

DAFTAR REFERENSI

- Aaker, D. A. (2018). *Manajemen Ekuitas Merek*. Jakarta : dalam Asri dan Rozy.
- Amilia, S. (2017). *Pengaruh Citra Merek , Harga , dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa*. 6(1).
- Andrologi, F. (2014). *Loyalty Dan Dampaknya Terhadap Brand Equity*.
- Awareness, B., Image, B., & Loyalty, B. (2018). *Business & management studies: an international journal*. 1, 128–148.
- Bernarto, I., Berlianto, M. P., Palupi, Y. F. C., Masman, R. R., & Suryawan, I. N. (2020). *The Influence of Brand Awareness , Brand Image , and Brand Trust on Brand Loyalty*. XXIV(03), 412–426.
- Brangsinga, G. B. Y., & Sukawati, T. G. R. (2019). Pengaruh Perceived Quality Dan Brand Image Terhadap Brand Loyalty Dan Brand Equity. *E-Jurnal Manajemen Universitas Udayana*, 8(4), 2125. <https://doi.org/10.24843/ejmunud.2019.v08.i04.p09>
- Chan, K., Leung, Y., Edwin, N., Chan, K., Ng, Y. L., & Luk, E. K. (2013). *Impact of celebrity endorsement in advertising on brand image among Chinese adolescents*. <https://doi.org/10.1108/17473611311325564>
- Christianingrum, Saputra, D., & Ulyana, D. (2021). *Pelatihan Pembuatan Design Logo Sebagai Upaya Menanamkan Kesadaran Merek Bagi Pelaku UMKM di Kecamatan Air Itam*. 4(1), 74–80.
- Durianto, D., Sugiarto, & Sitinjak, T. (2001). No Title. *Strategi Menaklukan Pasae Melalui Riset Ekuitas Dan Perilaku Merek*.
- Durianto, D., Sugiarto, & Sitinjak, T. (2004). *Strategi menaklukan pasar : melalui riset ekuitas dan perilaku merek*. PT Gramedia Pustaka Utama.
- Erviana, I. P., Suyadi, I., & Sunarti. (2013). *Pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek terhadap ekuitas merek*. 1–7.
- Faircloth, J. B., Capella, L. M., Alford, B. L., Faircloth, J. B., Capella, L. M., & Alford, B. L. (2013). *The Effect Of Brand Attitude And Image On Brand Equity*. 9(3), 61–75.
- Fauzi, M. R., & Mandala, K. (2019). Pengaruh Kualitas Pelayanan, Kualitas Produk, Dan Inovasi Produk Terhadap Kepuasan Untuk Meningkatkan Loyalitas Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6741. <https://doi.org/10.24843/ejmunud.2019.v08.i11.p18>
- Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships. *Journal of Product and Brand Management*, 28(2), 274–286. <https://doi.org/10.1108/JPBM-08-2017-1545>
- Fleck, N., Roy, I. Le, Evangelista, L., & Anderson, P. (2008). *Celebrities in Advertising :*

Looking for Congruence or Likability? 651–662. <https://doi.org/10.1002/mar>

- Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptual components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. *Journal of Business Research*, 89(January), 462–474. <https://doi.org/10.1016/j.jbusres.2018.01.031>
- Hair, J. F., Jr., G. T. M. H., & Christian, Ringle. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications, 2016.
- Industri Kontan. (2019). *Pasar produk perawatan kulit punya potensi berkembang*. <https://industri.kontan.co.id/news/pasar%0A-produk-perawatan-kulit-punya-potensiberkembang>
- Jacob, S. M., & Issac, B. (2008). *The Mobile Devices and its Mobile Learning Usage Analysis. I*, 19–21.
- Keller, K. L. (2014). *Measuring brand power : validating a model for optimizing brand equity. June 1999*. <https://doi.org/10.1108/10610429910272439>
- Ketut, K., & Darma, G. S. (2017). *Jurnal Manajemen dan Bisnis*. 14(2).
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Bina Aksara. http://library.unisri.ac.id/opac/index.php?p=show_detail&id=14738
- Kurniawan, D. D., & Sigit, K. N. (2020). *Jurnal Ekonomika dan Bisnis*. 7(2), 1–12.
- Lau, K. C., & Phau, I. (2007). *Using Their Personality : Examining Antecedents and Implications Towards Brand Image Fit and Brand Dilution*. 24(May 2007), 421–444. <https://doi.org/10.1002/mar>
- Lavollée, C., Gressier, M., Garcia, J., Sobrino, J., Menu, M., Rossi, S., Fedel, M., Lavollée, C., Gressier, M., Garcia, J., Sobrino, J., & Reby, J. (2017). *New architected hybrid sol-gel coatings for wear and corrosion protection of low-carbon steel To cite this version : HAL Id : hal-01473628*. <https://doi.org/10.1016/j.porgcoat.2016.06.015>
- Loureiro, S. M. C. (2013). The effect of perceived benefits, trust, quality, brand awareness/associations and brand loyalty on internet banking brand equity. *International Journal of Electronic Commerce Studies*, 4(2), 139–158. <https://doi.org/10.7903/ijecs.1000>
- Luijten, T., & Reijnders, W. (2014). *The International Review of Retail , Distribution and Consumer Research The development of store brands and the store as a brand in supermarkets in the Netherlands. November 2014*, 37–41. <https://doi.org/10.1080/09593960902781268>
- Macdonald, E., & Sharp, B. (2003). *Management Perceptions of the Importance of Brand Awareness as an Indication of Advertising Effectiveness*. 1–11.
- Media Indonesia. (2022). *Industri Kosmetik Meningkat, Jasa Maklon Kian Dilirik*.

<https://mediaindonesia.com/weekend/521646/industri-kosmetik-meningkat-jasa-maklon-kian-dilirik>

MS Glow. (2020). MS Glow. In *MS Glow*.

Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). *Developing and validating measures of facets of customer-based brand equity*. 2963(October 2017). [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)

Novera, N. A., & Soesanto, H. (2021). Study on the Effect of Brand Equity on Iphone Product Customers in Semarang City. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(4), 558–564. <https://doi.org/10.29040/ijebar.v5i4.3932>

Pandiangan, K., & Atmogo, Y. D. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity : Brand Trust , Brand Image , Perceived Quality , & Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484. <https://doi.org/https://doi.org/10.31933/jimt.v2i4>

Pasaribu, R. M., & Silalahi, A. (2020). *Analysis Of The Impact Of Social Media Marketing Activities In Brand Loyalty With Brand Awareness As Intermediate Variables (Study On Traveloka Brand)*. 2020(01).

Pelaku Bisnis. (2020). *Ketika Perawatan Kecantikan menjadi tren*. <https://pelakubisnis.com/2020/02/trenbisnis-klinik-kecantikan-semakinmenjamur/%0A>

Permatasari, A. mutiara. (2017). *Pengaruh Perception Of Green Product Brand Personality, Dan Perceived Quality Terhadap Minat Beli*.

Raut, U. R., Pawar, P. A., Brito, P. Q., & Sisodia, G. S. (2019). Mediating model of brand equity and its application. *Spanish Journal of Marketing - ESIC*, 23(2), 295–318. <https://doi.org/10.1108/SJME-04-2019-0021>

Rizwan, S., Al-Malkawi, H. A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*, 13(3), 349–365. <https://doi.org/10.1108/IJIF-07-2019-0105>

Rubio, N., Oubiña, J., & Villaseñor, N. (2013). Brand Awareness – Brand Quality Inference And Consumer’S Risk Perception In Store Brands Of Food Products. Food Quality And Preference. *FOOD QUALITY AND PREFERENCE*. <https://doi.org/10.1016/j.foodqual.2013.09.006>

Sasmita, J., & Suki, N. M. (2015). Young Consumers’ Insights on Brand Equity: Effects of Brand Association, Brand Loyalty, Brand Awareness, and Brand Image. *International Journal of Retail & Distribution Management*.

Setiadi, J. N. (2005). *Perilaku konsumen : konsep dan implikasi untuk strategi dan penelitian pemasaran*.

Severi, E., & Ling, K. C. (2017). The Mediating Effects of Brand Association , Brand

- Loyalty , Brand Image and Perceived Quality on Brand Equity. *Faculty of Business and Information Science*, 9(3), 125–137. <https://doi.org/10.5539/ass.v9n3p125>
- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif dan kombinasi (mixed methods)* / Sugiyono (Cetakan ke). Alfabeta.
- Suki, N. M. (2013). *Green Awareness Effects On Consumers ' Purchasing Decision : Some Insights From Malaysia*. 9(2).
- Sundjoto, S., & Hadi, A. S. (2012). *Pengaruh Citra Merek Dan Kesadaran Merek Terhadap Ekuitas Merek Susu Cair Dalam Kemasan "Frisian Flag"*. *Pengaruh Citra Merek Dan Kesadaran Merek Terhadap Ekuitas Merek Susu Cair Dalam Kemasan "Frisian Flag*. 11(01), 01-21.
- Suntoro & Silintowe, 2020. (2020). *Analisis pengaruh pengalaman merek, kepercayaan merek, dan kepuasan merek terhadap loyalitas merek*. 32(1), 25–41.
- Tantisenepong, N., Gorton, M., White, J., & White, J. (2012). *Evaluating responses to celebrity endorsements using projective techniques*. <https://doi.org/10.1108/13522751211191991>
- Thamrin, G., Bernarto, I., & Kawata, Y. (2020). *(Bisnis dan Manajemen)*. 12(April), 168–185. <https://doi.org/10.26740/bisma.v12n2.p168-185>
- Thwaites, D., & Barnes, B. R. (2008). *The Impact of Negative Publicity on Celebrity Ad Endorsements*. 663–673. <https://doi.org/10.1002/mar>
- Todar, M. P., Tumbel, A., Jorie, R. J., Sam, U., & Manado, R. (2020). The Effect Of Brand Perception And Product Quality Toward Purchase Decision Gallon Bottle Drinking Water Aqua Brand. *EMBA*, 8(3), 134–143.
- Trilatifah, W. (2022). *Menilik Dampak Seteru MS Glow & PS Glow Terhadap Branding Produknya di Medsos*. Netray. <https://analysis.netray.id/dampak-seteru-ms-glow-ps-glow-terhadap-branding-produk/>
- Utami, G. R., Saputri, M. E., Bisnis, P. A., Komunikasi, F., & Telkom, U. (2020). Pengaruh Social Media Marketing Terhadap Customer Engagement Dan Loyalitas Merek Pada Akun Instagram Tokpedia. *Jurnal Riset Manajemen Dan Bisnis*, 5, 185–198. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/388>
- Vahie, A., & Paswan, A. (2006). *Private label brand image : its relationship with store image and national brand*. 34(1), 67–84. <https://doi.org/10.1108/09590550610642828>