
Business, Economics, Law, Communication, and Social Sciences (BELACOSS)

Scholars Scientific Journal

ISSN (Online): 3089-9001

<https://journal.arepublisher.com/index.php/belacoss>

The Influence of Product Quality, Social Media Marketing, and Product Innovation on PIXY Two Way Cake Purchase Decisions on Shopee

Anandhita Wahyu Setya Dianti^{1*)}; Syafrizal Chan²⁾

¹⁾ anandhitawsd@gmail.com, Universitas Mercu Buana, Indoensia

²⁾ syafrizalchan@yahoo.com, Universitas Mercu Buana, Indonesia

*) Corresponding Author

ABSTRACT

This study aims to analyze the influence of product quality, social media marketing, and product innovation on customer purchase decisions for PIXY Two Way Cake. The population in this study consists of Shopee users in DKI Jakarta who have purchased PIXY Two Way Cake at least once. The sample comprised 262 respondents, determined using purposive sampling. Data were collected using a survey method with a questionnaire as the research instrument and analyzed with SmartPLS 4.0. This study proves that product quality and social media marketing has a positive and significant effect on customer purchase decisions, while product innovation has a positive but insignificant effect on customer purchase decisions.

Keywords : *Product Quality; Social Media Marketing; Product Innovation; Customer Purchase Decision.*

Submitted: 03-12-2025

Revised: 08-01-2026

Accepted: 16-01-2026

Article Doi:

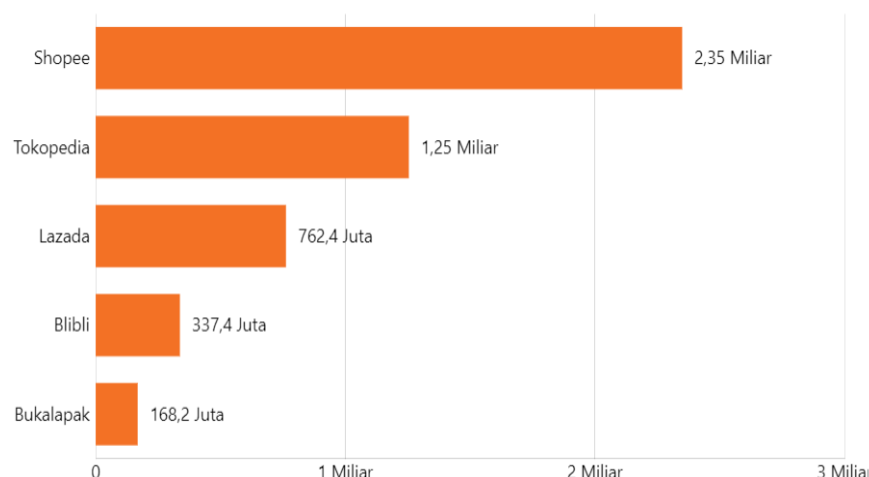
<https://doi.org/10.66755/belacoss.v2i1.169>

INTRODUCTION

The advancement of technology and civilization has transformed industries in Indonesia, shaping lifestyles, consumption patterns, and social interactions. Digitalization and the internet have driven the growth of e-commerce, online services, and social media (Hermawanto & Anggraini, 2020), while rising awareness of health and sustainability has increased demand for personal care and eco-friendly products. Human needs have evolved beyond basic necessities to more diverse and sophisticated desires (Kennedy, 2023). Cosmetics, once seen merely as beauty tools, now serve as means of self-expression, identity, and self-care, enhancing confidence and self-esteem (Lestari & Nawangsari, 2023), making the cosmetics industry a promising sector in Indonesia (Saniati & Wilujeng, 2020).

The growing demand, especially among younger consumers, creates both opportunities and competition. Brands continually launch new products supported by intensive marketing, while social media accelerates trend diffusion and shapes consumer aspirations (Kholiq & Sari, 2021). Cosmetics consumption has also expanded to men and adolescents, further broadening the market.

Figure 1. E-Commerce with the Most Visitors in Indonesia (January–December 2023)



Source: Databoks, 2024

E-commerce has redefined consumer access to cosmetics by facilitating product exploration, comparison, and purchase at any time and place (Syarifah et al., 2021). For example, Shopee recorded 2.3 billion visits in 2023, surpassing Tokopedia and Lazada to become Indonesia's most visited e-commerce platform (Databoks, 2024).

PIXY, a brand managed by PT. Mandom Indonesia Tbk since 1969, exemplifies these dynamics. Over the decades, PIXY has built its presence in several product categories, including base makeup, decorative cosmetics, skincare, and wellness items. Among its flagship products is the PIXY Two Way Cake, widely recognized for its smooth and long-lasting finish. Nevertheless, despite its established reputation, PIXY has experienced a decline in market performance. According to the Top Brand Index, the market share of PIXY Two

Way Cake fell from 11.4% in 2022 to 8.1% in 2023, below the minimum 10% threshold required to retain Top Brand status (Top Brand Index, 2023).

Table 1. Comparison of Top Brand Index Scores in the Compact Face Powder Category for 2019–2023

Brand Name	2019	2020	2021	2022	2023
Wardah	34,60% (TOP)	27,60% (TOP)	26,70% (TOP)	24,70% (TOP)	23.60% (TOP)
PIXY	10,10% (TOP)	10,80% (TOP)	10,80% (TOP)	11,40% (TOP)	8,10%
Maybelline	4,30%	4,70%	7,40%	6,80%	7,80%
Make Over	-	-	7,80%	10,20% (TOP)	11,3% (TOP)
Caring	5,50%	7,50%	6,70%	4,30%	5,70%

Source: Top Brand Index

This decline may be attributed to several factors. First, competition within the compact powder segment has intensified, with brands such as Wardah and Make Over successfully attracting younger consumers through product innovation and highly engaging marketing campaigns. Second, PIXY's social media marketing activities lack consistency and alignment with prevailing trends, leading to weaker consumer engagement. Third, concerns over product quality, particularly the physical durability of PIXY Two Way Cake, have undermined customer satisfaction despite its favorable formulation. These issues highlight a gap between consumer expectations and PIXY's current strategies.

In light of these challenges, it is important to analyze the determinants of consumer purchase decisions for PIXY Two Way Cake. This study focuses on three key factors: product quality, social media marketing, and product innovation. These dimensions are considered central to shaping consumer behavior in the cosmetics sector, particularly in the increasingly competitive online marketplace. By examining these factors, the study seeks to generate insights not only for PIXY but also for other local cosmetic brands aiming to enhance their competitiveness against global players.

Overall, the Indonesian cosmetics industry reflects a dynamic interplay of opportunities and challenges. For local brands such as PIXY, adaptation to evolving consumer behavior through effective digital marketing, continuous product innovation, and improvements in product quality is critical. Accordingly, this research investigates the influence of product quality, social media marketing, and product innovation on consumer purchase decisions, using PIXY Two Way Cake as a case study. The findings are expected to provide practical recommendations for strengthening competitiveness in Indonesia's beauty market.

LITERATURE REVIEW

Marketing Management

Kotler & Keller (2022) define marketing management as the art and science of creating, delivering, and communicating superior customer value to target, acquire, retain, and grow a customer base. Similarly, Kurniawan (2022) views it as planning, organizing, controlling, and

implementing strategies and tactics to generate and satisfy demand for a company's products or services while achieving profitability.

Customer Purchase Decision

Kotler & Keller (2022) define a purchase decision as the process in which consumers identify a problem, seek and evaluate alternatives, and ultimately make a choice. Similarly, Tjiptono & Diana (2020) describes it as recognizing a product or brand, assessing how well alternatives address their needs, and deciding on a purchase, highlighting the evaluative and deliberate nature of consumer decision-making.

Product Quality

Kotler & Keller (2022) define product quality as the characteristic of a product determined by its ability to meet both the expressed and implied demands and needs of consumers. Arfah et al. (2022), describe product quality as the ability of a product to perform its functions, be free from defects, and consistently deliver the targeted level of performance in accordance with consumer expectations.

Social Media Marketing

Tuten & Solomon (2017) define social media marketing as the use of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that provide value to an organization's stakeholders. Ananda (2022) explains social media marketing, as a type of digital marketing that utilizes social media platforms and networking sites to promote a company's products or services through both paid and unpaid methods.

Product Innovation

Kotler & Keller (2022) define product innovation as generating creative ideas and turning them into useful products. Prasetyo (2020) emphasizes that innovation involves creating appealing new concepts that are continuously developed to support strategy and maintain competitiveness.

METHOD

Research Time and Location

This study was conducted from April 2024 to July 2025 in DKI Jakarta. The research focused on analyzing the influence of product quality, social media marketing, and product innovation on customer purchase decisions for PIXY Two Way Cake on Shopee, targeting consumers who have purchased the product multiple times and regularly use it.

Population

In this study, the population comprises all Shopee users residing in DKI Jakarta who have purchased PIXY Two Way Cake on the platform. DKI Jakarta was chosen because of its high internet penetration, widespread e-commerce usage, and its role as an economic and lifestyle center, making its consumers representative of online purchasing behavior for PIXY Two Way Cake.

Sample

In this study, a sample was defined as a subset of the population that represents its characteristics (Sugiyono, 2022). Non-probability sampling, specifically purposive sampling, was used to select respondents based on four criteria: residents of DKI Jakarta, active social media users, having purchased PIXY Two Way Cake more than once, and purchasing the product via Shopee. The minimum sample size was calculated following Hair et al. (2022) by multiplying the number of indicators by five, resulting in 200 respondents, which is sufficient for PLS analysis. During data collection, 262 respondents participated, exceeding the minimum requirement. According to Lakens (2022), increasing the sample size improves data reliability, reduces sampling error, and enhances statistical power, ensuring that the sample accurately represents the characteristics of the target population.

Data Collection Methods

This study collected primary data through questionnaires on the influence of product quality, social media marketing, and product innovation on purchase decisions. Secondary data were obtained from literature, reports, and other relevant sources to provide context and support the analysis.

Data Analysis Methods

This study employed quantitative analysis, including descriptive analysis to describe respondent characteristics and questionnaire responses, and Partial Least Squares (PLS) analysis to test the relationships among latent variables in the research model.

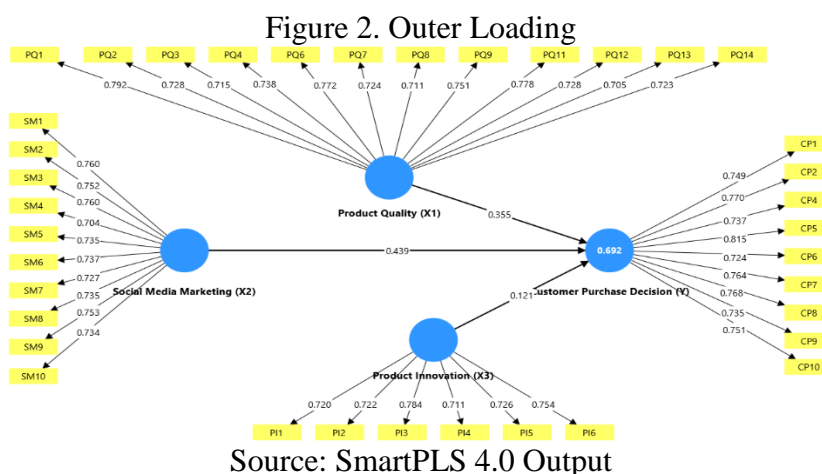
RESULTS AND DISCUSSION

Results

1. Outer Model

Convergent Validity

Convergent validity measures how well an indicator reflects its construct. In reflective models, outer loadings of 0.70 or higher are acceptable, indicating strong contribution to the construct and supporting measurement reliability and validity. The table below shows the outer loading values of this study.



Based on the results of the convergent validity test above, three indicators, PQ5, PQ10, and CP3, were found to have outer loading values below 0.7. This indicates that these indicators are considered invalid and cannot be used in subsequent analyses and were therefore removed. After making the necessary modifications, the following results were obtained.

Table 2. Loading Factor Table

Indikator	Product Quality (X1)	Social Media Marketing (X2)	Product Innovation (X3)	Customer Purchase Decision (Y)
PQ1	0.792			
PQ2	0.728			
PQ3	0.715			
PQ4	0.738			
PQ6	0.772			
PQ7	0.724			
PQ8	0.711			
PQ9	0.751			
PQ11	0.778			
PQ12	0.728			
PQ13	0.705			
PQ14	0.723			
SM1		0.76		
SM2		0.752		
SM3		0.76		
SM4		0.704		
SM5		0.735		
SM6		0.737		
SM7		0.727		
SM8		0.735		
SM9		0.753		
SM10		0.734		
PI1			0.72	
PI2			0.722	
PI3			0.784	
PI4			0.711	
PI5			0.726	
PI6			0.754	
CP1				0.749
CP2				0.77
CP4				0.737
CP5				0.815
CP6				0.724
CP7				0.764
CP8				0.768
CP9				0.735

Indikator	Product Quality (X1)	Social Media Marketing (X2)	Product Innovation (X3)	Customer Purchase Decision (Y)
CP10				0.751

Source: SmartPLS 4.0 Output

The results of the convergent validity test indicate that all indicators have a loading factor >0.7. This demonstrates that each indicator is valid and strongly correlated with its respective construct. It confirms that the measurement model is reliable and accurately represents the underlying theoretical concepts, providing confidence in the robustness of the study's subsequent analyses.

Composite Reability and Cronbach's Alpha

According to Ghozali and Latan (2020), composite reliability assesses the internal consistency of a construct's indicators, ensuring they are correlated and consistently represent the intended variable. A value above 0.7 indicates good reliability, meaning the indicators are suitable for measuring the construct. Table 3 presents the composite reliability and Cronbach's alpha results for each variable in this study.

Table 3. Composite Reability and Cronbach's Alpha

	Cronbach's alpha	Reability	Composite reliability (rho_a)	Reability	Composite Reliability (rho_c)	Reability
Product Quality (X1)	0.924	Very Strong	0.926	Very Strong	0.935	Very Strong
Social Media Marketing (X2)	0.908	Very Strong	0.91	Very Strong	0.924	Very Strong
Product Innovation (X3)	0.832	Very Strong	0.835	Very Strong	0.877	Very Strong
Customer Purchase Decision (Y)	0.907	Very Strong	0.908	Very Strong	0.924	Very Strong

Source: SmartPLS 4.0 Output

Based on the data presented in the table, the Cronbach's alpha and composite reliability values exceed the minimum threshold of 0.7. This indicates that the instruments used to measure the variables demonstrate a high level of reliability and internal consistency, ensuring the dependability of the measurement model.

Average Variance Extracted (AVE)

AVE (Average Variance Extracted) value is intended to measure the level of variance in a construct explained by its indicators, accounting for the error level. According to Ghozali (2021), an AVE value > 0.50 is recommended as the minimum threshold. The table below presents the output for determining the AVE values:

Table 4. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Product Quality (X1)	0.547
Social Media Marketing (X2)	0.548
Product Innovation (X3)	0.543
Customer Purchase Decision (Y)	0.574

Source: SmartPLS 4.0 Output

Table above shows that the Average Variance Extracted (AVE) values for all constructs exhibit potential reliability and are suitable for further analysis. The AVE values presented indicate that all constructs in the model meet the criteria for convergent validity, as each construct has an $AVE \geq 0.50$. This suggests that the majority of the variance in the indicators is explained by the constructs being measured, indicating that the model demonstrates good convergent validity.

Discriminant Validity

Discriminant validity is conducted to ensure that each latent variable concept is distinct from the others. A construct is considered to have good discriminant validity if each indicator exhibits a higher loading factor on its own latent variable than on the other latent variables. The results of the discriminant validity test are presented below:

Table 5. Cross Loading

Indicator	Product Quality (X1)	Social Media Marketing (X2)	Product Innovation (X3)	Customer Purchase Decision (Y)
PQ1	0.792	0.622	0.505	0.659
PQ2	0.728	0.526	0.545	0.563
PQ3	0.715	0.529	0.458	0.571
PQ4	0.738	0.496	0.532	0.503
PQ6	0.772	0.572	0.559	0.568
PQ7	0.724	0.52	0.493	0.57
PQ8	0.711	0.527	0.562	0.547
PQ9	0.751	0.526	0.536	0.577
PQ11	0.778	0.537	0.548	0.573
PQ12	0.728	0.505	0.521	0.524
PQ13	0.705	0.508	0.463	0.477
PQ14	0.723	0.441	0.511	0.525
SM1	0.597	0.76	0.54	0.64
SM2	0.541	0.752	0.526	0.566
SM3	0.522	0.76	0.537	0.622
SM4	0.49	0.704	0.447	0.528
SM5	0.476	0.735	0.513	0.587
SM6	0.522	0.737	0.524	0.565
SM7	0.534	0.727	0.547	0.509
SM8	0.489	0.735	0.513	0.53

Indicator	Product Quality (X1)	Social Media Marketing (X2)	Product Innovation (X3)	Customer Purchase Decision (Y)
SM9	0.532	0.753	0.531	0.59
SM10	0.569	0.734	0.527	0.599
PI1	0.519	0.507	0.72	0.467
PI2	0.505	0.515	0.722	0.439
PI3	0.579	0.534	0.784	0.54
PI4	0.471	0.46	0.711	0.464
PI5	0.479	0.525	0.726	0.511
PI6	0.544	0.563	0.754	0.564
CP1	0.55	0.561	0.456	0.749
CP2	0.631	0.593	0.573	0.77
CP4	0.49	0.536	0.455	0.737
CP5	0.622	0.653	0.557	0.815
CP6	0.583	0.543	0.514	0.724
CP7	0.56	0.592	0.484	0.764
CP8	0.571	0.576	0.458	0.768
CP9	0.55	0.65	0.505	0.735
CP10	0.567	0.586	0.614	0.751

Source: SmartPLS 4.0 Output

Based on Table 4.8, all indicator cross-loading values exceed 0.7, indicating that each indicator represents its own construct better than others, thereby fulfilling discriminant validity. The outer loading values above 0.7 confirm that the indicators are valid for measuring their respective constructs. This demonstrates that the measurement model is reliable and suitable for further analysis, including the inner model evaluation and hypothesis testing.

2. Inner Model

R-Square (R²) Value

The R-square (R²) value is used to indicate the extent to which exogenous variables can explain or influence an endogenous variable. According to Hair et al. (2022), an R² value of 0.75 is considered strong, 0.50 is moderate, and 0.25 is weak. Based on these criteria, Table 4.15 presents the results of the R-square analysis in this study.

Table 6. R-square (R²) Value

	R-square	R-square adjusted
Customer Purchase Decision (Y)	0.692	0.688

Source: SmartPLS 4.0 Output

The results in Table 4.11 show that the adjusted R-square for the variables product quality, social media marketing, and product innovation indicates that 68.8% of the purchasing decisions for PIXY Two Way Cake are influenced by these three variables. The remaining 31.2% of purchasing decisions are affected by other factors not examined in this study. This

demonstrates that the model has a strong level of explanatory power in predicting consumer purchasing behavior.

F-Square (f^2) Value

The f-square (f^2) value is used to assess the extent to which an exogenous variable (X) influences an endogenous variable (Y). The interpretation of f^2 values is as follows: $0.02 \leq f^2 < 0.15$ indicates a weak effect, $0.15 \leq f^2 < 0.35$ indicates a moderate effect, and $f^2 \geq 0.35$ indicates a strong effect of the exogenous variable on the endogenous variable. This measure helps researchers understand the relative contribution of each variable within the structural model.

Table 7. F-square (f^2) Value

	PQ	SM	PI	CP
PQ				0.168
SM				0.257
PI				0.02
CP				

Source: SmartPLS 4.0 Output

Based on the f-square test results, product quality (0.168) and social media marketing (0.257) have a moderate effect on customer purchase decisions, as their f^2 values exceed 0.15. In contrast, product innovation has an f^2 value of 0.02, indicating a weak effect. These results suggest that product quality and social media marketing play a significant role in purchasing decisions, whereas product innovation has minimal influence.

Predictive Relevance (Q^2)

Predictive relevance (Q^2) in the structural model is used to assess how well the model can predict the values of observed data. According to Hair et al. (2022), a Q^2 value greater than zero for an endogenous latent variable indicates that the Partial Least Squares (PLS) model has good predictive capability for that construct.

Table 8. Q^2 Value

	Q^2 predict	RMSE	MAE
Customer Purchase Decision (Y)	0.644	0.613	0.36

Source: SmartPLS 4.0 Output

Based on the Q^2 test results, a value of 0.644 was obtained. According to Hair et al. (2022), a $Q^2 > 0$ indicates that the model possesses good predictive ability. Furthermore, Musyaffi et al. (2021) state that a $Q^2 \geq 0.35$ is considered large, meaning that the variables in the model can substantially explain the model structure. Therefore, it can be concluded that the model in this study demonstrates very good predictive capability.

Hypothesis Testing Result

Table 9. Hypothesis Testing Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t-statistics ((O/STDEV))	P-value	Description
Product Quality (X1) -> Customer Purchase Decision (Y)	0.355	0.353	0.165	2.15	0.032	Positive and Significant
Social Media Marketing (X2) -> Customer Purchase Decision (Y)	0.439	0.428	0.141	3.114	0.002	Positive and Significant
Product Innovation (X3) -> Customer Purchase Decision (Y)	0.121	0.136	0.104	1.163	0.245	Positive and Insignificant

Source: SmartPLS 4.0 Output

Based on the results presented in the table, it can be concluded that product quality has a positive and significant effect on customer purchase decisions, with a coefficient value of 0.335, t-statistics of $2.15 > 1.96$, and a p-value of $0.032 < 0.05$. This means that H_1 , which states that product quality significantly influences purchase decisions for PIXY Two Way Cake, is accepted. Similarly, social media marketing also has a positive and significant effect on customer purchase decisions, with a coefficient of 0.439, t-statistics of $3.114 > 1.96$, and a p-value of $0.002 < 0.05$. Therefore, H_2 , which states that social media marketing significantly influences purchase decisions for PIXY Two Way Cake, is accepted. On the other hand, product innovation does not have a significant effect on customer purchase decisions, as shown by a coefficient of 0.121, t-statistics of $1.163 < 1.96$, and a p-value of $0.245 > 0.05$. Thus, H_3 , which states that product innovation significantly influences purchase decisions for PIXY Two Way Cake, is rejected.

Discussion

The Influence of Product Quality on Customer Purchase Decisions

The results of the hypothesis testing in this study indicate that product quality has a positive and significant influence on customer purchase decisions. Therefore, the first hypothesis, which states that product quality influences the purchase decision of PIXY Two Way Cake on the Shopee e-commerce platform, is accepted. This finding suggests that the better the perceived quality of a product, the higher the likelihood of consumers making a purchase. High product quality thus serves as an important factor in effectively and positively influencing consumer purchasing behavior.

These results are consistent with previous studies by Lestari & Nawangsari (2023), which also found that product quality significantly influences consumer purchase decisions. Similarly, Fazirah & Susanti (2022) reported a positive and significant influence of product quality on customer purchase decisions, supporting the conclusion that product quality is a key factor in shaping consumer buying behavior.

The Influence of Social Media Marketing on Customer Purchase Decisions

The hypothesis testing results show that social media marketing has a positive and significant influence on customer purchase decisions. Therefore, the second hypothesis, stating that social media marketing influences the purchase decision of PIXY Two Way Cake on Shopee, is accepted. This indicates that effective social media marketing strategies increase the likelihood of consumers making a purchase, as social media serves as a powerful communication channel for conveying product information, building consumer relationships, and creating positive brand perceptions.

These findings align with prior research by Ovirya & Saputri (2023), which reported a positive and significant influence of social media marketing on consumer purchase decisions. Similar results were found by (Nursiti & Giovanna, 2022), emphasizing that social media marketing strategies can effectively guide consumers in making purchase decisions. This demonstrates that social media functions not only as a communication tool but also as an effective marketing instrument to attract attention, build interest, and influence consumer purchasing behavior.

The Influence of Product Innovation on Customer Purchase Decisions

The results of this study indicate that product innovation does not have a significant influence on customer purchase decisions. Therefore, the third hypothesis, stating that product innovation influences the purchase decision of PIXY Two Way Cake on Shopee, is rejected. This suggests that the innovations implemented may not have a significant impact on consumers' purchasing decisions, possibly because the innovations are not perceived as sufficiently distinctive or directly beneficial by consumers.

This finding is consistent with Noviyana et al. (2022) who concluded that product innovation does not significantly influence consumer purchasing decisions. It is also supported by Rachman (2021), who reported a similar lack of influence. These results indicate that product updates or developments do not necessarily become a primary consideration for consumers in making purchase decisions. The success of innovation does not always translate into increased purchases, particularly if the innovation does not directly address market needs or consumer preferences.

CONCLUSION

Based on the results and analysis of this study regarding the influence of product quality, social media marketing, and product innovation on PIXY Two Way Cake on the Shopee e-commerce platform, several conclusions can be drawn. First, product quality has a positive and significant influence on customer purchase decisions, indicating that consumers' perceptions of packaging, durability, and performance during use play an important role in shaping purchasing behavior. Second, social media marketing also shows a positive and significant influence on purchase decisions, suggesting that marketing strategies on digital platforms such as Instagram, TikTok, and YouTube are crucial in shaping consumer perceptions and attitudes. However, product innovation does not show a significant influence on customer purchase decisions, which means that although innovation remains an important aspect of product development, it has not become a dominant factor considered by consumers in this study.

The findings have practical implications for marketers and businesses. To enhance customer purchase decisions for PIXY Two Way Cake, efforts should focus on improving product quality, particularly product uniqueness, and optimizing social media marketing strategies through user-generated content, giveaways, and influencer collaborations on platforms such as Instagram, and TikTok. Product innovation, while important for product development, may not yet be a dominant factor influencing purchasing behavior in this context.

For future research, it is recommended to replicate this study in different locations, populations, or product categories to validate the model's consistency and explore additional factors that may affect purchase decisions, such as price perception, brand image, or consumer trust. This approach will provide a broader and more comprehensive understanding of the determinants of consumer purchasing behavior.

REFERENCES

- Fazirah, E., & Susanti, A. (2022). Pengaruh Brand Ambassador, Brand Image, dan Kualitas Produk Terhadap Keputusan Pembelian Pada Kosmetik Wardah di Kota Surakarta. *Jurnal Ekobis Dewantara*, 5(3), 246–254.
- Hermawanto, A., & Anggraini, M. (2020). Globalization And Locality: Global Communication And Digital Revolution In The Borderless World Era. 1(1), 9–16. <https://doi.org/10.31098/pss.v1i1.84>
- Kennedy, P. S. J. (2023). *Bahan Ajar Teori Ekonomi Makro* (1st ed.).
- Kholiq, I., & Sari, D. K. (2021). The Influence of Viral Marketing, Celebrity Endorser, and Brand Awareness on Purchase Decisions on Make Over Cosmetic Products in Sidoarjo. *Academia Open*, 4. <https://doi.org/10.21070/acopen.4.2021.2604>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management*. Pearson Education Limited.
- Lestari, A. O., & Nawangsari, S. (2023). Pengaruh Citra Merek, Kualitas Produk, Keragaman Produk Dan Beauty Vlogger Terhadap Keputusan Pembelian Produk Kosmetik Make Over (Studi Kasus Pada Konsumen Wanita Di Jabodetabek). *Jurnal Akuntansi Dan Manajemen Bisnis*, 3(2), 153–166.
- Noviyana, S., Anggraini, R., Kencanawati, M. S., & Gayatri, L. A. I. (2022). PENGARUH SOCIAL MEDIA MARKETING, CELEBRITY ENDORSER, BRAND IMAGE, ELECTRONIC WORD OF MOUTH, DAN INOVASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK WARDAH. *Eqien - Jurnal Ekonomi Dan Bisnis*.
- Nursiti, & Giovanna, A. (2022). Pengaruh Sosial Media Marketing Terhadap Keputusan Pembelian. *Jurnal Industri Kreatif Dan Kewirausahaan*, 2(2), 99–105. <https://doi.org/10.51875/jibms.v2i2.185>
- Fazirah, E., & Susanti, A. (2022). Pengaruh Brand Ambassador, Brand Image, dan Kualitas Produk Terhadap Keputusan Pembelian Pada Kosmetik Wardah di Kota Surakarta.

Jurnal Ekobis Dewantara, 5(3), 246–254.

Hermawanto, A., & Anggraini, M. (2020). Globalization And Locality: Global Communication And Digital Revolution In The Borderless World Era. 1(1), 9–16. <https://doi.org/10.31098/pss.v1i1.84>

Kennedy, P. S. J. (2023). Bahan Ajar Teori Ekonomi Makro (1st ed.).

Kholiq, I., & Sari, D. K. (2021). The Influence of Viral Marketing, Celebrity Endorser, and Brand Awareness on Purchase Decisions on Make Over Cosmetic Products in Sidoarjo. *Academia Open*, 4. <https://doi.org/10.21070/acopen.4.2021.2604>

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management*. Pearson Education Limited.

Lestari, A. O., & Nawangsari, S. (2023). Pengaruh Citra Merek, Kualitas Produk, Keragaman Produk Dan Beauty Vlogger Terhadap Keputusan Pembelian Produk Kosmetik Make Over (Studi Kasus Pada Konsumen Wanita Di Jabodetabek). *Jurnal Akuntansi Dan Manajemen Bisnis*, 3(2), 153–166.

Noviyana, S., Anggraini, R., Kencanawati, M. S., & Gayatri, L. A. I. (2022). PENGARUH SOCIAL MEDIA MARKETING, CELEBRITY ENDORSER, BRAND IMAGE, ELECTRONIC WORD OF MOUTH, DAN INOVASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK WARDAH. *Eqien - Jurnal Ekonomi Dan Bisnis*.

Nursiti, & Giovanna, A. (2022). Pengaruh Sosial Media Marketing Terhadap Keputusan Pembelian. *Jurnal Industri Kreatif Dan Kewirausahaan*, 2(2), 99–105. <https://doi.org/10.51875/jibms.v2i2.185>

Ovirya, N., & Saputri, M. E. (2023). Pengaruh Social Media Marketing dan Customer Online Review terhadap Keputusan Pembelian Somethinc. *Jurnal Informatika Ekonomi Bisnis*, 5, 1049–1054. <https://doi.org/10.37034/infv5i3.666>

Rachman, T. (2021). Pengaruh Inovasi Produk, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Smartphone ASUS di Bekasi. *Jurnal Pelita Ilmu*, 15(01), 48–52. <https://jurnal.pelitabangsa.ac.id/index.php/jpi/article/view/816>

Saniati, F., & Wilujeng, B. Y. (2020). Analisis Produk Kosmetik Make Up Salah Satu Merek Global Terhadap Keputusan Pembelian. *E-Jurnal*, 09, 457–464.

Syarifah, I. L., Hidayah, F. N., Rahani, F. A.-N., Azzahra, N. I., Mukarromah, S., Yulianti, Y., & Wulandari. (2021). Pentingnya Literasi Digital di Era Pandemi. *Jurnal Implementasi*, 1 (2)(2), 162–168. <http://jurnalilmiah.org/journal/index.php/ji/article/view/60>

Tjiptono, F., & Diana, A. (2020). *Pemasaran* (1st ed.). Andi Offset.