotesis Penelitian Kuantitatif. *Perspektif: Jurnal Ilmu Administrasi*, 3(2), 96–102. Retrieved from <https://ejournal.unis.ac.id/index.php/perspektif/article/download/1540/1121>

- Yamagishi, K., Canayong, D., Domingo, M., Maneja, K. N., Montolo, A., and Siton, A. (2024). User-generated content on Gen Z tourist visit intention: a stimulus-organism-response approach. *Journal of Hospitality and Tourism Insights*, 7(4), 1949–1973. Retrieved from <http://dx.doi.org/10.1108/JHTI-02-2023-0091>
- Yamane, T., and Kaneko, S. (2021). Is the younger generation a driving force toward achieving the sustainable development goals? Survey experiments. *Journal of Cleaner Production*, 292, 125932. Retrieved from <https://doi.org/10.1016/j.jclepro.2021.125932>
- Yaqub, M. Z., Yaqub, R. M. S., Alsabban, A., Baig, F. J., and Bajaba, S. (2024). Market-orientation, entrepreneurial-orientation and SMEs' performance: the mediating roles of marketing capabilities and competitive strategies. *Journal of Organizational Effectiveness: People and Performance*. Retrieved from <http://dx.doi.org/10.1108/JOEPP-05-2024-0206>
- Zhulkarnain et al. (2022). *Preferensi Gen Z dalam Penggunaan Kosmetik Lokal*. Jurnal HASS, IPB.