

## DAFTAR PUSTAKA

- Aaker, D. (1991). *Managing brand equity*. Free Press.  
<https://id.id1lib.org/book/1205334/cd7898>
- Aaker, D. (2008). *Manajemen ekuitas merek* (Edisi Ke-3). Jakarta : Spektrum Mitra Utama.
- Aaker, D. (2013). *Manajemen ekuitas merek*. Jakarta : Spektrum Mitra Utama.
- Aaker, & Joachimsthaler. (2000). *Brand leadership*. The Free Press.
- Alfian, B. (2012). *Pengaruh brand image (brand image) terhadap pengambilan keputusan pembelian mobil toyota kijang inova pada pt. hadji kalla cabang polman makasar*. Universitas Hasanuddin Makasar.
- Ariprabowo. (2007). Analisis brand image handphone merek nokia terhadap loyalitas pelanggan di kecamatan kebomas kabupaten gresik. *Logos*, 5(1).  
<https://jurnalilmiahmanajemen.files.wordpress.com/2011/03/analisis-brand-image-handphone-merek-nokia-terhadap-loyalitas-pelanggan-di-kecamatan-kebomas-kabupaten-gresik.pdf>
- Azam., S., M., F., & Karim., K. (2017). Factors influencing customers' satisfaction on bangladeshi telecommunication service providers. *European Journal of Management and Marketing Studies*, 2(3), 115–117.  
<https://doi.org/10.5281/zenodo.1043600>
- Azwar, S. (2015). *Reliabilitas dan validitas edisi keempat* (Edisi ke-4). Pustaka Pelajar.
- Azwar, S. (2016). *Penyusunan skala psikologi*. Pustaka Pelajar.
- Chin, T., H., S., & Harizan, M. (2017). Factors influencing consumers' purchase intention of cosmetic product in malaysia. *International Journal of Business and Innovation*, 3(1), 1–15.
- Cho, & Eunjoo. (2011). Development of a brand image scale and the impact of lovemarks on brand equity. *International Journal University Library Digital Initiative*, 01(01). <https://doi.org/https://doi.org/10.31274/etd-180810-4450>
- Dinan. (2018). Peran brand image dan pengaruhnya terhadap ekuitas merek handphone samsung. *Ilmu Sosial Dan Humaniora*, 4(1).
- Hadi, S. (2015). *Metodologi riset*. Pustaka Pelajar.
- Hardani. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Pustaka Ilmu.
- Hurlock. (1980). *Psikologi perkembangan suatu pendekatan sepanjang rentang kehidupan* (5th ed.). Erlangga.
- Ihwan, H. (2019). Pengaruh brand image terhadap keputusan pembelian produk scuter matic yamaha mio pada pt. suracojaya abadi motor cabang pangkep.

- Joan, V. (2021). *Produk kecantikan tembus transaksi 20 miliar, brand lokal terfavorit.* <https://compas.co.id/article/penjualan-produk-kecantikan/>. di akses pada 1 November 2021)
- Kartikasari. (2014). *Trend perawatan kecantikan perempuan (studi fenomenologi pemaknaan kecantikan pada konsumen perempuan di klinik kecantikan natasha skin care kota madiun - brawijaya knowledge garden* [Universitas Brawijaya]. <http://repository.ub.ac.id/id/eprint/121166/>
- Kotler, P., & Amstrong, G. (2001). *Prinsip-prinsip pemasaran* (C. Kristiaji, W. (ed.); Edition 8). Erlangga.
- Kotler, P., & Amstrong, G. (2014). *Principles of marketing* (Global Edi). Pearson Education.
- Kotler, P., & Keller, K. L. (2013). *Manajemen pemasaran* (B. Sabran (ed.); Edition 13). Erlangga.
- Kotler, P., Maulana, A., Sabran, B., & Keller, K., L. (2009). *Prinsip-prinsip pemasaran* (A. Maulana & W. Hardani (eds.); Edition 13). Erlangga.
- Kusuma., B., F. (2019). Pengaruh brand image dengan ekuitas merek terhadap keputusan pembelian teh botol sosro di kota semarang. *Ilmu Sosial Ilmu Politik*, 7(2).
- McKinsey. (2022). *Listen to the article: how US consumers are feeling, shopping, and spending by mckinsey & company*. SoundCloud. <https://soundcloud.com/mckinsey/listen-to-the-article-how-us-consumers-are-feeling-shopping-and-spending>
- Mubarok., M., M. (2018). The effect of brand image and consumer attitudes on the decision to purchase batik jetis sidoarjo mediated by intent to buy. *Journal of Economics Business and Accountancy Ventura*, 21(1), 105 – 116. <https://doi.org/https://doi.org/10.14414/jebav.1134>
- Nugroho., R., W., Insnani., S., F., & Cahyaningrum., B., N. (2020). Pengaruh asosiasi merek, loyalitas merek, kesadaran merek dan brand image terhadap ekuitas merek nike di media sosial pada kalangan konsumen muda. *Journal of Business Finance and Economic (JBFE)*, 1(1). <https://docplayer.info/198727888-Pengaruh-asosiasi-merek-loyalitas-merek-kesadaran-merek-dan-citra-merek-terhadap-ekuitas-merek-nike-di-media-sosial-pada-kalangan-konsumen-muda.html>
- Null. (2014). *Mengapa produk kosmetik online lebih diminati? - beauty journal.* <https://journal.sociolla.com/beauty/mengapa-produk-kosmetik-online-lebih-di-minati/>
- Perindustrian, K. (2020). *Perubahan gaya hidup dorong industri kosmetik.* <https://kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>

- Rangkuti. (2013). *Riset pemasaran*. Gramedia Pustaka Utama.
- Riyanto A., D. (2021). *Hootsuite (we are social): indonesian digital report 2021*. [https://andi.link/wp-content/uploads/2021/08/Hootsuite-We-are-Social-Indonesian-Digital-Report-2021\\_compressed.pdf](https://andi.link/wp-content/uploads/2021/08/Hootsuite-We-are-Social-Indonesian-Digital-Report-2021_compressed.pdf)
- Rustiani, A. (2020). *Manfaat scarlet bagi tubuh - flip ebook pages 1-1 / any flip*. <Https://Anyflip.Com/Homepage/Usgnx>. <https://anyflip.com/usgnx/sngu/basic>
- Sandria, F. (2021). *Rugi gede & terlilit utang, induk sariayu jual tanah Rp 180 m*. CNBC Indonesia. <https://www.cnbcindonesia.com/market/20210804113620-17-265997/rugi-gede-terlilit-utang-induk-sariayu-jual-tanah-rp-180-m>. Diakses pada 04 Agustus 2021
- Sangadji, E. M., & Sopiah. (2013). *Prilaku konsumen : pendekatan praktis disertai:himpunan jurnal penelitian*. Yogyakarta: Penerbit Andi.
- Sarwono, & Sarlito, W. (2012). *Psikologi remaja*. Jakarta : PT Rajagrafindo Persada.
- Sasmita., J., & Suki., N., M. (2015). Young consumers' insight on brand equity: effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail &Distribution Management*, 43(3), 276–292. <https://doi.org/10.1108/IJRDM-02-2014-0024>
- Sasmita J. (2015). Young consumers' insights on brand equity: effects of brand association, brand loyalty, brand awareness, and brand image | norazah mohd suki - academia.edu. *International Journal of Retail and Distribution Management*, 43(3), 276–292. <https://doi.org/http://dx.doi.org/10.1108/IJRDM-02-2014-0024>
- Schiffman, & Wisenblit. (2012). *Consumer behavior*. Harlow, Essex Pearson Education Limited.
- Schivinski, Bruno, Dabrowski, & Dariusz. (2014). A cross-national validation of the consumer-based brand equity scale. *Journal of Product and Brand Management*, 17(6), 384–392. <https://doi.org/10.1108/10610420810904121>
- Siswoyo, D. (2007). *Ilmu pendidikan*. UNY Press.
- Sitinjak., & Tumpal. (2012). Pengaruh brand image dan sikap merek terhadap ekuitas merek. *Jurnal Ekonomi Perusahaan*, 13.
- Statista. (2021). *Growth rate of value share of skincare sector in the regional market in Indonesia in 2019 with a forecast for 2024*. <https://www.statista.com/statistics/1222630/indonesia-growth-of-value-share-of-skincare-at-regional-level/>
- Subekti, A. Y. (2010). *Analisis pengaruh brand image dan kesadaran merek terhadap ekuitas merek susu cair dalam kemasan indomilk*. <http://docplayer.info/60447827-Analisis-pengaruh-citra-merek-dan-kesadaran-merek-terhadap-ekuitas-merek-susu-cair-dalam-kemasan>

indomilk-skripsi.html

- Subianto., R., A. (2015). Pengaruh elemen ekuitas merek terhadap rasa percaya diri pelanggan di semarang atas keputusan pembelian ponsel sony ericsson. *JurnalEkonomi Dan Bisnis Dian Nuswantoro*, 5, 65–77.
- Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif, dan r & d*. Alfabeta.
- Sugiyono. (2012). *Metode penelitian kuantitatif kualitatif dan r&d*. Alfabeta.
- Sundjoto, & Hadi, A. S. (2012). Pengaruh brand image dan kesadaran merek terhadap ekuitas merek susu cair dalam kemasan frisian flag. *Jurnal Riset Pemasaran*, Vol. 11(No. 1), 108–110.
- Sutiyono, R., & Brata., H. (2020). The effect of prices, brand images, and after sales service reinforced bar steel products on consumer purchasing decisions of pt. krakatau wajatama osaka steel. *Dinasti International Journal of Education Management and Social Science*, 1(6), 945–967.
- Tjiptono., F. (2008). *Strategi pemasaran (III)*. Andi Offset.
- Tjiptono, & Chandra, F., G. (2011). *Service, quality & satisfaction* (3rd ed.). ANDI.
- Viot, C. (2007). *Effect of inner and social dimensions of brand image on consumer*. University Montesquieu – Bordeaux IV.
- Wang, H., Wei, J., & Yu, C. (2008). Combining customer-based with product-market outcome approaches. *Journal of Product & Brand Managemen*, 17(5), 305–316. <https://doi.org/10.1108/10610420810896068>
- Widjaja, M., Wijaya, S., & R., J. (2007). Analisis penilaian konsumen terhadap ekuitas merek coffee shops di surabaya. *Manajemen Perhotelan*, 03(2), 89–101.
- Winarto, J. (2011). Hubungan antara brand image dengan ekuitas merek. *Jurnal Manajemen*, 10(2), 103–114.
- Yanti. (2021). “Reveal Your Beauty” Tagline Baru Scarlett Bersama Star Ambassador TWICE. Gaya.Id.
- Yusuf., S. (2012). *Psikologi perkembangan anak dan remaja*. Remaja Rosdakarya.