

## DAFTAR PUSTAKA

- Aaker, D., Kumar, V., & Day, G., 2004, *Marketing Research*, Edisi 8, John Wiley & Sons, Inc., New York.
- Al Baidi, K.S., 2015, The Dimensions of Marketing Mix, *Management and Organizational Studies*, **2**: 136–142.
- American Marketing Association, 2013, *Definition of Marketing*, <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>, 28 Agustus 2023.
- Amin, M.A., & Rachmawati, L., 2020, Pengaruh Label Halal, Citra Merek, dan *Online Consumer Review* terhadap Keputusan Pembelian Kosmetik Wardah, *Jurnal Ekonomika Dan Bisnis Islam*, **3**: 151–164.
- Angelina, G., Massie, J.D.D., & Gunawan, E., 2022, Pengaruh Marketing Mix Terhadap Keputusan Pembelian Produk The Body Shop di Era Pandemi (Studi Pada Konsumen The Body Shop Kota Manado), *Jurnal EMBA*, **10**: 208–219.
- Anggraeni, D.P., Kumadji, S., & Sunarti, 2016, Pengaruh Kualitas Produk Terhadap Kepuasan dan Loyalitas Pelanggan (Survei pada Pelanggan Nasi Rawon di Rumah Makan Sakinah Kota Pasuruan), *Jurnal Administrasi Bisnis*, **37**: 171–177.
- Anonim, 2020, *50 Merek Lokal Paling Populer Indonesia*, <https://katadata.co.id/merek-lokal>, 26 Agustus 2023.
- Anonim, 2022, *10 Brand Skincare Lokal Terlaris di Online Marketplace*, <https://compas.co.id/article/brand-skincare-lokal-terlaris/>, 26 Agustus 2023.
- Anonim, 2023, *Somethinc*, [www.somethinc.com](http://www.somethinc.com), 27 Agustus 2023.
- Bootwala, S., Mali, S. R., & Lawrence, M. D., 2009, *Principles of Marketing*, Nirali Prakashan, India.
- Buchari, A., 2016, *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung.
- Chavez, P.J., & Seow, C., 2012, Managing Food Quality Risk in Global Supply Chain: A Risk Management Framework, *International Journal of Engineering Business Management*, **4**: 1–8.
- Creswell, T., 2009, *Place*, University of London, Elsevier Inc., Egham.
- Darma, B., 2021. *Statistika Penelitian Menggunakan SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R<sup>2</sup>)*, GUEPEDIA.
- Ernawati, I. & Islamiyah, W.R., 2019, Uji Validitas dan Reliabilitas Kuesioner Kepatuhan Mgl (Morisky, Green, Levine Adherence Scale) Versi Bahasa Indonesia Terhadap Pasien Epilepsi, *Jurnal Ilmiah Ibnu Sina (JIIS): Ilmu Farmasi dan Kesehatan*, **4**: 305–313.
- Ernis, D., 2015, Belanja Online Naik Dua Kali Lipat, *Tempo*, <https://m.tempo.co/read/news/2015/01/22/090636835/2015-belanja-online-naik-dua-kali-lipat>, 10 November 2023.

- Familmaleki, M., Aghighi, A., & Hamidi, K., 2015, Analyzing The Influence of Sales Promotion on Customer Purchasing Behavior, *Advanced Social Humanities and Management*, **2**: 41–51.
- Fathor, A.S., 2011, Analisis Faktor-Faktor yang Mempengaruhi Perilaku Konsumen Terhadap Keputusan Beli (Studi pada Konsumen Kosmetik di Bangkalan), *Jurnal Investasi*, **7**: 119–136.
- Firmansyah, A., 2019, *Pemasaran (Dasar dan Konsep)*, CV. PENERBIT QIARA MEDIA, Surabaya.
- Gandi, N.F., 2016, Pengaruh Faktor Pribadi dan Sosial terhadap Keputusan Pembelian Produk Wardah di Kota Padang, *Skripsi*, Universitas Andalas, Padang.
- Ghozali, I., 2016. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23*, Edisi VIII, Badan Penerbit Universitas Diponegoro, Semarang.
- Harvina, L.G.D., Ellitan, L., & 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**: 104–114.
- Hendryadi, H., 2017, Validitas Isi: Tahap Awal Pengembangan Kuesioner, *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, **2**: 169–178.
- Hilmi, I.L., Rianoor, N.A., & Gatera, V.A., 2022, Hubungan Pengetahuan dan Sikap Terhadap Perilaku Pemilihan *Skincare* Wajah Melalui Media Sosial pada Salah Satu Universitas di Karawang Jawa Barat, *Pharmacon: Jurnal Farmasi Indonesia*, **19**: 203–212.
- Inside Retail Asia, 2016, *Indonesia, Vietnam leading Asian beauty industry growth*. *Inside Retail Asia*, <https://insideretail.asia/2016/05/12/indonesiavietnam-leading-asian-beauty-industry-growth>, 26 Agustus 2023.
- Islam, N.N.M.I., 2021, Analisis Validitas dan Reliabilitas Instrumen Kepuasan Pengguna Elektronik Rekam Medis, *Jurnal Ilmiah Permas: Jurnal Ilmiah STIKES Kendal*, **11**: .
- Janie, D.N.A., 2012, *Statistik Deskriptif & Regresi Linier Berganda dengan SPSS*, Semarang University Press, Semarang.
- Kartika, E.K., 2014, Pengaruh Bauran Pemasaran Terhadap Niat Beli Ulang Sepeda Motor Honda Kategori Sport Mid, *E-Journal Graduate Unpar: Economics*, **1**: 162–175.
- Khairunnisa, F., & Jamiat, N., 2021, Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Produk Kecantikan Secara *Online* Melalui *E-Commerce* Shopee di Indonesia, *e-Proceeding of Management*, **8**: 397–408.
- Khraim, S., 2011, The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female Consumers, *International Journal of Marketing Studies*, **3**: 124–129.
- Khulwani, A., Savitri, C., & Faddila, S.P., 2023, Pengaruh *Influencer* Janes Christina dan Kualitas Produk Kosmetik Somethinc Terhadap Keputusan Pembelian pada Aplikasi TikTok, *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, **6**: 815–833.
- Kim, Y.A., 2006, The Impact on Customers' Perception of Product Variety, *Korea Review of International Studies*, **9**: .

- Kotler, P., & Armstrong, G., 2018, *Principles of Marketing*, Pearson, New Delhi.
- Kotler, P., & Keller, K.L., 2016. *A Framework for Marketing Management*, Edisi VI, Pearson, Boston.
- Kotler, P.T., Keller, K.L., Brady, M., Goodman, M., & Hansen, T., 2019, *Marketing Management*, Pearson Education, Singapura.
- Kumar, K.P., Kumar, G.S., Aruna, M., & Srinivas, B., 2015, Mining Online Customer Reviews for Product Feature-Based Ranking, *International Journal of Advance Research in Computer Science*, **6**: 1–5.
- Levrini, G.R.D., & Santos, M.J., 2021, The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiological Experiments, *Behavioral Sciences*, **11**: 1–16.
- Mikhriani, 2012, Analisis Segmentasi Pasar Perawatan Kulit Wajah Natasha Skincare Yogyakarta, *Jurnal Dakwah*, **13**: 105–136.
- Mohammed, A.H., Blebil, A., Dujaili, J., & Hassan, B.A.R., 2021, Perception and Attitude of Adults Toward Cosmetic Products Amid COVID-19 Pandemic in Malaysia, *Journal of Cosmetic Dermatology*, **20**: 1992–2000.
- Nitiyarom, R., Banomyong, N., & Wisuthsarewong, W., 2021, Knowledge about, Attitude toward, and Practices in Skincare among Thai Adolescents, *Journal of Cosmetic Dermatology*, **15**: 1–8.
- Nugroho, A.R., & Irena, A., 2017, The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya, *iBuss Management*, **5**: 55–69.
- Nursalam, 2013, *Metodologi Penelitian Ilmu Keperawatan*, Edisi Ketiga, Salemba Medika, Jakarta.
- Paddison, A., & Olsen, K., 2008, Painkiller purchasing in the UK: An exploratory study of information search and product evaluation, *International Journal of Pharmaceutical and Healthcare Marketing*, **2**: 284–306.
- Puspasari, H. & Puspita, W., 2022, Uji Validitas dan Reliabilitas Instrumen Penelitian Tingkat Pengetahuan dan Sikap Mahasiswa terhadap Pemilihan Suplemen Kesehatan dalam Menghadapi Covid-19, *Jurnal Kesehatan*, **13**: .
- Puspitarini, D., 2013, Pengaruh Faktor Kebudayaan, Sosial, Pribadi, Dan Psikologi Terhadap Proses Keputusan Pembelian Produk Pizza, *Skripsi*, Universitas Negeri Yogyakarta, Yogyakarta.
- Putra, 2020, *Somethinc, Brand Kosmetik Lokal dengan Kualitas Internasional*, <https://indiemarket.news/somethinc-brandkosmetik-lokal-dengan-kualitas-internasional/>, 27 Agustus 2023.
- Putri, C.N., 2021, *Mengenal Irene Ursula, Perempuan di Balik Kesuksesan Produk Kecantikan Lokal Somethinc*, <https://www.kompas.com/parapuan/read/532665005/mengenal-irene-ursula-perempuan-dibalik-kesuksesan-produk-kecantikan-lokal-somethinc>, 27 Agustus 2023.
- Putri, N.A., 2021, *Segmentasi Pasar Produk Somethinc*, [https://www.researchgate.net/publication/354689753\\_SEGMENTASI\\_PASAR\\_PRODUK\\_SOMETHINC](https://www.researchgate.net/publication/354689753_SEGMENTASI_PASAR_PRODUK_SOMETHINC), 11 November 2023.

- Putri, N.D., Ayuningtyas, N., & Ambarwati, N.S.S.A., 2019, Faktor-Faktor Keputusan Konsumen dalam Membeli Kosmetika Perawatan Wajah, *Jurnal Tata Rias*, **1**: 1–8.
- Qazzafi, S., 2019, Consumer Buying Decision Process Towards Products, *International Journal of Scientific Research and Engineering Development*, **2**: 130–134.
- Rachamawati, D., Magdalena, M., & Dhiana, P., 2015, Pengaruh *Word of Mouth*, Tingkat Pendapatan, dan Kualitas Produk Terhadap Keputusan Pembelian yang Berdampak Pada Minat Beli Ulang Konsumen, *Jurnal Ilmu Manajemen Mulawarman*, **1**: 1–19.
- Rahayu, E.M., 2016, *Wow, Indonesia Pasar Pertumbuhan Utama Industri Kecantikan ASEAN*, SWA Online Magazines, <http://swa.co.id/swa/business-strategy/wowindonesia-pasar-pertumbuhan-utama-industrikecantikan-asean>, 26 Agustus 2023.
- Saleh, A.H., Prihandoyo, C., & Indriastuty, N., 2023, Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk Nirvana *Beauty* Sumberejo Balikpapan, *Jurnal Media Riset Ekonomi*, **2**: 21–30.
- Santoso, A., & Sungkari, H.S., 2013m The Analysis of The Impact of The Marketing Mix, *Journal of Business Strategy and Execution*, **6**: 58–70.
- Shma, 2012, *5 Stages of Consumer Buying Decision Process*, <https://managementation.com/5-stages-of-consumer-buying-decision-process/>, 31 Agustus 2023.
- Siregar, S., 2015, *Statistika Parametrik Untuk Penelitian Kuantitatif Dilengkapi Dengan Perhitungan Manual dan Aplikasi SPSS Versi 17*, Bumi Aksara, Jakarta.
- Solomon, M.R., 2013, *Consumer Behavior: Buying, Having, and Being*, Edisi 10, Pearson Education, Inc., Upper Saddle River.
- Sugiarti, F.F., 2013, Pengaruh Bauran Komunikasi Pemasaran Terhadap Keputusan Pembelian Produk Toyota Di Kota Malang (Studi pada Konsumen Dealer AUTO2000 Sutoyo), *Jurnal Ilmiah Mahasiswa FEB*.
- Sugiyono, 2013, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, CV. Alfabeta, Bandung.
- Sukmawati, D.A.R., Mathori, M., & Marzuki, A., 2022, Pengaruh Promosi, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Produk *Skincare Somethinc* (Studi pada Konsumen di Daerah Istimewa Yogyakarta), *Jurnal Riset Akuntansi dan Bisnis Indonesia STIE Widya Wiwaha*, **2**: 579–599.
- Tjiptono, F., 2008, *Strategi Pemasaran*, Edisi III, ANDI, Yogyakarta.
- U.S. Commercial Service, 2015, *Cosmetics & Toiletries Market Overviews 2015*, U.S. Department of Commerce, U.S. Commercial Service, Hongkong.
- Uzeme, G.E., & Ohen. S.B., 2015, *Marketing Mix Strategies and Entrepreneurial Competence: Evidence from Micro Restaurants in Calabar Metropolis, Cross River State, Nigeria*, International Conference in Agricultural Economist, Milano.