

DAFTAR PUSTAKA

- Amasa, W., Santiago, D., Mekonen, S., and Ambelu, A. (2012). Are cosmetics used in developing countries safe? Use and dermal irritation of body care products in Jimma Town, Southwestern Ethiopia. *Journal of Toxicology*, pp. 1 – 8.
- Charinsarn, A. R. (2019). What Makes Me Think that This Product Fits Me? The Impact of Perceptual Processing Style on Product Preference Among Female Consumers in Emerging Asian Countries. *Journal of Asia Business Studies*, 13(1), 53-74, DOI: 10.1108/JABS-12-2017-0237
- Chiang, C. F. dan Jang, S. S. (2008). The Effects of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travelers' Attitudes Toward Online Hotel Booking. *Journal of Hospitality & Leisure Marketing*. 15(3), 49-69. Tersedia di http://dx.doi.org/10.1300/J150v15n03_04, diakses pada 23 Januari 2022.
- CNN Indonesia. (2020). Belanja Online Naik 400 Persen Saat Musim Corona. Artikel. (Online) (<https://www.cnnindonesia.com/ekonomi/20200707172450-92-521925/belanja-online-naik-400-persen-saat-musim-corona>), diakses 6 Desember 2021.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. The McGraw– Hill Companies, New York.
- Databoks. (2020). LIPI: Masyarakat Menonton Drama Korea Lebih dari Enam Kali dalam Sepekan. Tersedia di <https://databoks.katadata.co.id/datapublish/2020/11/30/lipi-masyarakat-menonton-drama-korea-lebih-dari-enam-kali-dalam-sepekan/> diakses pada 8 Desember 2021.
- Dewi, *et al.* (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences* 76, 01023. DOI: <https://doi.org/10.1051/shsconf/20207601023>
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro.
- Hafilah, N. E. dan Chaerudin, V. P. (2019). The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Decisions Samsung Smartphones. Artikel. (Online) (<https://ssrn.com/abstract=3314080>), diakses 10 Desember 2021.
- Hair, J. F. (2009). *Multivariate Data Analysis*, 7th Ed. Prentice Hall International.
- Hartono, J. dan Abdillah, W. (2016). *Konsep dan Aplikasi PLS untuk Penelitian Empiris*. BPFE, Yogyakarta.
- Hendayana, Y. dan Wiludjeng, S. (2021). Does Endoser Credibility And Brand Image Influence Consumer Purchasing Decisions. *Turkish Journal of Computer and Mathematics Education*. Vol.12 No.8.

- IPrice. (2022). Katalog Harga Produk Scarlett Indonesia. Tersedia di <https://iprice.co.id/scarlett/>, diakses pada 23 April 2022.
- Lee, J. dan Lee, Y. *Journal of Fashion Pemasaran dan Manajemen*, 22 , 3: 387-403 (2018). Tersedia di <https://www.emeraldinsight.com/doi/abs/10.1108/JFMM-08-2017-0087>, diakses pada 27 Maret 2022.
- K. Soniya, dan R. Santhosh. (2018). A Study on The Role of Brand Ambassadors in Consumer Buying Behaviour of Soft Drink. *International Journal of Engineering Development and Research*, 6(3), 2321-9939. Tersedia di <https://1library.net/document/yjkdcpkq-study-role-brand-ambassadors-consumer-buying-behaviour-drink.html>, diakses pada 10 November 2021.
- Kazmier, Leonard J. (2004). *Statistik untuk Bisnis*. Erlangga, Jakarta.
- Kinder, J. (2021). What Is Formal Research? - Definition & Methods. Tersedia di <https://study.com/academy/lesson/what-is-formal-research-definition-methods.html>, diakses pada 2 Desember 2021.
- Komaladewi, R. and Indika, D. (2017). A Review of Consumer Purchase Decision on Low Cost Green Car in West Java, Indonesia. *Review of Integrative Business & Economics Research*, 6 (2), 172-184k
- Kotler, P. dan Keller, K. L. (2016). *Marketing Management*, 15th edition. Pearson, United States.
- Kotler, P., dan Armstrong, G. (2014). *Principles Of Marketing*. Pearson Education Limited, England.
- Kotler, P., dan Armstrong, G. (2021). *Principles Of Marketing*, 18th edition. Pearson Education Limited, United Kingdom.
- Kusumaradya, N. *et al.* (2021). Service Quality and Brand Image Influence on the Purchase Decision of Coffee Shop Products in Yogyakarta. *IOP Conf. Series: Earth and Environmental Science* 828(2021). doi:10.1088/1755-1315/828/1/012060
- Mothersbaugh, D. L. dan Hawkins D. I. (2016). *Consumer Behavior: Building Marketing Strategy*. 13th Edition. McGraw-Hill Education, New York.
- Mudzakir, F. (2018). The Influence of Brand Ambassador Usage Toward Brand Image of Oppo. *Industrial Research Workshop and National Seminar*, 648–655. Tersedia di <https://jurnal.polban.ac.id/index.php/proceeding/article/download/1109/910>, diakses pada 9 November 2021.
- Nofiauwaty, *et al.* (2020). Brand Ambassador and the Effect to Consumer Decision on Online Marketplace in Indonesia. *SIJDEB*, 4(1), 21-30. DOI: <https://doi.org/10.29259/sijdeb.v4i1.21-30>
- Ramadhanti, S. dan Usman, O. (2021). Influence of Brand Ambassador BTS, Brand Image, and Product Quality on Tokopedia E-Commerce Purchase Decision. Artikel. (Online) (<https://ssrn.com/abstract=3768614>), diakses 12 Desember 2021.
- Rani, N. S. A. dan Krishnan, K. S. D. (2018). Factors that Influence Malay Student in Purchasing Skincare Products in Malaysia. *Journal of Business and Retail Management Research (JBRMR)*, Vol. 13 Issue 1. Tersedia di www.jbrmr.com, diakses pada 23 Desember 2021.

- Rizaty, M. A. 2021. Industri Kosmetik Tumbuh 5,59 Persen, Ini Merek Perawatan Tubuh Terlaris pada Agustus 2021. Artikel. (Online) (<https://databoks.katadata.co.id/datapublish/2021/10/05/industri-kosmetik-tumbuh-559-persen-ini-merek-perawatan-tubuh-terlaris-pada-agustus-2021#>), diakses 6 Desember 2021.
- Rossiter, J. R. dan Smidts, A. (2011). Print advertising: Celebrity presenters. *Journal of Business Research*. 65 (2012) 874–879. DOI:10.1016/j.jbusres.2011.01.010, diakses pada 23 Maret 2022.
- Safika, E. dan Raflah, W. J. (2021). The Influence of Brand Image, Brand Ambassador and Price on Purchasing Decisions for Scarlett Whitening Product in Riau. *Inovbiz: Jurnal Inovasi Bisnis* 1 (2021) 8-13. Tersedia di <http://ejournal.polbeng.ac.id/index.php/ibimk/article/view/1876/858>, diakses pada 12 Desember 2021.
- Salem, M. Z. (2018). Effects of Perfume Packaging on Basque Female Consumers Purchase Decision in Spain. *Management Decision* 56(8), 1748-1768. DOI: 10.1108/MD-04-2017-0363. Tersedia di www.emeraldinsight.com/0025-1747.htm, diakses pada 23 Januari 2022.
- Schindler (2019). *Business Research Method*, 13th edition. McGraw-Hill, New York.
- Sekaran, U. dan Bougie, R. 2016. *Research Methods For Business: A Skill Building Approach*, 7th Edition. New Jersey: Wiley
- Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research, *International Journal of Academic Research in Management*, vol. 5, no. 3, pp. 28-36.ghoz
- Wang, F dan Hariandja, E. S. (2016). The Influence of Brand Ambassador on Brand Image and Consumer Purchasing Decision: A Case of Tous Les Jours in Indonesia. *International Conference on Entrepreneurship (IConEnt-2016)*. Tersedia di <https://www.researchgate.net/publication/298787134>, diakses pada 23 Oktober 2021.
- Wang, J., *et al.* (2012). Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators. *Wiley Periodicals, Inc.*, 00(0), 1-11. DOI: 10.1002/hfm.20336. Tersedia di wileyonlinelibrary.com/journal/hfm, diakses 11 Maret 2022.
- Wang, X., *et al.* (2020). Emotion as Signal of Product Quality: Its Effect on Purchase Decision Based on Online Customer Reviews. *Internet Research* 30(2), 463-485. DOI 10.1108/INTR-09-2018-0415. Tersedia di www.emeraldinsight.com/1066-2243.htm, diakses pada 20 Desember 2021.