

DAFTAR PUSTAKA

- . *Menganalisis Konsumsi Kosmetik Perempuan Millenials Indonesia*. 24 Mei 2017. <http://marketeers.com/menganalisa-konsumsi-kosmetik-perempuan-milenial-indonesia/> (diakses Februari 16, 2019).
- Andreasen, Alan R. "Life Status Changes and Changes in Consumer Preferences and Satisfaction." *Journal of Consumer Research*, 1984: 784-795.
- Bachdar, Saviq. *Menganalisis Konsumsi Kosmetik Konsumen Millenial Indonesia*. 24 Mei 2017. <http://marketeers.com/menganalisa-konsumsi-kosmetik-perempuan-milenial-indonesia/> (diakses Maret 10, 2019).
- Badan Pengembangan dan Pembinaan Bahasa. *KBBI Daring*. 2016. <https://kbbi.kemdikbud.go.id/entri/Generasi> (diakses Maret 9, 2019).
- Badan Pusat Statistik. *Klasifikasi Baku Jenis Pekerjaan Indonesia*. Jakarta: Badan Pusat Statistik, 2002.
- Barbara, Prieto Marc dan Caemmerer. "An exploration of factors influencing car purchasing decisions." *International Journal of Retail & Distribution*, 2013: 738-764.
- Best of Beauty Makeup*. 2018. <http://awards.femaledaily.com/winner/makeup2018> (diakses Maret 13, 2019).
- Creusen, Marielle E.H. "The importance of product aspects in choice: the influence of demographic characteristics." *Journal of Consumer Marketing*, 2010: 26-34.
- Drolet, Aimee, Norbert Schwarz, dan Carolyn Yoon. *The Aging Consumer : Perspective From Psychology and Economics*. New York: Taylor & Francis Group, 2010.
- Dubois, Bernard, dan Patrick Duquesne. "The Market for Luxury Goods: Income versus Culture." *European Journal of Marketing*, 1993: 35-44.
- Foong, Louis. *Millennials Love User-Generated Content*. 2014. <http://louisfoong.com/millennials-love-user-generated-content/> (diakses Februari 17, 2019).

- Foster, Jeremy J. *Data Analysis Using SPSS for Windows*. London: SAGE Publication Ltd, 1998.
- Gujarati, Damodar N. *Basic Econometrics*. New York: McGraw-Hill, 2003.
- Hair, Josep F, William C Black, Barry J Babin, and Rolph E Anderson. *Multivariate Data Analysis A Global Perspective, 7th Edition*. Edinburgh Gate: Pearson Education, 2014.
- HemaPatil, dan BBakkappa. "The influence of culture on cosmetics consumer behavior." *Journal of Business and Management*, 2012: 41-47.
- Hosany, Sameer, dan Drew Martin. "Self Image Congruence in Consumer Behavior." *Journal of Business Research*, 2011: 685-691.
- Industri Kosmetik Nasional Tumbuh 20%*. 18 Maret 2018. <http://www.kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20> (diakses Februari 17, 2019).
- Jamal, Ahmad, dan Mark M.H Goode. "Consumers and brands: a study of the impact of self-image congruence on brand preference and." *Journal Marketing Intelligence & Planning*, 2001: 482-492.
- Jamal, Ahmad, dan Mohammed Al-Marri. "Exploring The Effect of Self-Image Congruence and Brand Preference on Satisfactin: The Role of Expertise." *Journal of Marketing Management*, 2007: 613-629.
- Jumlah Penduduk Perempuan Indonesia pada 2018 Mencapai 131,9 Juta Jiwa*. 6 Juni 2018. <https://databoks.katadata.co.id/datapublish/2018/06/08/jumlah-penduduk-perempuan-indonesia-pada-2018-mencapai-1319-juta-jiwa> (diakses Maret 20, 2019).
- Juneja, Prachi. www.managementstudyguide.com. t.thn. <https://www.managementstudyguide.com/personal-factors-affecting-consumer-behaviour.htm> (diakses Maret 11, 2019).
- Khaniwale, Manali. "Consumer Buying Behavior." *Internatioanl Journal of Innovation and Scientific Research*, 2015: 278-286.
- Khraim, Hamza Salim. "Cosmetics Buying Behavior of Young UAE Female Consumers:." *Skyline Business Journal*, 2010.

- Personal Factors Influencing Consumer Behavior.* t.thn.
<https://businessjargons.com/personal-factors-influencing-consumer-behavior.html>
(diakses Maret 11, 2019).
- Pratap, Abhijeet. *Affect of Demographic Factors on Consumer Behavior.* 19 Juli 2017.
<https://www.cheshnotes.com/2017/07/effect-of-demographic-factors-on-consumer-behavior-age-sex-income-and-education/> (diakses Maret 11, 2019).
- Pratiwi, Magdalena. *Masih Eksis Sampai Sekarang, 5 Brand Kosmetik Lokal Ini Ternyata Sudah Berdiri Selama Puluhan Tahun, Lho!* 16 Agustus 2018.
<https://journal.sociolla.com/beauty/brand-kosmetik-lokal-yang-sudah-berdiri-puluhan-tahun/> (diakses Maret 13, 2019).
- Ramya, N., dan SA Mohammed Ali. "Factors Affecting Consumer Buying Behavior." *International Journal of Applied Research*, 2016: 76-80.
- SAH. *Masyarakat Sadar Bersolek, Industri Kosmetik Naik 20 Persen.* 201 Maret 2018.
<https://www.cnnindonesia.com/ekonomi/20180320094246-92-284360/masyarakat-sadar-bersolek-industri-kosmetik-naik-20-persen> (diakses Maret 5, 2019).
- Schiffman, Leon G, dan Joseph Wisenblit. *Consumer Behavior.* Edinburgh Gate: Pearson Education Limited, 2015.
- Schiffman, Leon G, dan Leslie Lazar Kanuk. *Consumer Behavior.* New Jersey: Pearson Education, 2010.
- Sekaran , U, dan R Bougie. *Research Methods for Business : A Skill Building Approach.* Chichester: John Willwy & Sons Ltd, 2010.
- Sekaran, U, dan R Bougie. *Research Methods for Business:A Skill Building Approach 7th Edition.* Chicester: John Willey & Sons Ltd, 2016.
- Shabat, Hana Ben. *Small and Powerful: How Indie Brands Shape the future of the Beauty Industry.* 24 Maret 2018. <https://www.linkedin.com/pulse/small-powerful-how-indie-brands-shape-future-beauty-hana-ben-shabat/> (diakses Maret 13, 2019).
- Sirgy, M.Joseph, et al. "Assesing the Predictive Validity of Two Methods of Measuring Self-Image Congruence." *Journal of The Academy of Marketing Science*, 1997: 229-241.
- Solomon, Michael R. *Consumer Behavior.* New Jersey: Prentice Hall, 2004.

- Susanna. *Indie Cosmetics Brands are Disrupting the Cosmetics Industry—by Better Understanding Their Millennial Customers*. 10 Juli 2017. <https://medium.com/@susannaly/indie-cosmetics-brands-are-disrupting-the-cosmetics-industry-by-better-understanding-their-a3f793a59df7> (diakses Maret 15, 2019).
- Tania. *Deretan Pemenang dalam Acara Beauty Award BeautyFest Asia*. Maret 18, 2018. <https://www.idntimes.com/news/indonesia/ucila/beauty-awards-bfa2018/full> (accessed Maret 13, 2019).
- Whatde. *13 Brand Kosmetik Indie Asal Indonesia*. 26 Februari 2018. <https://whatde.com/make.up.beauty/brand-kosmetik-indie-asli-indonesia-c7> (diakses Maret 3, 2019).
- Williams, T.G. “Social Class Influence on Purchase Evaluation Criteria.” *Journal of Consumer Marketing*, 2002: 249-276.
- Woolridge, J.M. *Introductory Econometrics: A Modern Approach: 5th Edition*. Ohio:South-Western: Cengage Learning, 2013.
- ZAP Beauty Index*. Survei Tahunan, Jakarta: Markplus Inc, 2018.