

REFERENCES

- Arianto, N., & Patilaya, E. (2018). Pengaruh Kualitas Produk dan Kelengkapan produk Terhadap Keputusan pembelian Produk Salt n Papper pada PT Mitra Busana Sentosa Bintaro. *KREATIF: Jurnal Ilmiah Prodi Manajemen Universitas Pamulang* 6.2 (2018): 143-154
- Foster, B. (2016). Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis” (Case Study on Bintang Trading Company). *American Research Journal of Humanities and Social Sciences, Volume 2*, 1-11.
- Hafilah, E., Chaer, v., & Usman, O. (2019). The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Decisions Samsung Smartphones. *Brand Image Product Quality, and Price on Purchasing Decisions Samsung Smartphones* (January 11, 2019)
- Hasan, A. (20114). *Marketing dan Kasus-Kasus Pilihan*, CAPS, Yogyakarta.
- Irtanti, E. W. (2019). *Pengaruh Kualitas Produk, Citra Merek, dan Harga Terhadap Keputusan Pembelian Produk Pixy Lip Cream: Studi pada Mahasiswa UIN Sunan Ampel Surabaya* (Doctoral dissertation, UIN Sunan Ampel Surabaya)
- Kementrian Perindustrian Republik Indonesia. (2020). *Perubahan Gaya Hidup Dorong Industri Kosmetik*, (<https://www.kemenperin.go.id/artikel21460/Perubahan-Gaya-Hidup-Dorong-IndustriKosmetik>), accessed on 08 Agustus 2020.
- Kismono, G. (2011). *Bisnis Pengantar*, (Edisi 2, cetakan pertama), BPFE, Yogyakarta.
- Novansa, H. dan Hapzi Ali. (2017) Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price: Case Study SMECO Indonesia SME Products, *Saudi Journal of Humanities and Social Sciences*, 621-632.
- Pelakubisnis.com. (2020). *Indonesia Pasar potensial Produk Kosmetik* (<http://pelakubisnis.com/2020/02/indonesia-pasar-potensial-produk-kosmetik/>), accessed on 12 Mei 2020.
- PT. Motto Beringin Abadi, *About PT. Motto Beringin Abadi* (<https://motto-international.com/about-us>) accessed on January 04, 2021.
- Putra, M. I., et al. (2014). Pengaruh Brand Ambassador Terhadap Brand Image Serta Dampaknya Terhadap Keputusan Pembelian (Survey Pada Pengguna Line di Asia). *Jurnal Administrasi Bisnis*, 2014, Vol. 12.1

- Ramadhayanti, A. (2019). *Analisis SPSS Untuk Penelitian dan Riset Pasar*, PT Elex Media Komputindo, Jakarta.
- Sari, S. W. P. (2018) *Pengaruh Celebrity Endorsement, Citra Merek, dan Harga Terhadap Keputusan Pembelian Kosmetik Maybelline di JABODETABEK* (Doctoral dissertation, President University).
- Scaarlettwhitening.com (2019) *Scarlett Whitening*, (<https://scarlettwhitening.com/>) accessed on January 04, 2021.
- Sugiyono. (2014) *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, (Cetakan ke-20), Alfabeta, Bandung.
- Wang, F., & Hariandja, E. S. (2016, March). The Influence of Brand Ambassador on Brand Image And Consumer Purchasing Decision: a Case Of Tous Les Jours Indonesia. In *International Conference on Entrepreneurship (IConEnt-2016)*.
- Widyalimitedcom. (2020) *Me Time Sambil Mencerahkan Kulit Dengan Rangkaian Produk Scarlett Whitening*, (<http://www.widyalimited.com/2020/05/scarlett-whitening.html?m=1>.), diakses 12 Mei 2020.

