

DAFTAR PUSTAKA

- Aaker, D. A., & Biel, A. L. (1993). *Brand Equity & Advertising: Advertising's Role In Building Strong Brands* . *Psychology Press*.
- Abu-Rumman, H., & Alhadid, A. Y. (2014). The Impact Of Social Media Marketing On Brand Equity: An Empirical Study On Mobile Service Providers In Jordan. *Review Of Integrative Business And Economics Research*, 3(1), 334–345. [Www.Sibresearch.Org](http://www.sibresearch.org)
- Ag.Suyono, Sri Sukmawati, & Pramono. (2012). *Pertimbangan Dalam Membeli Produk Barang Maupun Jasa* . Intidayu Press.
- Akturan, U. (2009). A Review Of Cyber Ethnographic Research: A Research Technique To Analyze Virtual Consumer Communities. Dalam *Bogazici Journal* (Vol. 23, Nomor 1–2, Hlm. 1–18). Bogazici Universitesi. <https://doi.org/10.21773/Boun.23.1.1>
- Alasbi, G. (2021). Impact Of Acne On Quality Of Life Among University Students. *World Family Medicine Journal*, 65–73.
- Ananda, G., & Wisudawati, S. (2022). The Influence Of Social Media Marketing, Content Marketing And Brand Image On Instagram Toward Buying Interest (A Case Study On Consumer At Dahlia Beauty Salon). *Jurnal Program Studi Manajemen Universitas Putera Batam*, 10(1).
- Ardyanto, R., & Ariyanti, M. (2017). Factors Influencing Customer Online Purchase Intention At Tokopedia.Com. *International Journal Of Science And Research (Ijsr)*, 6(7), 907–911. <https://doi.org/10.21275/Art20175246>
- Asnawi, A. (2015). *Pengaruh Faktor Sosial Dan Personal Terhadap Sikap Konsumen Dan Minat Beli Barang Fashion Palsu*. Univ. Dr. Soetomo.

- Astuti, R., & Malau, R. (2020). *Pengaruh Komunikasi Teman Sebaya (Peer Group) Terhadap Keputusan Pembelian Produk Kosmetik Wardah Pada Wanita Usia 20-35 Di Kota Bandung.*
- Bakshi, S. (2012). Impact Of Gender On Consumer Purchase Behaviour. *National Monthly Referred Journal Of Research In Commerce & Management* , 1(9). www.abhinavjournal.com
- Ballantyne, R., Warren, A., & Nobbs, K. (2006). The Evolution Of Brand Choice. *The Journal Of Brand Management*, 13, 339–352.
- Basha, M. B., Mason, C., Shamsudin, M. F., Hussain, H. I., & Salem, M. A. (2015). Consumers Attitude Towards Organic Food. *Procedia Economics And Finance*, 31, 444–452. [https://doi.org/10.1016/S2212-5671\(15\)01219-8](https://doi.org/10.1016/S2212-5671(15)01219-8)
- Bloemer, J., De Ruyter, K., & Peeters, P. (1998). Investigating Drivers Of Bank Loyalty: The Complex Relationship Between Image, Service Quality And Satisfaction. *International Journal Of Bank Marketing*, 16, 276–286.
- Cho, C. (2015). *The Little Book Of Skin Care: Korean Beauty Secrets For Healthy, Glowing Skin* (First Edition). William Morrow.
- Choedon, T. (2020). The Effect Of Social Media Marketing Activities On Purchase Intention With Brand Equity And Social Brand Engagement: Empirical Evidence From Korean Cosmetic Firms. *Knowledge Management Research*, 21(3), 141–160.
- Coulter, R. A., Price, L. L., & Feick, L. (2003). Rethinking The Origins Of Involvement And Brand Commitment: Insights From Postsocialist Central Europe. *Journal Of Consumer Research*, 30(2), 151–169. <https://doi.org/10.1086/376809>

- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative And Mixed Methods Approaches* (4th Ed.). Sage.
- Dale Wilson B, Moon S, & Armstrong F. (2015). Omprehensive Review Of Ultraviolet Radiation And The Current Status On Sunscreens. *J Clin Aesthet Dermatol*, 5, 18–23.
- Dobni, D., & Zinkhan, G. M. (1990). In Search Of Brand Image: A Foundation Analysis. *Advances In Consumer Research*, 17, 110–119.
- Donni Juni Priansa. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial*. Pustaka Setia.
- Elwalda, A., & Lü, K. (2016). The Impact Of Online Customer Reviews (Ocrs) On Customers' Purchase Decision: An Exploration Of The Main Dimensions Of Ocrs. *Journal Of Customer Behaviour*, 15, 123–152.
- Eun-Ju Seo, & Jin-Woo Park. (2018). A Study On The Effects Of Social Media Marketing Activities On Brand Equity And Customer Response In The Airline Industry. *Journal Of Air Transport Management*, 66, 36–41.
- Ferry, R. (2022). *Strategi Content Marketing Skin Game Dalam Rangka Membangun Awareness Mengenai Genderless Beauty Di Indonesia*. Universitas Pembangunan Nasional Veteran Jakarta .
- Fitria, A. (2017). Pengaruh Brand Image Terhadap Keputusan Menggunakan Jasa Klinik Kecantikan Dengan Kelompok Referensi Sebagai Variabel Moderasi (Studi Pada Pengguna Jasa Klinik Kecantikan Di Surabaya). *Jurnal Manajemen Bisnis Indonesia*, 4.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program Ibm Spss 25*. Badan Penerbit Universitas Diponegoro.
- Goodrich, K., & De Mooij, M. (2014). How “Social” Are Social Media? A Cross-Cultural Comparison Of Online And Offline Purchase Decision

- Influences. *Journal Of Marketing Communications*, 20(1–2), 103–116.
<https://doi.org/10.1080/13527266.2013.797773>
- Greenwood S, Perrin A, & Duggan M. (2016). Social Media Update 2016. *Pew Research Center*, 1–18.
- Hasna, F. (2020). *Pengaruh Kualitas Produk, Harga Dan Citra Merek Terhadap Keputusan Pembelian Fashion 3second Di Marketplace*. Universitas Muhammadiyah Semarang.
- Jung, K., & Kau, A. K. (2004). Culture Influence On Customer Behaviors: Differences Among Ethnic Group In Multiracial Asian Country. *Advances In Costumer Research*, 31, 366–372.
- Kaplan, A. M., & Haenlein, M. (2010). Users Of The World, Unite! The Challenges And Opportunities Of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Keller, K. (2013). *Strategic Brand Management Building, Measuring, And Managing Brand Equity Global Edition* (4th Ed.). Pearson.
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance Of Advertising In Social Networking Sites. *Journal Of Interactive Advertising*, 10(2), 16–27.
<https://doi.org/10.1080/15252019.2010.10722167>
- Kidder, L. (1981). *Reserach Method In Social Relations*.
- Kim, H., Cho, I., & Park, M. (2022). Analyzing Genderless Fashion Trends Of Consumers' Perceptions On Social Media: Using Unstructured Big Data Analysis Through Latent Dirichlet Allocation-Based Topic Modeling. *Fashion And Textiles*, 9(1). <https://doi.org/10.1186/S40691-021-00281-6>
- Kotler, P., & Armstrong, G. (2011). *Principles Of Marketing* (14th Ed.).
- Kotler, P., Armstrong, G., & Oliver, M. (2018). *Principle Of Marketing* (17th Ed.). Pearson.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Ed.). Pearson.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2009). *Marketing Management*. Pearson.
- L. G. Schiffman, & L. L. Kanuk. (2007). *Consumer Behavior* (8th Ed.). Prantice-Hall.
- Lamb, C. W., Hair, J. F., & Mcdaniel, C. (2019). *Mktg : Principles Of Marketing / Charles W. Lamb, Joe F. Hair, Carl Mcdaniel. Usa*. Cengage Learning, Inc.: Cengage Learning, Inc.
- Lennon, S. J. (2008). , "Rural Consumers' Online Shopping For Food And Fiber Products As A Form Of Outshopping". *Clothing And Textiles Research Journal*, 27, 3–30.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact Of Social Media Marketing On Consumer's Purchase Intentions: The Mediating Role Of Customer Trust. *International Journal Of Entrepreneurial Research*, 3(2), 41–48.
- Mcpheron, A. (2021). *Growing Your Business: Brand Image And The Secrets To Success: How To Use Images To Grow Influence*. Independently Published.
- Mukhid. (2021). *Metodologi Penelitian: Metode Kuantitatif*. Akad Media Publishing.
- Nizar Souiden, & Mariam Diagne. (2009). Canadian And French Men's Consumption Of Cosmetics: A Comparison Of Their Attitudes And Motivations. *Journal Of Consumer Marketing*, 26, 97–109.
- Nugroho J Setiadi. (2003). *Perilaku Konsumen: Konsep Dan Implikasi Untuk Strategi Dan Penelitian Pemasaran*. Kencana Prenada Media.

- Oktavenia, K. A. R. (2019). *Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Handphone Nokia Dengan Citra Merek Sebagai Pemediasi*. Universitas Udayana.
- Putri Santoso, A. (2017). *Pengaruh Konten Post Instagram Terhadap Online Engagement: Studi Kasus Pada Lima Merek Pakaian Wanita*. Institut Teknologi Sepuluh Nopember.
- Rahmawaty, A. (2020). Peran Perawatan Kulit (Skincare) Yang Dapat Merawat Atau Merusak Skin Baarrier. *Bimfi* , 7.
- Redan Werang, B. (2015). Pendekatan Kuantitatif Dalam Penelitian Sosial. *Yogyakarta : Calpulis*, 142.
- Robinson, M. (2020). Two-Spirit Identity In A Time Of Gender Fluidity. *Journal Of Homosexuality*, 67(12), 1675–1690. <https://doi.org/10.1080/00918369.2019.1613853>
- Russell, R., & Tyler, M. (2002). Thank Heaven For Little Girls: ‘Girl Heaven’ And The Commercial Context Of Feminine Childhood. *Sociology-The Journal Of The British Sociological*, 36.
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase Intention On Indonesia Male’s Skin Care By Social Media Marketing Effect Towards Brand Image And Brand Trust. *Management Science Letters*, 2139–2146. <https://doi.org/10.5267/J.Msl.2020.3.023>
- Setiawan, I., & Savitry, Y. (2016). “*New Content Marketing*” *Gaya Baru Pemasaran Era Digital*. Pt.Gramedia Pustaka Utama.
- Shamsuddoha, M., Alamgir, M., Nasir, T., & Nedelea, A. (2010). Influence Of Brand Name On Consumer Decision Making Process - An Empirical Study On Car Buyers. *Va Trimitem Atasat*, 10(2), 12.

- Sitanggang, J. M., Sinulingga, S., & Fachruddin, K. A. (2019). Analysis Of The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty Of Indihome Atpt Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. *American International Journal Of Business Management* , 2(3), 26–37.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif Dan Kombinasi*. Alfabeta.
- Then, N., & Johan, S. (2020). Effect Of Product Quality, Brand Image, And Brand Trust On Purchase Intention Of Sk-Ii Skincare Products Brand In Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan* , 5, 530–535.
- Tjiptono, F. (2020). Strategi Pemasaran, Prinsip, Dan Penerapan. Dalam (1 Ed.). Andi Offset.
- Tsai, W., & Men, L. (2013). Motivations And Antecedents Of Consumer Engagement With Brand Pages On Social Networking Sites. *Journal Of Interactive Advertising*, 13, 76–87.
- Walker, O. C., & Mullins, J. W. (2014). *Marketing Strategy: A Decision Focused Approach* (8th Ed.). Mcgraw-Hill Education.
- Wu, W.-Y., & Fu, C.-S. (2009). Services Officer Cognitions Toward Marketing Planning: A Hierarchical Cognition Of Marketing Audit Model. *African Journal Of Business Management*, 3(6), 260–267. <https://doi.org/10.5897/Ajbm09.102>
- Yunita, P. (2022). Pengaruh Brand Image, Daya Tarik Iklan, Dan Celebrity Endorser Terhadap Keputusan Pembelian Ms Glow (Studi Kasus Pada Pelanggan Ms Glow Kota Semarang). *Prosiding Seminar Nasional Unimus*, 5.