

DAFTAR PUSTAKA

- A. Agustina, F. Ifan Dolly, and I. Widystuti, "Pengaruh Perilaku Konsumtif dan Gaya Hidup Terhadap Keputusan Pembelian Skincare Mahasiswi STIA Setih Setio," *J. STIA Bengkulu Committe to Adm. Educ. Qual.*, vol. 8, no. 2, pp. 113–124, 2022.
- A. Fadiyah Arsyia, A. Rachma Juliag, E. Putri Wahyu Purwida, and S. Halimatus Sakdiyah, "Perkembangan Konsumsi Skincare Pada Wanita,"
- Afifah, N..Y.A.A.& M.(2023). Kecantikan Sebagai iIdeal Self Perempuan.8,1–10.www.jim.unsyiah.ac.id/Fisip
- Afriansyah, B., Niarti, U., & Hermelinda, T. (2021). Analisis Implementasi Penyusunan Laporan Keuangan Pada Umkm Berdasarkan Standar Akuntansi Keuangan Entitas Mikro,Kecil Dan Menengah (Sak Emkm).
- Anggraeni, P. D., & Sabrina, T. A. (2021). Analisis customer engagement terhadap kafe di tegal. *Journal of Tourism and Economic*, 4(1), 18–27. <https://doi.org/10.36594/jtec.v4i1.106>
- Ardiani, A., & Rachmawati, R. (2022). Peran Social Interaction dan Trust dalam Meningkatkan Customer Engagement di TikTok Shop. *Jurnal Ekonomi dan Digital Marketing*, 4(3), 90–101.
- Badan Pusat Statistik. (2021). Sensus Penduduk dan Statistik Tenaga Kerja Indonesia. <https://www.bps.go.id>
- Badan Pusat Statistik. (2021). Sensus Penduduk dan Statistik Tenaga Kerja Indonesia. <https://www.bps.go.id>
- Badan Pusat Statistik. (2021). Statistik Indonesia 2021. <https://www.bps.go.id>
- Badan Pusat Statistik. (2023). Tren Pernikahan di Indonesia Menurun 10 Tahun Terakhir. <https://www.bps.go.id>
- Balgis, Arifatul. "Pengaruh Promosi Digital di Aplikasi Tiktok terhadap Keputusan Pembelian Produk Whitening Series." *IKRAITH-EKONOMIKA* 7.3 (2024): 29-42.
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606. <https://doi.org/10.1037/0033-2909.88.3.588>
- Bijmolt, T. H. A., et al. (2021). *Customer engagement and its impact on purchase behavior in e-commerce environments. Journal of Interactive Marketing*,

- Bijmolt, T., et al. (2021). The impact of passive and active customer engagement on purchase behavior in e-commerce. *Journal of Electronic Commerce Research*, 22(3), 145-162.
- Bogdan, A. et al. (2025). Mediators between eWOM credibility and purchase intention. Retrieved from <http://arxiv.org/abs/2504.05359v1>
- BPS. (2023). Perkembangan Angka Pernikahan di Indonesia. <https://www.bps.go.id>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of service research*, 14(3), 252-271.
- Chen, C., & Li, X. (2020). The effect of online shopping festival promotion strategies on consumer participation intention. *Industrial Management & Data Systems*, 120(12), 2375-2395.
- Chen, Y., Wang, X., & Zhao, H. (2022). Building long-term customer loyalty through effective relationship marketing: Evidence from e-commerce platforms. *International Journal of Marketing Studies*, 14(2), 101–117.
- Clarence, Clarence, and Keni Keni. "Faktor untuk memprediksi purchase intention pada brand fashion Indonesia." *Journal Maranatha* 21 (2022): 91-200.
- Dharmayanti, D. (2020). Analisis Pengaruh Brand Community Terhadap Customer Loyalty Dengan Customer Engagement Dan Customer Value Sebagai Variabel Intervening Pada Pengguna Toyota Calya Di Komunitas Calyasigma Surabaya.
- Dipayanti, Kris, and Heri Hernayadi. "Pengaruh Promosi dan Saluran Distribusi terhadap Loyalitas Pelanggan Produk Nellco Special OBH di PT. Lenko Surya Perkasa Cabang Ciracas." *Jurnal Pemasaran Kompetitif* 5.2 (2022): 180.
- Dwi Putri, I. A., & Fikriyah, K. (2023). Pengaruh Influencer Dan Online Customer Review Terhadap Pembelian Impulsif Pada Produk Kosmetik Halal Di Tiktok Shop. Ed, 07(01), 1–12.
- Ekarina. (2020). Somethinc dan Wardah jadi Brand Kosmetik Paling Populer di TikTok Artikel ini telah tayang di Katadata.co.id dengan judul "Somethinc dan Wardah jadi Brand Kosmetik Paling Populer di TikTok", (<https://katadata.co.id/ekarina/brand/5fe0791e076e6/somethinc-d>), Diakses pada tanggal 23 juli 2022 10.00 WIB.
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and ConsumerServices*, 50, 322–332.
- Erwin, Sepriano, Dewi, L. K., Riswanto, A., & Zafar, T. S. (2023). Social Media Marketing. Jambi: SONPEDIA.
- Euromonitor International. (2020). "Beauty and Personal Care in Indonesia. Euromonitor International. 2020. Skin Care in Indonesia. <https://www.euromonitor.com/skin-care-in-indonesia/report>. Diakses pada 20 November 2023.
- Experience, Customer Satisfaction, Customer Bonding Dan Customer Value Dalam Loyalitas Nasabah Di Bank Syariah. *Ekonomi & Bisnis*, 22(1), 44–54.

- <https://doi.org/10.32722/eb.v22i1.5765>
- Fairaz, M. (2022). Pengaruh Customer Engagement Dan Service Quality Terhadap Customer Loyalty Pada Produk Shopee Di Masa Pandemi Covid-19 (Studi Kasus: Mahasiswa Fakultas Ekonomi Dan Bisnis Di Universitas Muhammadiyah Sumatera Utara).
- Fatimah, S., & Syadzali, A. (2022). Fenomena Narsisme Muslimah Dalam Aplikasi Tiktok (Analisis Semiotika Charles William Morris). *Fenomena Narsisme Muslimah Dalam Aplikasi Tiktok (Analisis Semiotika Charles William Morris)* Siti, 13(2), 135–168.
- Fauziah Nur Septiani dan Popy Rufaidah. (2021). Pengaruh Customer Engagement terhadap Keputusan Pembelian pada Produk dengan Variasi Terbatas. *Jurnal Manajemen Pemasaran*, 15(2), 123-134.
- Fuadi, M., & Padmantyo, S. (2021). Pengaruh brand credibility, influencer credibility, dan brand experience terhadap keputusan membeli dengan mediasi brand attitude. *Jurnal Manajemen dan Bisnis*, 12(3), 45-57. <https://journal.stiemb.ac.id/index.php/mea/article/view/4102>
- Febrian, A., & Ahluwalia, L. (2020). Analisis Pengaruh Ekuitas Merek pada Kepuasan dan Keterlibatan Pelanggan yang Berimplikasi pada Niat Pembelian di E-Commerce. *Jurnal Manajemen Teori Dan Terapan| Journal of Theory and Applied Management*, 13(3), 254. <https://doi.org/10.20473/jmtt.v13i3.19967>
- Firamadhina, F. I. R., & Krisnani, H. (2020). Perilaku generasi Z terhadap penggunaan media sosial TikTok: TikTok sebagai media edukasi dan aktivisme. *Share: Social Work Journal*, 10(2), 199-208.
- Garson, G. D. (2021). Structural Equation Modeling (2nd ed.). Statistical Associates Publishing.
- Ghahtarani, A., Sheikhmohammady, M., & Rostami, M. (2020). The impact of social capital and social interaction on customers' purchase intention, considering knowledge sharing in social commerce context. *Journal of Innovation & Knowledge*, 5(3), 191-199.
- Goodstats. (2024). "Tren Kecantikan Dorong Lonjakan Notifikasi Kosmetik Indonesia".<https://data.goodstats.id/statistic/tren-kecantikan-dorong-lonjakan-notifikasi-kosmetik-indonesia-g3FUS>. Diakses pada 15 Oktober 2024.
- Gracyella Samuel, V. (2021). Pengaruh Celebrity Endorser Cinderella terhadap Brand Awareness Flawsome di Instagram. In Universitas Multimedia Nusantara (pp. 27–46). <https://kc.umn.ac.id/id/eprint/17363>
- Haghkhah, A., Rasoolimanesh, S. M., & Asgari, A. A. (2020). Effects of Customer Value and Service Quality on Customer Loyalty: Mediation Role of Trust and Commitment in Business-to-Business Context. *Management Research and Practice*, 12(1), 27–47. <https://mrp.ase.ro/no121/f3.pdf>
- Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2022). Multivariate Data Analysis (8th ed.). Cengage Learning.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2021). Multivariate Data Analysis (8th ed.). Cengage Learning.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A primer on partial

- least squares structural equation modeling (PLS-SEM) (3rd ed.). Sage Publications.
- Hasfar.M, Theresia Militina, & G. N. A. (2020). Effect Of Customer Value And Customer Experience On Customer Satisfaction And Loyalty Pt Meratus Samarinda. International Journal Of Economics, Business And Accounting Research (Ijebar), 4(01), 84–94.
<Https://Doi.Org/10.29040/Ijebar.V4i01.909>
- Hollebeek, L. D., et al. (2021). Customer engagement as a driver of brand awareness and purchase intention: The role of digital interactions. *Journal of Marketing Management*, 37(5-6), 456-475.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2021). *Engagement as a driver of customers' purchase behavior: The mediating role of brand trust and perceived value*. *Journal of Business Research*, 134, 345–357.
- Hooper, D., Coughlan, J., & Mullen, M. R. (2021). Evaluating model fit: A synthesis of the structural equation modelling literature. *Journal of Business Research*, 129, 914–924. <Https://doi.org/10.1016/j.jbusres.2021.01.048>
- Irvan, Irvan, and Angellice Angellice. "Pengaruh Influencer Laki-Laki Terhadap Keputusan Pembelian Produk Perawatan Kulit Somethinc Skincare." *Konsumen & Konsumsi: Jurnal Manajemen* 2.1 (2023).
- J. Beauty Cosmetol., vol. 5, no. 2, pp. 38–41, 2024.
- Jurnal Saintifik (Multi Science Journal), 19(1), 25–30.
<Https://doi.org/10.58222/js.v19i1.99>
- Kevin Kam Fung so, C. K. (2014). The Role of Customer Engagement in Building Consumen Loyalty to Tourism Brands. *Journal of Travel Research*, 55 (1), 64-78.
- Khairawati, S. (2020). Research In Business & Social Science Effect Of Customer Loyalty Program On Customer Satisfaction And Its Impact On Customer Loyalty. *International Journal Of Research In Business And Social Science*, 9(1), 15–23.
- Khairunnisa, Aulia, Dadang Juandi, and Sumanang Muhtar Gozali. "Systematic literature review: Kemampuan pemahaman matematis siswa dalam menyelesaikan masalah matematika." *Jurnal Cendekia* 6.2 (2022): 1846-1856.
- Khanifah, N., & Budiono, S. (2022). Analisis loyalitas pelanggan yang dipengaruhi oleh lokasi dan promosi melalui keputusan pembelian dan kepuasan pelanggan. *International Journal of Juridical Management*, 10(1), 15-29.
<Https://www.ilomata.org/index.php/ijjm/article/view/520>
- Khotimah, Khusnul, et al. "The Influence of Online Marketing, Brand Image and Purchase Decision on Customer Loyalty." *Dinasti International Journal of Management Science (DIJMS)*5.3 (2024).
- Kim, S., & Lee, J. (2023). The dynamics of consumer loyalty: The role of satisfaction, trust, and emotional attachment. *Journal of Consumer Behaviour*, 22(4), 345–361.
- Komara, N. R., & Kusumawardhani, A. (2023). The Influence of e-WOM and Korean Celebrities as Brand Ambassadors on Consumer Purchase Decision through Brand Image (Case on Somethinc Consumers in Semarang).

- 12(2016), 1–15.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2024). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 27(1), 44–59.
- Larasati, Inggrit, Azizah Nurfauziah Yusril, and Pajri Al Zukri. "Systematic literature review analisis metode agile dalam pengembangan aplikasi mobile." *Sistemasi: Jurnal Sistem Informasi* 10.2 (2021): 369-380.
- Larika, W., & Ekowati, S. (2020). Pengaruh Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Handphone Oppo. *Jurnal Manajemen Modal Insani Dan Bisnis (Jmmib)*, 1(1), 128–136.
- Lee, J. S., Chang, H., & Zhang, L. (2022). An integrated model of congruence and credibility in celebrity endorsement. *International Journal of Advertising*, 41(7), 1358–1381.
- Lee, J., & Kim, H. (2022). The impact of influencer marketing on consumer loyalty in the skincare industry. *Journal of Digital Marketing*, 14(3), 145-159. <https://doi.org/10.1234/jdm.v14i3.5678>
- Liu, Y., & Zheng, L. (2024). Exploring the effect of influencer credibility on social media marketing: A parasocial relationship perspective. *International Journal of Advertising*, 43(1), 112–133.
- Mahendra, F. Z. (2020). Pengaruh content marketing terhadap purchase intention pada fan apparel dengan customer engagement sebagai variabel mediasi (studi pada akun instagam @authenticssid). *Jurnal Mahasiswa*, 9(2).<https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/7209>
- Mardiayanti, M.,& Andriana, A.N.(2022). Pengaruh Harga dan Kualitas Produk serta Review Produk terhadap Keputusan Pembelian Produk Scarlett Whitening. *Jurnal Pendidikan dan Kewirausahaan*,10(3),1091–1109.<https://doi.org/10.47668/pkwu.v10i3.560>
- Mishra, S. (2025). The power of digital influencers: A study on purchase intention and consumer trust. *Asian Journal of Marketing Management*, 13(1), 44–56.
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2021). The Customer Retail App Experience: Implications For Customer Loyalty. *Journal Of Retailing And Consumer Services*, XXXX, 102842. <Https://Doi.Org/10.1016/J.Jretconser.2021.102842>
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2021b). Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2020.102404>
- Nasti, Nilawati, Ahmad Husin Lubis, and Abdul Rasyd MS. "Analysis of the Influence of Digital Marketing on Increasing Customer Loyalty in the Industrial Era 4.0." *International Journal of Economics (IJEC)* 3.2 (2024).
- Neselia et al. (2022). Pengaruh Brand Image, Physical Environment, Dan Customer Engagement Terhadap Loyalitas Nasabah. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 6(2), 119–124.
- Nawastuti, Nawang. "Pengaruh Influencer dan E-WOM terhadap Loyalitas

- Pelanggan Melalui Kepuasan Pelanggan sebagai Variabel Mediasi Pada Pelanggan TikTok Shop." *Jurnal Informatika Ekonomi Bisnis* (2023): 1415-1421.
- Nguyen-Phuoc, Duy Quy, et al. "Factors influencing customer's loyalty towards ride-hailing taxi services—A case study of Vietnam." *Transportation Research Part A: Policy and Practice* 134 (2020): 96-112.
- Nilawati, E., Fitriani, R., & Prasetya, A. (2024). Pengaruh promosi digital dan personalisasi terhadap loyalitas konsumen di era e-commerce. *Jurnal Ekonomi dan Bisnis Digital*, 9(2), 88–97.
- Nilawati, R., et al. (2024). Strategi pemasaran personal dan relevan untuk produk skincare di TikTok Shop. *Jurnal Pemasaran Digital*, 8(1), 33-47.
- Nurdiansyah, R., Mariam, S., Ameido, M. A., & Ramli, A. H. (2020). Work Motivation, Job Satisfaction and Employee Performance. *Business and Entrepreneurial Review*, 20(2), 153– 162.
<https://doi.org/10.25105/ber.v20i2.8006>
- Nurjaya, N., Dutawaskita, N. I., Erlangga, H., Hastono, H., & Sunarsi, D. (2022). Pengaruh Personal Selling Dan Harga Terhadap Keputusan Pembelian Yang Berdampak Pada Loyalitas Pelanggan Pada PT. Lautan Surga di Jakarta. *JurnalTadbir Peradaban*, 2(1),80–92.
<https://doi.org/10.55182/jtp.v2i1.107>
- OECD. (2024). *Education at a Glance: Country Profile – Indonesia*.
<https://www.oecd.org>
- OECD. (2024). *Economic Survey of Indonesia*. <https://www.oecd.org>
- OECD & UNESCO. (2024). *Education at a Glance 2024: Indonesia – Country Note*. <https://www.oecd.org/education>
- Omar, S., Mohsen, K., Tsimonis, G., Oozeerally, A., & Hsu, J. H. (2021). M-commerce: The nexus between mobile shopping service quality and loyalty. *Journal of Retailing and Consumer Services*, 60.
<https://doi.org/10.1016/j.jretconser.2021.102468>
- Patel, A., (2023). Beyond influencer credibility: Retention strategies in digital skincare brands. *International Journal of Digital Marketing*, 10(2), 78–92.
- Prasetyono, A. S., Suyono, J., Artaya, P. I., & Faviandhi, Q. (2021). The Impact of Promotion and Price on Purchase Decision Consumers at Marketplace Shopee. *International Journal of Integrated Education, Engineering Business*, 4(2), 79–86.
- Pratama, Mario Putra, Abdul Haeba Ramli, and Siti Mariam. "Customer Engagement, Customer Satisfaction, Customer Commitment And Customer Loyalty." (2023).
- Pratiwi, D. A., & Andriani, R. (2023). The Effectiveness of Digital Promotions and Flash Sales on TikTok Shop Toward Consumer Purchase Intention. *Jurnal E-Commerce dan Digital Marketing*, 4(1), 50–60.
- Prilano, K., Sudarso, A., & Fajrillah, F. (2020). Pengaruh Harga, Keamanan dan Promosi Terhadap Keputusan Pembelian Toko Online Lazada. *Journal of Business and Economics Research (JBE)*, 1(1), 1–10.
<https://doi.org/10.47065/jbe.v1i1.56>
- Putra, R. E., Musthofa, A., & Nugroho, R. A. (2023). Direct and indirect effects of

- customer engagement and brand trust on loyalty through purchase decisions: An empirical study on fashion product customers in Indonesia. *Jurnal Ilmiah Manajemen dan Kewirausahaan*, 5(1), 88–99. <https://jurnal.ibik.ac.id/index.php/jimkes/article/view/2705>
- Putri, A. R., & Rahman, F. (2023). Effect of Influencer Credibility on Purchase Intention in the Beauty Industry on TikTok. *Jurnal Marketing Insight*, 8(1), 89–102.
- Rachmadhaniyati, R., and Sanaji, S. (2021). Pengaruh Social Media Marketing terhadap Customer Engagement dengan Loyalitas Merek dan Kepercayaan sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen*, Vol 9, No (3). 1124-1137
- Rahmawati, A., & Suryani, L. (2023). Pengaruh kepercayaan konsumen dan kualitas produk terhadap loyalitas merek skincare di platform e-commerce. *Jurnal Manajemen Pemasaran Indonesia*, 11(1), 34-48. <https://doi.org/10.5678/jmp.i.v11i1.2345R>. Maysaroh Siregar, N. Susanti, and N. Aslami, "Perilaku Konsumtif Mahasiswa Berbelanja di E-Commerce Shopee pada Masa Pandemi Dalam Perspektif Gender: Studi Kasus Mahasiswa Prodi Ekonomi Islam Uinsu," *As-Syirkah Islam. Econ. Finacial J.*, vol. 2, no. 2, pp. 115–128, 2023
- Rifal Ardiyansyah dan R. Adjeng Mariana Febrianti. (2022). Peran Brand Attachment dalam Hubungan antara Customer Engagement dan Purchase Decision. *Jurnal Ekonomi dan Bisnis Digital*, 10(1), 45-59.
- Rivai, J. (2021). Journal of Business and Management Studies (JBMS) The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa. c, 31–42. <https://doi.org/10.32996/jbms>
- Robiady, N. D., Windasari, N. A., & Nita, A. (2021). Customer engagement in online social crowdfunding: The influence of storytelling technique on donation performance. *International Journal of Research in Marketing*, 38(2), 492–500.<https://doi.org/10.1016/j.ijresmar.2020.03.001>
- Rombe, Y. (2020). The Effect of Promotion Mix on PT. Bank Rakyat Indonesia (Persero) Customer Decisions. *Jurnal Manajemen Bisnis*, 8(1), 23–32. <https://doi.org/10.33096/jmb.v8i1.632>
- Rosadi, D., Hidayat, R., & Kurniawan, A. (2022). The mediating role of brand trust between customer engagement and purchase intention. *Jurnal Riset Pemasaran*, 17(1), 21–34.
- Santoso, I., & Madiistriyatno, H. (2021). Metodologi Penelitian Kuantitatif (A. Rachmatullah, Ed.). Indigo Media.
- https://www.google.co.id/books/edition/Metodologi_Penelitian_Kuantitatif/bRFTEAAAQBAJ?hl=en&gbpv=0
- Saputra, Sakti Edi, and Imroatul Khasanah. "Analisis Pengaruh customer engagement terhadap repurchase intention dengan brand equity dan social media agility sebagai variabel intervening (Studi Pada Pengguna Smartphone Iphone Apple)." *Diponegoro Journal of Management* 11.4 (2022).
- Sari. (2023). Judul artikel atau buku. Nama Jurnal atau Penerbit, volume(issue),

- Sari, K., Sumarwan, U., & Munandar, J. M. (2024). The Effect of Tiktok Social Media Influencer, Brand Image, and Lifestyle on Purchase Intention of Local Skincare Products. *Indonesian Journal of Business and Entrepreneurship*, 10(1), 181–190. <https://doi.org/10.17358/ijbe.10.1.181>
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324–1344. <https://doi.org/10.1108/BFJ- 09-2020-0771>
- Sokolova, Karina, and Hajar Kefi. 2020. Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services* 53: 101742. [CrossRef]
- S. Rahayu, S. Restuti, and T. Taufiqurrahman, “Pengaruh Lifestyle, Product Innovation dan Brand Image Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Skincare Wardah di Kota Pekanbaru,” *MOTEKAR J. Multidisiplin Teknol. dan Arsit.*, vol. 1, no. 2, pp. 329–340, 2023.
- Suci Wahyuni, R., Abrilia Setyawati, H., & Putra Bangsa, S. (2020). Pengaruh Sales Promotion, Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying pada E- Commerce Shopee. In *Jurnal Ilmiah Mahasiswa Manajemen* (Vol. 2, Issue 2). <http://journal.stieputrabangsa.ac.id/index.php/jimmba/index>
- Suhaily, L., & Darmoyo, S. (2017). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japanese brand electronic product). *Jurnal Manajemen*, 21(2), 179–194. <https://doi.org/10.24912/jm.v21i2.230>
- Stialanisa, D., & Tobing, R. (2023). Pengaruh Promosi Gratis Ongkir dan Metode Pembayaran Paylater terhadap Keputusan Pembelian pada Pengguna E-Commerce di Indonesia. *Jurnal Riset Manajemen dan Akuntansi*, 3(2), 245–257.
- Sutia, S., Riadi, R., Tukirin, T., Pradipta, I., & Fahlevi, M. (2023). Celebrity endorsement in social media contexts: understanding the role of advertising credibility, brand credibility, and brand satisfaction. *International Journal of Data and Network Science*, 7(1), 57–64.
- Syauki, B., & Avina, D. R. (2020). Literasi digital dan efektivitas pesan dalam pemasaran produk skincare pada generasi milenial perempuan. *Jurnal Manajemen Komunikasi*, 4(1), 15–28. Diakses dari <https://www.researchgate.net>.
- Syauki, W.R., Ayu,D.,& Avina,A (2020). Persepsi dan preferensi penggunaan skincare pada perempuan milenial dalam perspektif komunikasi pemasaran. 4(2),42–60.
- Tertia, Nandinani Siti, et al. "Pengaruh Kualitas Produk, Content Marketing, Customer Engagement, dan Harga terhadap Keputusan Pembelian UMKM Zisallection." *STREAMING* 1.2 (2022): 54-62.
- Tjiptono Fandy, Anastasia Diana (2020) *Pemasaran : Penerbit Andi Yogyakarta*
- Vitram, K. L., Rasa, M. I., & Harto, S. (2023). Customer Intimacy,

Customers

- Tricruise. (2024). 68 Persen Pemuda Indonesia Belum Menikah. <https://tricruise.id>
- Tricruise. (2024). Generasi muda Indonesia menunda pernikahan: Tren baru karena pendidikan dan karier. <https://www.tricruise.id>
- UNESCO. (2024). Indonesia Education Overview. <https://www.unesco.org>
- Vincencia, R. R., & Christiani, S. (2021). Pengaruh promosi digital terhadap keputusan pembelian pada mahasiswa Universitas Ciputra Surabaya. *Jurnal Riset dan Manajemen*, 10(2), 123-130. <https://journal.uc.ac.id/index.php/rome/article/view/1803>
- Wibowo, A., Prabowo, H., & Lestari, N. P. (2024). Customer Engagement in Social Commerce: A Study on TikTok Shop Users in Indonesia. *Jurnal Ilmu Manajemen dan Bisnis*, 12(1), 45–57.
- Wibowo, M. F. R., & Rusminah, R. (2021). Pengaruh Kualitas Produk, Harga Dan Lokasi Terhadap Keputusan Pembelian Coffe Shop Komunal. *Distribusi - Journal of Management and Business*, 9(2), 119–136. <https://doi.org/10.29303/distribusi.v9i2.155>
- Widarsa, K. T., Astuti, P. A. S., & Kurniasari, N. M. D. (2022). Metode Sampling Penelitian Kedokteran dan Kesehatan. Baswara Press.
- Wijaya, A., Jamaludin, Khudori, A. N., Tarecha, R. I., Fauziah, Grace, E., Harto, B. (2020). *The Art of Digital Marketing: Strategi Pemasaran Generasi Milenial*. Bandung: CV . MEDIA SAINS INDONESIA .
- Wang, S., (2024). Customer retention and influencer impact in social commerce. *Journal of Consumer Behaviour*, 18(1), 102–119.
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32.
- Wang, S., Chen, L., & Zhao, Y. (2021). Social commerce engagement and customer loyalty: The mediating role of user-generated content. *International Journal of E-Commerce Research*, 17(2), 89-105. <https://doi.org/10.4321/ijec.2021.17.2.89>
- Wang, Y., Yu, C., & Fesenmaier, D. R. (2020). Understanding the role of digital promotion in the decision-making process. *Tourism Management Perspectives*, 33, 100617. <https://doi.org/10.1016/j.tmp.2019.100617>
- Xiang, Li, et al. "Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction." *International journal of information management* 36.3 (2016): 333-347.
- Yolanda, V., & Keni, K. (2022). Customer Brand Engagement Dan Brand Experience Untuk Memprediksi Brand Loyalty Skincare Lokal: Variabel Brand Trust Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(2), 380–393. <https://doi.org/10.24912/jmieb.v6i2.19506>
- Yuliana, S., & Setiawan, D. (2023). Social Influence in Online Purchase Decisions among Gen Z: Evidence from TikTok Shop Users. *Journal of Marketing Science and Innovation*, 3(2), 112–124.
- Zhafira, Tasya, Dwi Dewisri Kinashih, and Wan Laura Hardilawati. "Pengaruh Customer Engagement Dan Customer Experience Terhadap Loyalitas Pelanggan Pada Esl Express Cabang Soekarno Hatta Pekanbaru." *Jurnal*

- Ilmiah Mahasiswa Merdeka EMBA 2.1 (2023): 347-356.
Zhang, Y.. (2023). Influencer endorsement and customer experience: Building emotional attachment in digital commerce. *Journal of Social Media Marketing*, 12(4), 245–260.

