Factors Influence of Purchase Intention on Beauty Product

Marina Kusumawati[1*],Ginanjar Rahmawan[2]

[1] Management Department, Sekolah Tinggi IlmuEkonomi Surakarta
[2]Management Department, Sekolah Tinggi IlmuEkonomi Surakarta

[*]Corresponding author:
Email: marinakusuma10@gmail.com

Abstract.

Wardah is a brand of cosmetics in under the auspices of PT. Paragon Technology and Innovation. Wardah present as one of the brands of cosmetics the largest in Indonesia , products Wardah first time launched in the year 1995. PT. Paragon Technology and Innovation is always on top of market growth every year . Even Throughout the year 2020 Wardah has succeeded in exporting 22.9 billion worth to Malaysia. This study aims to determine the factors that influence the purchase interest of Wardah beauty products . The author will meniliti 4 factors such as Beauty Vlogger, Quality Products , Image Brand And price product it itself . The population in this study is the Consumer Products Beauty Wardah are domiciled in Soloraya include Boyolali ,Karanganyar , Surakarta, Sukoharjo , Klaten , Sragen and Wonogiri . Research is using the technique of taking samples with a short a tan purposive sampling with the total respondents as many as 102 respondents . While for Technical analysis of the data using analysis regression linear multiple , Test T (Partial), Test F (Simultaneous) and Test Koefiesien of determination (R2). Based on the research that has been done, it can be concluded that this research according to the results of the partial T test, the variable that dominates the interest in purchasing wardah beauty products is the variable quality of the product where the product quality has a percentage value of 51.46% which is greater than the percentage value for the Beauty Vlogger variable. , Brand Image and Price

Keywords: *Beauty Vlogger, Product Quality, Brand Image, Price, Buying Interest, Consumer, Wardah.*

1.INTRODUCTION

Indonesia is a country with a majority Muslim population. In line with this, products that comply with Islamic law are an important factor in sorting goods for use and consumption. Therefore, halal cosmetics are important for women in Indonesia. Seeing these opportunities present Wardah for targeting the goose market cosmetics kosher. Wardah Cosmetics Brand is a cosmetic product that is shaded by PT. Paragon Technology and Innovation. In Indonesia Wardah including one of the biggest cosmetics brand, Wardah product was first launched in 1995 .

Based on the latest data on claims,[1] in Indonesia cosmetics market has a value that is sufficiently large that reached 30 trillion per year, which the company lo c al including PT. Paragon Technology and Innovation in charge of approximately 35% of the value of the market these . The average growth of PT. Paragon Technology and Innovation is always on top of market growth every year . Performance Wardah looks

pretty good for three years past though many competitor brands of new that appears . Even during the years 2020 Wardah successfully exports worth 22.9 billion to the country of Malaysia. It is asserted Positioning Wardah as product cosmetics kosher. Wardah was able to occupy the first position for recalling halal brands. It can be concluded that the brand awareness created by Wardah is so strong . It is not telepas of strategy marketing done by Wardah and how Wardah clicking -create a product that can be accepted by the users of cosmetics .

Wardah's high popularity is evidenced by Wardah's achievements in winning various awards . One of them p No Top Brand A ward in 2020 (Phase 1) in the category of Makeup either the Foundation, lipstick, face powder blushes and solid, eyeliner and mascara, Wardah always superior to competitors or other local brands such as Emina, make over and pixy . Not only that , in the 2019 Guardian Top Star event, the container was ranked as the 3 best brands in the cosmetics category with Maybelline and Emina. Events Guardian Top Star itself by guardianindoneia.co.id is a brand - a favorite brand customers Guardian conducted via an online survey, followed by customer Guardian.

Technological developments also seem to have contributed to building brand awareness. The development of technology and information really influences individual behavior today, especially in digging up information about a product to fulfill wants and needs. Information about product specifications, advantages and disadvantages of a product can be accessed from anywhere, such as from the web, Instagram, YouTube and many other social media.
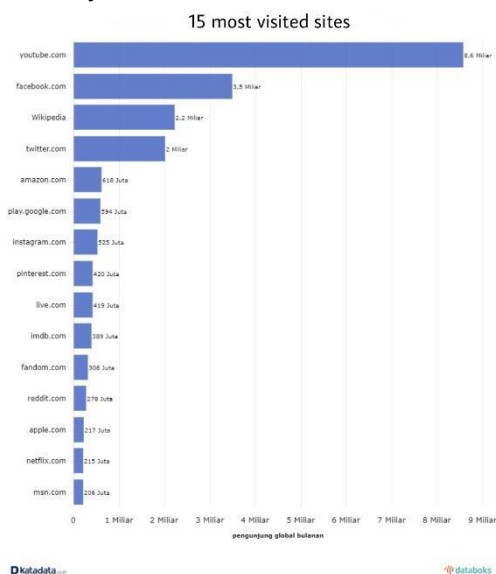

Figure 1. The most trusted much visited in 2020

Surveys conducted by Broadband Search are accessed via databoks, [2] shows that the social media that is often used in 2020 is the Youtube Platform with a number

of 8.6 billion visits . Youtube has indeed been popular lately, Various reviews can be accessed or obtained through the YouTube platform. reviews about beauty products are usually made by a beauty influencer.

The role of beauty influencers to influence a person's interest in a product, but every review conducted by a beauty influencer cannot be considered an honest review or in accordance with the influencer's own experience, but it could be done as a promotion or advertisement (Influencer Marketing). Today, digital marketing strategies like influencer marketing are one of the mainstays of marketing strategies by utilizing social media.

Beauty Nowadays, Beauty Influencers are mushrooming. On the YouTube platform, Beauty Influencer has its own name, namely Beauty Vlogger. The presence of a beauty vlogger has an indirect impact on the company, the company gets a positive impact. The positive impact in question is that the Beauty vlogger has indirectly taken part in introducing and marketing the company's products to viewers. So that the viewers get the information they need about the product. Likewise, reviews of wardah products are very easy to find on the Youtube channel, so potential customers can easily get good and bad information about a product. [3] Beauty Vlogger must have characteristics :trusthortiness, expertise, attractiveness, respect and similitary. so with It, Beauty Vlogger is easy to influence consumers and build buying interest.

[4] the level of good service quality in the eyes of consumers can affect brand image. Wardah in creating a good brand image, starting from the smallest things, such as giving a friendly impression when serving consumers through Wardah's beauty advisors, greeting when consumers come and helping in choosing products. Wardah also uses social media to enhance the company's positive image by interacting directly with consumers, holding talkshows or seminars that aim to inspire, this is in line with the tagline that has been pinned so far, namely "Inspiring Beauty".

Bassically, in an effort to fulfill their needs and desires, consumers will rationally choose products with relatively affordable prices balanced with good quality. The quality of a good product will affect a person's psychology to be calmer physically and mentally when using the product.any increase in product quality will result in increased consumer buying interest, it is very necessary to pay attention to the factor of improving the quality of a product by improving what is lacking and improving what is already good[5].It can be concluded that high quality products can provide maximum satisfaction for consumers. Wardah growth every year can be influenced by quality factors. Besides the inspiring beauty tagline, one of the principles put forward by Wardah is "pure and safe", which means Wardah produces cosmetics that are safe to use and halal.

Prices that are in accordance with the quality given have a positive influence on purchase intention[6].Based on the background of the problems described above, the authors aim to analyze the factors behind the purchase intention of Wardah. It is

hoped that wardah can make these factors more effective as a marketing reference in increasing sales.

II. LITERATURE REVIEW

Similar research where Brand Image as X1, Product Quality as X2 and Price as X3 and Product Purchase Intention as the dependent variable or Y. The research was conducted on Make Over Counter Visitors at Plaza Medan Fair. The analytical tools used are Multiple Linear Regression Analysis, Classical Assumption Test, Normality Test, Heteroscedasticity Test, Multicolenicity Test, F Test (Simultaneous Test), T Test (Partial Test) and Determination Coefficient Test (R2). From the results of the research that has been done, it is known that the independent variables together have a positive and significant influence on purchase intention as the dependent variable[7].

Beauty Vlogger

Beauty vloggers are individuals who create content and upload it to the Youtube site. The content is usually about beauty. Beauty in question is something related to skincare, beauty tools or make-up. [8]The content is usual shown by the beauty vlogger can be grouped into six kinds, namely : Procedures, Reviews , Fashion, get ready with me, show the shopping results and favorite video[9] .

Product Quality

[10]The quality of the product is controlling diversity to achieve the level of quality that is expected to meet the needs of consumers . Product quality is seen as important by every company to be able to compete in the market .[11]A product that has a good quality could give a variety of benefit, namely : lowering costs , the impact of international increasing share of the market, increase reputation of the company , the sole responsibility of the product , to the appearance of the product and realize the quality of the perceived importance .

Brand Image

The image of the brand is the view or impression about a brand that exist in the minds of consumers that envisaged by the association brand [12]. H an association closely that the association of brand with the image of the brand . In forming an image , a brand association component is needed that is strongly attached to a brand .

Price

[13]Prices may be defined as the amount of money or value exchange which is charged to a product, the amount of value to be exchanged for the benefits of having or using a product. [14] the perception of prices can be seen from : Comparison of the price of the products of competitors , the suitability of price with quality , affordability price .

Consumer Purchase Interest

Purchase interest is said to be a part of consumer behavior components in consuming, the tendency to behave before making a purchase decision[15]. Besides that, buying interest can also be referred to as a desire to have property rights to a product, buying interest will arise if the quality and quality of a product also affects[16].
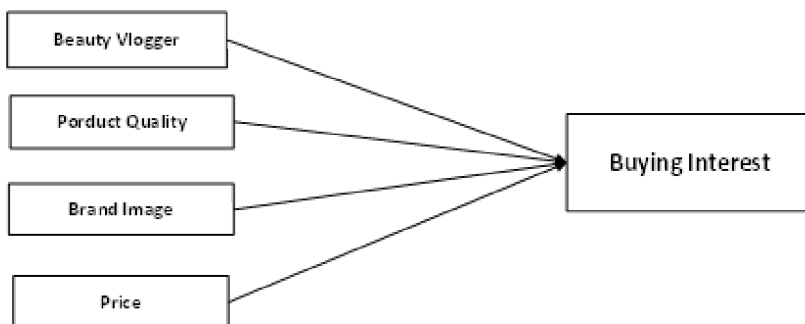
Framework

Figure 2. Framework

III. METHODS

Population

The population taken in this study was the Wardah beauty product consumers in the Soloraya region. The Soloraya region includes Boyolali, Karanganyar, Surakarta, Sukoharjo, Klaten, Sragen and Wonogiri.

Sample

This study uses a non-probability sampling approach with purposive sampling technique because the population is unknown, so to capture this population it is necessary to determine several criteria that are considered representative of the population. The criteria that the authors set, namely :

a.   The survey is aimed at those who live in Soloraya (Boyolali, Sukoharjo, Klaten, Surakarta, Karanganyar and Sragen)
b.   for those who have an intereston Wardahbeauty products
c.   for consumers who have or have not made their first or repeat purchases of Wardah beauty products

The sample above was obtained through the distribution of google form questionnaires which were disseminated through social media such as WhatsApp, Instagram, Facebook and Twitter. In the measurement , Used Scale Likert with selection 1 = Very Not Agree ; 2 = Do not Agree ; 3 = Don't Know ; 4 = Agree ; 5 = Strongly Agree

Operational Defition Of Variabel

Variabel	Definition	Indicator
Beauty Vlogger	value that depends on consumer perceptions of the beauty Vlogger	a. Trust b. Physical c. Receiving Information d. Feeling e. Attitude
Product Quality	ability who possessed a product to display the function that actually , no exception when the use of the product , reliability of products , easy to use , repair and values of others are attached	a. Product Realibility b. Safe to use c. Product Design d. Power Hold
Brand Image	The image or impression that is embedded in the minds of consumers is related to a brand that is formed through consumer experiences and messages about a brand , which creates a brand image .	e. The brand is well known f. Quality of Service g. Brand identity h. Maker image
Price	an amount of value to be paid for goods and services in order to obtain benefits from the use of goods and services .	i. Prices can reach j. Prices are in accordance with the quality of the acquired k. Prices are in accordance with the benefits that come
Buying Interest	The possibility of using and purchasing Wardah products	l. Searchinf for Information m. Have a Positive Impression n. Make a Choice o. Be sure of using the product

Table 1. Operational Defition Of Variabel

IV. RESULT AND DISCUSSION
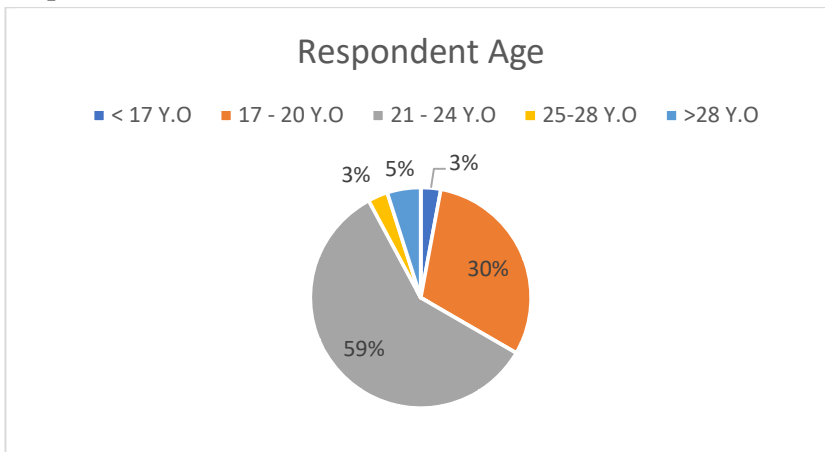
Respondent Charateristics

Figure 3. Diagram Respondent Age

From the pictures at the top obtained the data of respondents who fill in the questionnaire online as much as 102 respondents of which 3% of the age of 25-28 year, 3% next of the age less than 17 years , 5% of the age more than 28 years and 30% of the 17-20 years and 59% were most of the age of 21-24 years .
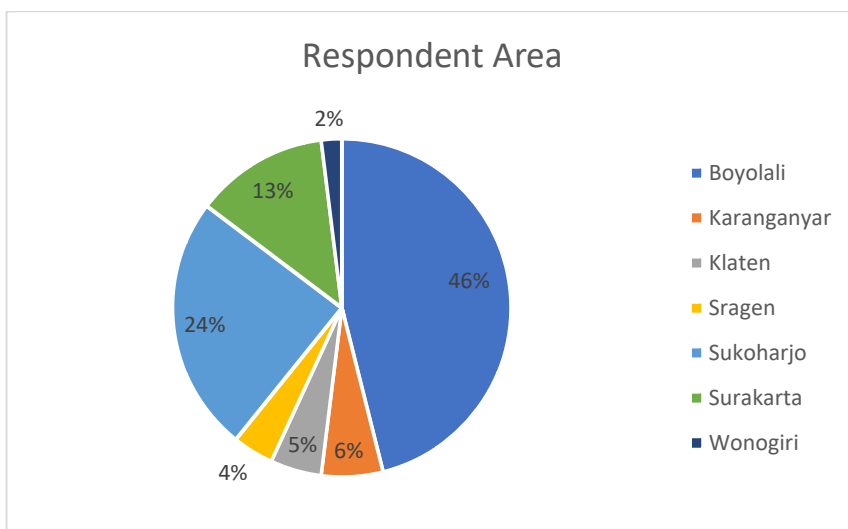

Figure 4. Diagram Respondent Area

From the Chart Pie image above, it shows that the overall distribution of the questionnaire to all regions of Colorado with 102 respondents . Respondents most are from BoyolaliDistrict , while respondents from the region of Wonogiri District is a minority.

Validity Test

Variabel	Indikator	R_{tabel}	R_{hitung}	Validity
X_1	X1.1	0.195	0.429	VALID
	X1.2	0.195	0.598	VALID
	X1.3	0.195	0.578	VALID
	X1.4	0.195	0.606	VALID
	X1.5	0.195	0.669	VALID
X_2	X2.1	0.195	0.825	VALID
	X2.2	0.195	0.781	VALID
	X2.3	0.195	0.706	VALID
	X2.4	0.195	0.844	VALID
X_3	X3.1	0.195	0.874	VALID
	X3.2	0.195	0.782	VALID
	X3.3	0.195	0.586	VALID
	X3.4	0.195	0.480	VALID
X_4	X4.1	0.195	0.549	VALID
	X4.2	0.195	0.769	VALID
	X4.3	0.195	0.589	VALID
Y	Y.1	0.195	0.821	VALID
	Y.2	0.195	0.827	VALID
	Y.3	0.195	0.825	VALID
	Y.4	0.195	0.846	VALID

Table 2. Validity Test SPSS 16.0

The table at the top contains the results of testing the validity of which R Calculate the variable -free and variable bound > R table means Variables Independent and Variable Dependent in the study is declared invalid.

Realibility Test

N of Items	Cronbach Alpha Minimal	Cronbach Alpha Hitung	Validity
20	0.7	0.955	Reliable

Tabel 3. Realibility Test SPSS 16.0

On the results of testing the reliability of the variable bound and variable -free value of Cronbach alpha is at 0955> 0.7 Cronbach Alpha minimum, which means that the entire item is consistently has the reliability that is strong.

Normality Test

	Unstandarized Residual
Asymp. Sig. (2-Tailed)	0.238

Table 4. Normality Test SPSS 16.0

From the results of Test normality at the top by using the approach of One-Sample Kolmogorov -Smirnov obtained magnitude value of the probability that 0238> value Sig. 0.05, it can be said that the data items in this study are normal.

Multikoleniarity Test

Tolerance	VIF
0.396	2.521
0.191	5.227
0.222	4.491
0.504	1.982

Table 5. MultikoleniariyTesrs SPSS 16.0

Based on table results of testing in the above can be known that the value of VIF variable independent of the variable dependent not happen any indication of symptoms multikoleniaritas because the value of VIF is smaller than 10 as well as the Value Tolerance Variable Free of the variable bound not show any indication of the occurrence of symptoms multikoleniaritas because the value of tolerance more greater than   0.1
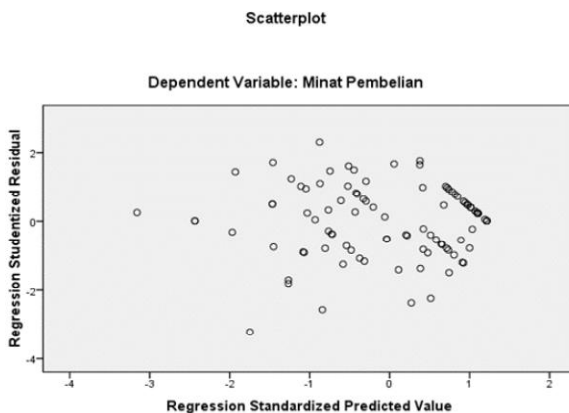
Uji Hesterokedastisitas

Figure 5. Scaterplot SPSS 16.0

Based on the Scaterplot image above, it shows that this study is assumed to be free from heteroscedasticity symptoms because the data points do not form a certain pattern and it can be seen that the data points are not clustered but scattered over numbers. 0 Y-axis and below numbers. 0 Y-axis.

Multiple Linear Regresion

Model	B
(Constant)	-3.377
Beauty Vlogger	-0.182
Product Quality	0.621
Brand Image	0.534
Price	0.296

Table 5. Multiple Linear Regresion SPSS 16.0

The table at the top of presenting the results of the processing of the data by testing multiple linear regression, then obtained the equation :

$$Y = -3.377 + -0.182\,X\,1 + 0\,.621\,X\,2 + 0\,.534\,X\,3 + 0\,.296\,X\,4$$

The model equations in the above can be interpreted as follows :

a. the constant value -3377 can be defined if the variable Beauty Vlogger (X1), Quality Products (X2), Citra Brand (X3) and Price (X4) are considered not there then the value of interest in purchasing will be increasingly diminished .

b. The value -0.182 can be interpreted that if the variable value of Product Quality (X2), Brand Image (X3) and Price (X4) is constant, while the Beauty Vlogger (X1) variable has increased by 1 unit then the interest variable b e li (Y) has decreased by -0.182 or 18.2%.

c. The value of 0.621 can be interpreted if the value of the Beauty Vlogger variable (X1) , Brand Image (X3) and Price (X4) is fixed , while Product Quality (X2) has increased by 1 unit, then the Purchasing Interest (Y) variable has increased by 0.62 or 62 %.

d. The value of 0.534 can be interpreted that if the value of the Beauty Vlogger variable (X1), Product Quality (X2), and Price (X4) is fixed, while the Brand Image innovation variable (X3) has increased by 1 unit, the Purchase Interest (Y) variable has increased by 0.534 or 53.4%.

e. The value of 0.296 can be interpreted if the value in the Beauty Vlogger variable (X1), Product Quality (X2), and Brand Image (X3) is fixed, then the Price variable (X 4) has increased by 1 unit then the Purchase Interest (Y) variable has increased by 0 .296 or 29.6%

Partial Test

T	Sig.
-1.994	0.049
5.146	0.000
3.782	0.000
2.637	0.010

Table 6. Partial Test SPSS 16.0

In a partial test necessary as in the search for the value of the T table, then the obtained value (1.985) than the distribution table, n = 102 , k = 4 with a level of significance test of two directions by 5% or in the form of decimal 12:05 to obtain df = 98 (nk), then tested in all four variables are free such . Having conducted the testing is obtained findings as follows:

a. The Beauty Vlogger variable obtained a value of -1.994 and a significance value of 0.049 at the 0.05 significance level. Da ri figures are in conclude that 0.049 <0.05 , thenhypothesis (H1) is rejected . because there is no influence between Beauty Vlogger (X1) on consumer buying interest in Wardah (Y) products .   This can be because the trust (trust) in Beauty Vlogger is low, Beauty Vlogger in providing a review about a product where the advantages of the product are more emphasized, so many viewers lose their trust, they think beauty vloggers do it just because business is not according to facts. This is very influential in reducing the interest of YouTube viewers to buy the product . Testing is in contrast d ith research conducted by [17] who argued that Beauty Vlogger have the effect of positives in increasing interest in purchasing consumer against Wardah

b. In the variable quality of products on the obtained value of 5,146 , and a significance value of 0. 00 0. significance level 0 . 05. Ability to interpret that 0 .0 00 <0 .05 , then Hypothesis (H2) is accepted . Due to the assumption that the quality of products as varaibel free Influential positively and significantly to the interest purchased (Y).
Testing is supported [18] which explains that the quality of the product is partially have influence on the interest in the purchase of products Wardah . So far Wardah has won the Top Brand award many times so that consumers believe and realize that Wardah has superior quality which affects the interest in Wardah products, so that wardah enthusiasts find it difficult to look at products from competitors.

c. In the brand image variable, it is found that the value of the t count is 3,783 and the significance value is 0.002 at the 0.05 significance level. It can be concluded that 0.002 <0.05, then hypothesis (H 3) acceptable means there is

the assumption that the image of the brand (X3) influence positively and significantly to the interest and purchase of the product Wardah (Y). Supported by [19] that brand image has a positive and significant effect on consumer buying interest in Wardah products .

Proved that the brand image that is attached to the Wardah has the effect that the strong against the interest of purchase Wardah . positive impression that is created is so strong embedded in the minds of consumers and service optimum give effect to the achievement of the level of satisfaction becomes the factor driving the creation of interest in the purchase. The better the image of a product is directly proportional to the increase in purchase interest . Given that Wardah is a beauty product labeled halal, these points can give a good image in the eyes of Wardah product enthusiasts.

d. In the variable Price in earned value T Calculate 2637 and the significant value of 0.0 10 at t araf 0.05. It can be interpreted that 0.0 10 <0.05 then , Hypothesis (H 4) is accepted . Due to the assumption that the price (X4) has the effect of positive and significant t erhadap variable dependent that is of interest to buy . Reinforced with research that is carried out by [20] that the price (X1) has the effect that significant to the interest in purchasing consumer against product Wardah . With an affordable pric ,Wardah can increase consumer buying interest .

Goodness Of Fit

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1091.986	4	272.997	94.236	.000[a]
Residual	281.004	97	2.897		
Total	1372.990	101			

a. Predictors: (Constant), Beauty Vlogger, Product Quality, Brand Image, Harga

b. Dependent Variable: MinatPembelian

Table 7. Goodness Of Fit SPSS 16.0

From the test results above, it is known that F count = 94,236 while F Table = 2.46 where the number of F Table is obtained from the formula F Table = (k; nk) it will produce numbers (4; 102-4) = (4; 98). The results are concluded that the variable is free which consists of variables Beauty Vlogger (X1), Quality Products (X2), Citra Brand (X3) and Price (X4) are simultaneously collectively together meimiliki effect that significantly against the interest to buy products Beauty Wardah (Y).

Koefisien Of Determination (R^2)

R	R Square
0.892ª	0.795

Table 9. Koefisien Of DeterminationSPSS 16.0

From the table the results of testing at the top in the above known indigo R Square of 0795 which comes from squaring the value of the coefficient of correlation 0892. value of 0.79 or 79.5% this indicates that the variable Beauty Vlogger (X1), Quality Products (X2), Citra Brand (X3) and Price (X4) are simultaneously has pegaruh against the interest of purchase Products Beauty Wardah amounted to 79.5% , while the rest of 20.5% in influence by other variables outside the regression equation .

V. CONCLUSION

Based on the results of testing using the multiple linear regression approach, it can be found that if the Beauty Vlogger (X1) variable has increased by 1 unit, the consumer satisfaction variable (Y) has decreased. While the Product Quality variable (X2) increased by 1 unit, then the consumer satisfaction variable (Y) increased. Also applies to Brand Image (X3) if the variable has increased by 1 unit, then the Purchase Interest variable (Y) has increased and if the Price variable (X4) has increased by 1 unit then the Purchase Interest variable (Y) has increased.Based on the results of the Partial T Test, it is concluded that the variable Product Quality (X2), Brand Image (X3) and Price (X4) have a positive and significant effect on the purchase interest of Wardah's beauty products. Meanwhile, the Beauty Vlogger (X1) variable has a negative and significant effect on the purchase interest of Wardah's beauty products.

Based on the results of the simultaneous F test, it is concluded that the variables Beauty Vlogger (X1), Product Quality (X2), Brand Image (X3) and Price (X4) have a simultaneous or joint influence on the purchase interest of Wardah beauty products.From the results of the partial T test, it shows that the variable that dominates the interest in purchasing wardah beauty products is the variable quality of the product where the quality of the product has a THitung value of 5,146 is greater than the THitung value for the variable Beauty Vlogger, Brand Image and Price

From the test results that have been presented, there are suggestions for Wardah to maintain the quality that has been maintained or to improve the quality of Wardah products with beauty products that have a more attractive design, in addition to products that are safe to use, the outer appearance of a product will provide added value to the enthusiasts so increase consumer purchase interest. In addition, suggestions for future researchers would be nice if further researchers could carry out research in this field by adding more renewable variables.

REFERENCES

[1]   Pelakubisnis.com, "Siasat Wardah Bertahan di Pasar Sesak PelakuBisnis.com," *pelakubisnis.com*, 2020. http://pelakubisnis.com/2020/02/siasat-wardah-bertahan-di-pasar-sesak/ (accessed Jan. 07, 2021).

[2]   C. M. Annur, "YouTube, Situs yang Paling Banyak Dikunjungi di 2020 | Databoks," *databoks.katadata.co.id*, 2020. https://databoks.katadata.co.id/datapublish/2020/12/09/youtube-situs-yang-paling-banyak-dikunjungi-di-2020 (accessed Jan. 07, 2021).

[3]   A. A. Putri and A. R. Haninda, "Pengaruh Beauty Vlogger Terhadap Minat Beli Produk Kecantikan Di Smk Telekomunikasi Telesandi Bekasi," *J. Komun.*, vol. 6, no. 2, pp. 474–484, 2020.

[4]   R. P. Salas, "TEMPAT DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL PEMEDIASI " (Studi Kasus Warung Bakso Pekih Purwokerto)," 2018.

[5]   A. A. Satria, "PENGARUH HARGA, PROMOSI, DAN KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN PADA PERUSAHAAN A-36," *J. Lentera Bisnis*, vol. 6, no. 1, p. 85, 2017, doi: 10.34127/jrlab.v6i1.169.

[6]   S. Nurfitriana and F. Iriani, "Citra Merek, Kualitas Produk, Harga Dan Pengaruhnya Pada Minat Beli Ulang Produk Kecantikan Wardah," *Sebatik*, vol. 22, no. 2, pp. 56–63, 2018, doi: 10.46984/sebatik.v22i2.308.

[7]   S. Sinaga, "Pengaruh Brand Image , Kualitas Produk dan Harga Terhadap Minat Beli Produk MakeOver pada Pengunjung Counter Make Over di Plaza Medan Fair," *Sumatera Utara*, pp. 1–79, 2019.

[8]   W. Widodo and M. Mawardi, "Pengaruh Beauty Vlogger Terhadap Source Characteristics Serta Dampaknya Terhadap Purchase Intention," *J. Adm. Bisnis S1 Univ. Brawijaya*, vol. 47, no. 1, pp. 63–69, 2017.

[9]   G. Y. Choi and E. Behm-Morawitz, "Giving a new makeover to STEAM: Establishing YouTube beauty gurus as digital literacy educators through messages and effects on viewers," *Comput. Human Behav.*, vol. 73, pp. 80–91, Aug. 2017, doi: 10.1016/j.chb.2017.03.034.

[10]   F. Tjiptono, *Strategi Pemasaran*, Cetakan Ke. Yogyakarta: Andi Offset, 2002.

[11]   D. . Ariani, *Manajemen Kualitas Pendekatan Sisi Kualitatif*. Bogor: Ghalia Indonesia, 2003.

[12]   P. Kotler, *Marketing Management "Analysis, Planning, Implementation and Control,"* Ed. 9. New Jersey: Prentice Hall International, Inc, 1997.

[13]   P. Kotler and G. Armstrong, *Prinsip-prinsip Pemasaran*, Edisi 13. Jakarta: Erlangga, 2012.

[14]   W. J. Stanton, *Fundamentals of Marketing*, Edisi 3. Singapore: McGraw-Hill, 1994.

[15]   T. Abdullah, *Manajemen Pemasaran*. Jakarta: PT Rajawali Pers, 2003.

[16]   D. Darmadi, *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama, 2011.

[17]   N. R. T. Najihan, "Efektivitas Beauty Vlogger Dalam Meningkatkan Minat Peli produk Kecantikan," 2017.

[18]   L. Z. Fityanin, "Analisis pengaruh dimensi kualitas produk terhadap minat beli produk kosmetik wardah," pp. 1–13, 2016.

[19]   A. Qonita, "Analisis Pengaruh Iklan, Celebrity Endorser, Dan Citra Merek Terhadap Minat Beli Wardah Kosmetik (Survei Pada Calon Konsumen Wardah Kosmetik Complek Pondok Pesantren Mulungan Wetan, Mlati, Sleman, DIY)," *J. Chem. Inf. Model.*, vol. 53, no. 9, pp. 1689–1699, 2019.

[20]   R. Rizki, "Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Konsumen Produk Kosmetik Wardah," *Jom Fisip*, vol. 5, pp. 1–12, 2018.