

DAFTAR PUSTAKA

- Aaker, D. A., & Day, G. S. (2017). *Marketing research*. John Wiley & Sons.
- Adit, M. T. I. (2020). Pengaruh Brand Satisfaction, Brand Trust, dan Brand Experience Terhadap Brand Loyalty Kompas Digital. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(1), 60. <https://doi.org/10.24912/jmbk.v4i1.6801>
- Agnesia, R., & B.S., D. K. (2017). Pengaruh Brand Experience dan Brand Image Terhadap Brand Loyalty Dengan Brand Trust Sebagai Variabel Mediasi Pada Konsumen Smartphone Merek Iphone Di Kota Padang. *BMC Public Health*, 5(1), 1–8.
- Apriliani, R. A. E. (2019). Pengaruh Brand Trust, Brand Equity, dan Brand Image terhadap Loyalitas Pelanggan. *Jurnal PPKM*, 6(2), 112–121.
- Dewi, A. S. (2021). Pengaruh Perceived Value, Brand Experience, dan Brand Trust Terhadap Brand Loyalty (Studi pada Pengguna Spotify Premium). *Jurnal Imiah Mahasiswa Universitas FEB Brawijaya*, February 2021, 1–18. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/7193>
- Erianti, D., & Athanasius, S. S. (2020). Peran Brand Trust dalam Pengaruh Kredibilitas Selebgram Endorser dan Perceived Value terhadap Brand Loyalty Pada Produk Kosmetik Di Semarang. *Jemap*, 2(2), 287. <https://doi.org/10.24167/jemap.v2i2.2459>
- Firmansyah, D. M. A. (2018). Perilaku Konsumen (Perilaku konsumen). *Jurnal Agora*, 5 No.(september), 5–299. https://www.academia.edu/37610166/PERILAKU_KONSUMEN_PERILAKU_KONSUMEN_MAKALAH_PERILAKU_KONSUMEN
- Gunawan, A. (2019). Pengaruh Perceived Quality, Perceived Value, dan Brand Personality terhadap Brand Loyalty dari Produk Fashion Cotton-On di Surabaya. *Jurnal Strategi Pemasaran*, 6(2), 1–10.
- Hayati, E., Ramdan, A. M., & Norisanti, N. (2022). *Brand Loyalty (Survey of Garnier Skincare Product Users in Sukabumi City) Analisis Kepercayaan Merek dalam Memediasi Hubungan Antara Brand Experience dan Brand Loyalty (Survey Pengguna Produk Garnier Skincare di Kota Sukabumi)*. 3(July), 1423–1434.
- Jr, J. F. H., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (Eight Edit). Annabel Ainscow. <https://doi.org/10.1002/9781119409137.ch4>
- Juniwati, Esmeralda, & Malini, H. (2023). Analisis Customer Loyalty Pada Pengguna Aplikasi Zoom Meeting Di Kota Pontianak. *Management Business Innovation Conference, June*, 206–223.
- Kementrian Koordinator Bidang Perekonomian Republik Indonesia. (2024).

Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy.
<https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung-penguatan-blue-economy>

- Kotler, P., & Armstrong, G. (2021). *Principles of marketing*. Pearson Education.
- Kotler, P., & Armstrong, G. (2021). Principles of Marketing. In *Pearson Education Limited* (Eighteen E).
- Leon G. Schiffman & Joe Wisenblit. (2019). Customer Behavior. In *Mayo Clinic Proceedings* (Twelfth Ed, Vol. 73, Issue 7). Pearson Education.
[https://doi.org/10.1016/S0025-6196\(11\)64898-2](https://doi.org/10.1016/S0025-6196(11)64898-2)
- Lutfiyah. (2021). *Pengaruh Perceived Value Terhadap Purchase Intention Dan Attitude Toward Fashion Defect Product Sebagai Variabel Intervening*. 1–9.
- Marliawati, A., & Cahyaningdyah, D. (2020). Management Analysis Journal Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust Article Information. *Management Analysis Journal*, 9(2), 140–151. <http://maj.unnes.ac.id>
- Natalia, T. (2024). *Lampau Wardah, Hanasui Jadi Kosmetik Paling Laris Jelang Lebaran*. CNBC.
<https://www.cnbcindonesia.com/research/20240408105805-128-529320/lampau-wardah-hanasui-jadi-kosmetik-paling-laris-jelang-lebaran>
- Ngatno. (2018). Manajemen Pemasaran. In *EF Press Digimedia* (1st ed.). EF Pres Digimedia.
- Nimas Cemara. (n.d.). *Compas Data Market Insight: Dominasi Penjualan Top Seller Maybelline di Shopee & Tokopedia*. Compas.
<https://compas.co.id/article/seller-maybelline/#:~:text=Maybelline Indonesia Official Store,-Toko resmi dari&text=Maybelline Indonesia Official Store yang,market share 72%2C3%25!>
- Nusaresearch. (2020). *Laporan Tentang Makeup Routine*. Nusaresearch.
https://nusaresearch.net/public/news/996-Laporan_Tentang_Makeup_Routine.nsr
- Pandiangan, K., Masiyono, M., & Dwi Atmogo, Y. (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/10.31933/jimt.v2i4.459>
- Pangestika, T. K., & Khasanah, I. (2021). Analisis Pengaruh Brand Image, Brand Experience, Brand Trust dan Brand Satisfaction terhadap Brand Loyalty Financial Technology: E-Wallet (Studi pada Pengguna DANA di Kota Semarang). In *Diponegoro Journal of Management* (Vol. 10, Issue 4).

- Paulose, D., & Shakeel, A. (2022). Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality and Tourism*, 23(2), 447–481. <https://doi.org/10.1080/1528008X.2021.1884930>
- Philip, Kotler. Kerin, Lane Keller,. Alexander, C. (2022). *Marketing Management* (Sixteen Ed). Pearson Education. <https://online.fliphtml5.com/xzfd/pkef/>
- Pratiwi, R. S., Salim, U., & Sunaryo, S. (2021). the Effect of Brand Experience and Perceived Value on Brand Loyalty Mediated By Brand Trust. *Jurnal Aplikasi Manajemen*, 19(2), 310–318. <https://doi.org/10.21776/ub.jam.2021.019.02.07>
- Putra, F. A. (2019). Pengaruh Brand Experience Terhadap Loyalitas Yang Dimediasi Oleh Kepuasan Pelanggan Pada Pengguna Layanan Jasa Gofood Didalam Aplikasi Go-Jek. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 6(1), 51–66.
- Putra, T. W. (2020). *Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi*. 4(1), 184–193.
- Putri, A. S., & Utami, W. (2023). *PENGARUH BRAND EXPERIENCE, BRAND LOVE DAN BRAND TRUST TERHADAP BRAND LOYALTY PADA PRODUK KOSMETIK MEREK MAYBELLINE (Studi Kasus Pada Mahasiswa Universitas Bung Hatta)*.
- Rahmat, W. M., & Kurniawati, K. (2022). The Influence of Brand Experience on Brand Loyalty through Perceived Quality, Brand Trust and Customer Satisfaction as Mediation. *SEIKO : Journal of Management & Business*, 4(3), 215. <https://doi.org/10.37531/sejaman.v4i3.2550>
- Rahmatullah, Yasri, & Abror. (2019). *The Influence of Brand Image and Perceived Quality on Brand Loyalty with Brand Trust as Mediator in PT Bank Syariah Mandiri*. 64, 569–578.
- Ramdan, A. M., Rahayu, A., Wibowo, L. A., & Dirgantari, P. D. (2021). The effect of uniqueness and student's experience in improving university image: Empirical study at private universities in Indonesia. *Management Science Letters*, 11, 357–364. <https://doi.org/10.5267/j.msl.2020.9.034>
- Safitri, N. A. (2023). *Manajemen Pemasaran* (1st ed.). K-Media.
- Sari, V. I. P., & Rahardani, M. E. (2024). Hubungan Brand Experience dan Brand Authenticity Terhadap Brand Loyalty: Brand Love Sebagai Variabel Mediasi. *Edunomika*, 08(01), 1–17.
- Shije, P. R., & Fitriyah, Z. (2023). The Influence Of Electronic Word Of Mouth And Perceived Value On Purchase Intention On Uniqlo Products In Surabaya. *Management Studies and Entrepreneurship Journal*, 4(6), 6095–6101. <http://journal.yrpioku.com/index.php/msej>

- Siahaan, J., Marchelin, T. N., & Wijayanti, C. A. (2023). Pengaruh Brand Personality, Brand Experience, Self-Brand Connection, Brand Love & Brand Trust terhadap Brand Loyalty Kosmetik Wardah. *Journal of Management and Business Review*, 20(1), 34–54. <https://doi.org/10.34149/jmbr.v20i1.313>
- Silviana Putri Halim, Muhammad Naely, I. P. (2022). *Jurnal Mahasiswa Entrepreneur (JME) FEB UNARS MINAT NASABAH DALAM MENGGUNAKAN MOBILE BANKING (Studi Kasus Pada Bank Syariah Indonesia Cabang Jember) Silviana Putri Halim Universitas Muhammadiyah Jember Muhammad Naely Azhad Universitas Muhammadiyah Jem. 1(10), 2035–2042.*
- Statista. (2024). *Cosmetics - Indonesia*. <https://www.statista.com/outlook/cmo/beauty-personal-care/cosmetics/indonesia>
- Sugiyono. (2019). *METODE PENELITIAN KUANTITATIF, KUALITATIF, dan R&D* (Sutopo (ed.)). ALFABETA.
- Top Brand Award. (2024). *Top Brand Index Maybelline*. https://www.topbrand-award.com/top-brand-index/?tbi_year=2024&type=brand&tbi_find=maybelline
- Ulfah, M. (2020). *Pengaruh Kepercayaan Merek Terhadap Loyalitas Merek (Studi pada Anggota PC IPPNU Kabupaten Bantul Pengguna Aplikasi Gojek)*.
- Visza Adha, H., & Utami, W. (2021). The Effect of Brand Experience, Brand Personality and Brand Trust on Brand Loyalty. *Journal of Business and Management Review*, 2(12), 861–871. <https://doi.org/10.47153/jbmr212.2962021>
- Wibowo, L. A., Lisnawati, L., & Personality, B. (2020). Brand Personality dalam meningkatkan Brand Loyalty Restaurant Casual (Studi Pada Generasi Milenial di Indonesia) ARTICLE INFO : *Strategic*, 20(2), 68–74.
- Wirasakti, M. R., & Purwanto, S. (2023). the Effect of Brand Image and Brand Trust on Hotel Booking Purchase Decisions in the Agoda Application. *International Journal of Multidisciplinary Research and Literature*, 2(6), 765–775. <https://doi.org/10.53067/ijomral.v2i6.162>
- Yulia, F., Lamsah, & Periyadi. (2019). *MANAJEMEN PEMASARAN* (Issue April). CV Budi Utama.
- Yusuf, I. M., & Purwanto, S. (2023). The Influence of Brand Trust and Brand Image on Brand Loyalty of Sunlight Soap in Sidoarjo Regency. *Journal of Social Research*, 2(7), 2326–2347. <https://doi.org/10.55324/josr.v2i7.1140>