

Daftar Pustaka

- Andira &, A. (2021). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian. *Jurnal Ilmiah Magister Manajemen*, 4(1), 39.
- Ariadi, Akbar, Yusniar, Meina Wulansari, Rifani, A. (2019). PENGARUH BRAND AWARENESS , BRAND LOYALTY , PERCEIVED QUALITY , BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (Studi Konsumen Sepeda Motor Matic Honda Scoopy Pada Dealer Honda Di Kota Banjarmasin). *Jurnal Wawasan Manajemen*, 7(3), 252–268.
- Asmaul, I Ketut, S., & Evita, P. (2021). Pengaruh Brand Image, Brand Awareness, dan Persepsi Kualitas Terhadap Keputusan Pembelian The Body Shop. *Journal of Sustainability Business Research*, 2(1), 39–50.
- Astuti, N. L. G. S. D., Widhyadanta, I. G. D. S. A., & Sari, R. J. (2021). Pengaruh Brand Image Dan Brand Awareness Lazada Terhadap Keputusan Pembelian Online. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 4, 897. doi: 10.24843/eeb.2021.v10.i10.p07
- Azizah, L. N., DJ, Y. R., & Novitasari, D. A. (2021). *Jurnal Humaniora*. 5(2), 128–134.
- Brand Ambassador Dan Brand Awareness Terhadap Keputusan Pembelian Dimoderasi Oleh Brand Image Abd Rohim, P., & Asnawi, N. (2023). The Influence Of Brand Ambassador And Brand Awareness On Purchase Decisions Moderated By Brand Image (Case Study On Shopee Users In Lowokwaru District, Malang City)id 2 *Corresponding Author. *Management Studies and Entrepreneurship Journal*, 4(2), 867–878.
- <https://databoks.katadata.co.id/>. (2020). *Konsumen Kosmetik Halal Terbesar Di Dunia Pada Tahun 2020*.
- <https://www.grandviewresearch.com/>. (2022). *Skin Care Products Market Size, Share & Trends Analysis Report*. <https://www.grandviewresearch.com/>.
- <https://www.marketeers.com/>. (2020). *Paragon Mulai Jajaki Pasar Perawatan Tubuh Pria*.
- Indriyani, N. A., Savitri, C., & Pratiwi, W. (2022). THE EFFECT OF BRAND IMAGE AND BRAND TRUST ON THE PURCHASE DECISION OF COFFEE OF PROMISE OF SOULS ON MANAGEMENT STUDENTS OF UBP KARAWANG under a Creative Commons Attribution- NonCommercial 4.0 International License (CC BY-NC 4.0). *Jurnal Ekonomi*, 11(01), 215–220. Retrieved from <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Medcom.id. (2023). *Survei: Gen Z Lebih Memilih Skincare yang Aman dan Berkualitas daripada Hasil Instan*.
- Pada, S., & Manajemen, M. (2020). *PENGARUH INSTAGRAM ADS DAN HEDONIC SHOPPING MOTIVATION*.
- Pandiangan, K., Masiyono, M., & Dwi Atmogo, Y. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484. doi: 10.31933/jimt.v2i4.459
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185–192. doi: 10.5267/J.IJDNS.2021.9.009

Sumargo, B. (2020). *TEKNIK SAMPLING*. Indonesia.

Supangkat, A. S., & Pudjoprastyono, H. (2022). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian Produk Sariayu Martha Tilaar di Kota Surabaya. *Widya Manajemen*, 4(2), 140–149. doi: 10.32795/widyamanajemen.v4i2.2875

Vivian, S. (2020). Pengaruh Brand Image dan Gaya Hidup Hedonis Terhadap Keputusan Pembelian Konsumen Generasi Z pada Produk Starbuck. *Jurnal Transaksi*, 12(1), 51–66.

