

DAFTAR PUSTAKA

- Adikurniawan, A. B. 2022. Pengaruh Influencer Marketing dan Brand Image terhadap Minat Beli Produk Kecantikan MS.Glow pada mahasiswa/i Universitas Wijaya Kusuma Surabaya angkatan 2018). <http://erepository.uwks.ac.id/id/eprint/11367>
- Agustini, M. P. ., Komariah, K. ., & Mulia Z, F. . 2022. Analisis Interaksi Sosial Konten Marketing Dan Influencer Marketing terhadap Minat Beli Produk Kosmetik (Survey Pada Konsumen Produk Dear Me Beauty Di Kota Sukabumi). *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(3), 1601–1610. <https://doi.org/10.37385/msej.v3i3.647>
- Al Hafizi, N. A., & Ali, H. 2021. Purchase Intention and Purchase Decision Model: Multi Channel Marketing and Discount on Medcom.Id Online News Portal. *Dinasti International Journal of Digital Business Management*, 2(3), 460–470. <https://doi.org/10.31933/dijdbm.v2i3.826>
- Alatas, S. L., & Tabrani, M. 2018. Pengaruh Celebrity Endorser terhadap Purchase Intention melalui Brand Credibility. *Jurnal Manajemen Inovasi*, 9(1), 91–105. <http://www.jurnal.unsyiah.ac.id/JInoMan>.
- Alvionita, S., & Sutedjo, B. 2021. Pengaruh Celebrity Endorsement Brand Image dan Customer Review terhadap Purchase Intention (Studi Pada Konsumen Produk Kecantikan Scarlett Whitening Kabupaten Brebes). *SEIKO: Journal of Management & Business*, 4(1), 374-385. <https://doi.org/10.37531/sejaman.v4i1.1445>
- Amalia, P., Didiek, V., Aryanto, W., Ekonomi, F., & Dian, U. 2023. Pengaruh Celebrity Endorsement , Online Review Customer Dan Promo Gratis Ongkir Terhadap Minat Beli Produk Pada Keranjang Kuning Tiktokshop (Studi Kasus Pada Mahasiswa UDINUS Semarang). *Journal Of Social Science Research*. 3(2), 11190–11200. <https://doi.org/10.31004/innovative.v3i2.1716>
- Bahri Syaiful dan Nisa Chairatun Yuni. 2017. The Effect of Career Development and Work Motivation on Employee Job Satisfaction BPJS Employment Branch Office Belawan. *Scientific Journal of Management & Business*. Vol. 18. No. 1 : 9-15
- Fenny, F., & Loisa, R. 2021. Pengaruh Endorsement oleh Beauty Vlogger terhadap Minat Beli Kosmetik. *Prologia*, 5(1), 94. <https://doi.org/10.24912/pr.v5i1.8141>
- Ghozali, I. 2016. *Aplikasi Analisis Multivariate*. Semarang: Universitas Diponegoro.

- Ghozali, I. 2018. *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Universitas Diponegoro.
- Hariyanti, N. T., & Wirapraja, A. 2018. Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Modern (Sebuah Studi Literatur). *Jurnal Eksekutif*, 15(1), 133–146. <https://doi.org/10.15642/manova.v1i2.350>
- Kesumahati, E., & Febrianti, F. 2022, April. The Influence of Advertising, Celebrity Endorsement, Brand Awareness, and Brand Image on Purchase Intention of Local Skincare Products. In *CoMBInES-Conference on Management, Business, Innovation, Education and Social Sciences* (Vol. 2, No. 1, pp. 289-303).
- Kotler, P. And Keller, Kevin L. 2016: *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.
- Kuncoro, M. 2013. *Metode Riset Untuk Bisnis dan Ekonomi* (14th ed.). Jakarta: Erlangga.
- Lengkawati, S. A. 2021. 33 | Page 34 | Page. Pengaruh Influencer Marketing Terhadap Keputusan Pembelian (Studi Pada Elzatta Hijab Garut), 18(1), 33–38.
- Liang, H. L., & Lin, P. I. 2018. Influence of Multiple Endorser-Product Patterns on Purchase Intention: An interpretation of elaboration likelihood model. *International Journal of Sports Marketing and Sponsorship*, 19(4), 415–432. <https://doi.org/10.1108/IJSMS03-2017-0022>.
- Mukti, H. M. S., & Lestari, W. D. 2023. The Effect of Celebrity Endorsement on Purchase Intention With Brand Awareness as a Mediating Variable on MS GLOW BEAUTY Products (Case Study on MS GLOW BEAUTY Customers at msglowbeauty27 Purwantoro Official Store, Wonogiri). *Proceedings International Economics and Business Conference*, 1(1), 189-198. <https://doi.org/10.35912/iecon.v1i1.147>
- Mulia, F., Komariah, K., & Rizky, N. P. N. 2020. Analisis Kredibilitas Celebrity Endorser dan Daya Tarik Iklan terhadap Brand Awareness. *Syntax Idea: P-ISSN: 2684-6853 e-ISSN: 2684-883X*. 2(7). Juli 2020 ANALISIS, 9(May), 6. <https://doi.org/10.46799/syntax-idea.v2i7.449>
- Murwaningtyas, F., Harisudin, M., & Irianto, H. 2020. “Effect of Celebrity Endorser Through Social Media on Organic Cosmetic Purchasing Intention Mediated with Attitude. *KnE Social Sciences*”, 152- 165. <https://doi.org/10.18502/kss.v4i3.6393>

- Nurul Jannah, & Eko Agus Alfianto. 2023. Pengaruh Promosi Word Of Mouth, Brand Image, Influencer Marketing, Terhadap Minat Beli Skincare pada Produk Kecantikan Drw Skincare. Wawasan : *Jurnal Ilmu Manajemen, Ekonomi Dan Kewirausahaan*, 1(4), 55–66.
<https://doi.org/10.58192/wawasan.v1i4.1219>
- Purnamaningsih, P., & Rizkalla, N. 2020. The Role of Parasocial Interaction on Consumer's Intention to Purchase Beauty Products. *Revista CEA*, 6(12), 13–27. <https://doi.org/10.22430/24223182.1617>
- Putri, N. M., Rakhmat, C., & Pauzy, D. M. 2022. The Effect Advertising Attractiveness, Price Perception, And Electronic Word Of Mouth On Buying Interest (Survey On Consumers Of Managements Students At Perjuangan University). *Journal Of Indonesian Management (Jim)*, 2(3), 675-684.
<https://doi.org/10.53697/jim.v2i3.918>
- Qonitah Iffah, R., Farouk, U., & Nugroho, J. 2022. Influence of Influencer Marketing Strategy and Online Customer Reviews on Purchase Intention of Sociolla Customer (Case Study on AB Students at Polines 2018–2019). *Jurnal JOBS*, 8(2).
- Rahmawati, J. H. 2021. Pengaruh Brand Image, Celebrity Endorser, Country of Origin dan Electronic Word of Mouth terhadap Minat Beli Produk Kecantikan Korea (K-Beauty): studi pada mahasiswa S1 Universitas Islam Negeri Sunan Ampel Surabaya. Skripsi. Surabaya: Program Studi Manajemen UIN Sunan Ampel Surabaya. <https://doi.org/10.37531/sejaman.v5i1.1903>
- Santoso, D. A., Erdiansyah, R., & Pribadi, M. A. 2019. Pengaruh Brand Awareness dan Brand Image terhadap Minat Beli Produk Kecantikan Innisfree. *Prologia*, 2(2), 286. <https://doi.org/10.24912/pr.v2i2.3589>
- Sari, C. R., & Hidayat, A. M. 2021. Pengaruh Influencer Marketing dan Kualitas Produk terhadap Universitas Telkom The Influence Of Influencer Marketing And Product Quality On Purchasing Decisions At Uniqlo. 8(2), 1361–1368.
- Shofia, N. 2022. Pengaruh Citra Merek, Content Marketing Dan E-Wom terhadap Minat Beli Layanan Platform Media Streaming Digital Disney Plus Hotstar Indonesia (Doctoral Dissertation, Universitas Mercu Buana Jakarta).
- Sudana. I.M, Setianto. R. H. 2018. *Metode Penelitian Bisnis dan Analisis Data Dengan SPSS*. Jakarta: PT. Gelora Aksara.
- Sudana. I.M, Setianto. R. H. 2018. *Metode Penelitian Bisnis dan Analisis Data Dengan SPSS*. Jakarta: PT. Gelora Aksara.

- Suheri, A., Welsa, H., & Kurniawan, I. S. 2022. Pengaruh Daya Tarik Iklan dan Citra Merek Terhadap Minat Beli dan Dampaknya pada Keputusan Pembelian Maskapai Penerbangan Sriwijaya Air. *Jurnal Kolaboratif Sains*, 5(2), 110-119. <https://doi.org/10.56338/jks.v5i2.2250>
- Sultannudin, S., & Situmeang, I. V. O. 2023. Pengaruh Citra Merek dan Daya Tarik Iklan di Instagram terhadap Minat Beli Produk Ibox Indonesia. *Ikra-Ith Humaniora: Jurnal Sosial Dan Humaniora*, 8(1), 75-84. <https://doi.org/10.37817/ikraith-humaniora.v8i1>
- Suyiono. 2017. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Tarigan, E. B., Nofiawaty, N., & Rosa, A. 2024. Pengaruh Influencer Marketing terhadap Minat Beli Produk Skincare Ms Glow: Studi Pada Mahasiswa S1 Universitas Sriwijaya Kampus Indralaya. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(3), 1618-1629. <https://doi.org/10.47467/alkharaj.v6i3.4067>
- Yin, X., Wang, H., Xia, Q., & Gu, Q. 2019. How Social Interaction Affects Purchase Intention in Social Commerce : A Cultural Perspective.