

DAFTAR PUSTAKA

- Abidin, Mohd., Kamis, R., Ismail, S., Mahphoth, Mohd., & Atan, M. (2021). Generation Y Women's Cosmetic Decision: Insights from Brand Loyalty. <https://doi.org/10.4108/eai.22-7-2020.2307920>
- Alsop, R. (2008). *The Trophy Kids Grow Up: How The Millenial Generation is Shaking Up the Workplace*. John Wiley.
- Andaresta, L. (2024). Ini Perbedaan Tren Belanja Produk Kecantikan Gen Z & Milenial Sepanjang 2024-Hypeabis. <https://hypeabis.id/read/38982/ini-perbedaan-tren-belanja-produk-kecantikan-gen-z-milenial-sepanjang-2024>
- Andriani, N. F., & Setiawan, A. H. (2020). Analisis Preferensi Konsumen Terhadap Penggunaan Produk Skincare Korea Selatan Dan Lokal. *Diponegoro Journal of Economics*, 9(4), <https://ejournal3.undip.ac.id/index.php/jme/article/view/29050>
- Badgujar, M. U. (2025). The Impact of Brand Perception and Customer Satisfaction on Online Buying Behavior for Cosmetic Products: An Empirical Study of Female Consumers in Gujarat. 5(1).
- Bella. (2024). Pabrik Kosmetik di Jawa Timur: Pusat Industri Kecantikan Indonesia Timur-Provinsi Jawa Timur. https://provinsijawatimur.com/pabrik-kosmetik-di-jawa-timur/?utm_
- Cagala, M., & Babčanová, D. (2024). Preferences of Generations of Customers in Slovakia in the Field of Marketing Communication and Their Impact on Consumer Behaviour. *Administrative Sciences*, 14(9). <https://doi.org/10.3390/admsci14090224>
- Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Fahira, A., & Moh. Djemdjem Djamarudin. (2023). The Influence of Brand Trust and Satisfaction towards Consumer Loyalty of a Local Cosmetic Products Brand X among Generation Z. *Journal of Consumer Sciences*, 8(1), 27–44. <https://doi.org/10.29244/jcs.8.1.27-44>
- Faktor Yang Mempengaruhi Kepuasan Pelanggan. (2024). Creator Media. <https://creatormedia.my.id/faktor-faktor-yang-mempengaruhi-kepuasan-konsumen-menurut-para-ahli/#gsc.tab=0>

- Flaherty, K., Korir, M., & Chelangat, D. (2017). Do Customers All Respond The Same? Generational Differences on Customer Orientation and Satisfaction. *Archives of Business Research*, 5(8), 92–107.
- Fombrun, C. J., & Van Riel, C. B. M. (2004). *Fame & fortune: How successful companies build winning reputations*. FT Press.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate. Badan Penerbit Universitas Diponegoro
- Hair, J. F. (2019). *Multivariate Data Analysis*. Cengage.
- Hasbiah, S., & Hasdiansa, I. W. (2024). Peran Etnosentrisme Konsumen Muda Generasi Z Pada Merek Kecantikan Lokal. 2021, 285–294.
- Izaak, W. C., Hariyana, N., Sholihah, D. R., & Ardyanfitri, H. (2023). the Analysis of Buying Intention of Generation Z Consumers. *Jurnal Mebis (Manajemen Dan Bisnis)*, 8(1), 68–78. <https://doi.org/10.33005/mebis.v8i1.424>
- Kesumahati, E., & Novianti, S. (2021). Analisis Pengaruh Brand Identity , Brand Image , Brand Interaction , dan Brand Personality Terhadap Customer Satisfaction dan Pengaruhnya Terhadap Repurchase Intention Pada Kosmetik Merek Lokal di Kota Batam. *Conference on Business, Social Sciences and Technology*, 1(1), 643–654.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Leslie-Piper, N. S., & Senior, P. (2018). Understanding Differences in the Dimensions of Brand Loyalty Among Generational Cohorts in the Carbonated Beverage Category. *Journal of Applied Marketing Theory*, 8(2), 65–85. <https://doi.org/10.20429/jamt.2018.080204>
- Lidwina, A. (2021). Korean Wave Dorong Orang Indonesia Beli Produk Korea Selatan.
<https://databoks.katadata.co.id/media/statistik/25ae94210b37354/korean-wave-dorong-orang-indonesia-beli-produk-korea-selatan>
- Lima Brand Skincare Korea Terbaik dan Data Penjualannya di E-commerce. (2022). Compas. <https://compas.co.id/article/brand-skincare-korea-terbaik/>
- Limanseto, H. (2024). Hasilkan Produk Berdaya Saign Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy - Kementerian Koordinator Bidang Perekonomian Republik Indonesia. <https://www.ekon.go.id/publikasi/detail/5626/>
- Lu, F. (2022). Gen Y & Gen Z's Perceived Service Quality and Customer

- Satisfaction in the Retail Banking Sector in Northeast China. December, 14–31. <https://doi.org/10.14456/ajmi.2022.10>
- Ma'azah, N., & Prasetyo, A. (2023). Brand Image Melalui Customer Satisfaction Sebagai Variabel Intervening Terhadap Customer Loyalty Pada Produk Skincare Safi Indonesia. *Airlangga Journal of Innovation Management*, 4(2), 219–228. <https://doi.org/10.20473/ajim.v4i2.50401>
- Management, M. I. N. (2018). An exploratory study of students' expectations and perceptions of service quality in a South African higher education institution. February.
- Maysitoh, M., Ifdil, I., & Ardi, Z. (2020). FoMO (Fear of Missing Out) Tendency in Millennials. *Journal of Counseling, Education and Society*, 1(1), 1. <https://doi.org/10.29210/08jces44700>
- Meister, J. C., & Willyerd, K. (2010). Mentoring Millennials. *Harvard Business Review*.
- Milady. (2004). Milady's standard cosmetology. New York: Thomson/Delmar Learning. https://archive.org/details/miladysstandardc00mila_0?utm_
- Moreno, F. M., Lafuente, J. G., Carreón, F. Á., & Moreno, S. M. (2017). The Characterization of the Millennials and Their Buying Behavior. *International Journal of Marketing Studies*, 9(5), 135. <https://doi.org/10.5539/ijms.v9n5p135>
- Mutmainah. (2021). Pengaruh Korean Wave Terhadap Maraknya Produk Dan Tren Kosmetik Korea Selatan (K-Beauty) Di Indonesia Periode 2017-2020. (Skripsi, Fakultas Ilmu Sosial Dan Ilmu Politik, Universitas Syarif Hidayatullah: Jakarta). <https://repository.uinjkt.ac.id/dspace/bitstream/123456789/58239/1/>
- Namira, R. (2024). Ini dia, alasan mengapa brand kecantikan harus menarik hati Gen-Z dan Millennial. Nose.co.id. <https://nose.co.id/ini-dia-alasan-mengapa-brand-kecantikan-harus-menarik-hati-gen-z-dan-millennial>
- Navarro-García, A., Ledesma-Chaves, P., Gil-Cordero, E., & De-Juan-Vigaray, M. D. (2024). Intangible resources, static and dynamic capabilities and perceived competitive advantage in exporting firms: A PLS-SEM/fsQCA approach. *Technological Forecasting and Social Change*, 198, 123001. <https://doi.org/10.1016/j.techfore.2023.123001>
- Newswire. (2021). Kawasan industri sokong manufaktur di Jawa Timur. Bisnis.com. <https://surabaya.bisnis.com/read/20210618/531/1407094/kawasan-industri->

sokong-manufaktur-di-jawa-timur

- Nurfitriana, R., Surachman, S., & Hussein, A. S. (2020). The influence of brand image and brand love on customer loyalty mediated by customer engagement: Study on consumers of Wardah cosmetics. *Management and Economic Journal (MEC-J)*, 4(2), 105–116. <https://doi.org/10.18860/mec-j.v4i2.6251>
- Pamplona, F. (2023). Post hoc testing ANOVA: Pelajari cara menganalisis kumpulan data. Mind The Graph Blog. <https://mindthegraph.com/blog/id/pengujian-post-hoc-anova/>
- Ramesh, N., & Siranjeevi, M. S. (2017). The determinants of customer satisfaction towards cosmetic products. *Indo-Iranian Journal of Scientific Research*, 1(1), 189–203. <http://www.iijsr.com>
- Riha, I., Maspiyah, Pritasari, O. K., & Dwiyanti, S. (2021). Analisis perbandingan minat konsumen remaja putri siswa SMK pariwisata terhadap produk kosmetik skincare antara produk lokal di Surabaya dan produk luar negeri (Korea). *E-Jurnal*, 10(3), 181–190.
- Sekaran, U., & Bougie, R. J. (2017). *Research methods for business* (7th ed.). John Wiley & Sons.
- Setyani, A. H., & Azhari, M. Z. (2021). Pengaruh Korean Wave dan ulasan online terhadap minat beli produk skin care Korea Selatan. *Jurnal IKRA-ITH Ekonomika*, 4(58), 67–74.
- Soebiantoro, U., Aminah, S., & Amriel, E. E. Y. (2022). The effect of brand image and price perception on Asus laptop purchase decision. *Proceedings of International Conference on Economics Business and Government Challenges*, 5(1), 279–284. <https://doi.org/10.33005/ic-ebgc.v1i1.31>
- Sorescu, A., Shankar, V., & Kushwaha, T. (2007). New product preannouncements and shareholder value: Don't make promises you can't keep. *Journal of Marketing Research*, 44(3), 468–489. <https://doi.org/10.1509/jmkr.44.3.468>
- Sugiyono. (2018). Metode penelitian kuantitatif, kualitatif dan R&D. Alfabeta.
- Sutarno, R. A., & Purwanto, S. (2022). Perilaku konsumtif generasi Z terhadap keputusan pembelian produk SilverQueen di Kota Sidoarjo. *J-MAS (Jurnal Manajemen dan Sains)*, 7(1), 309. <https://doi.org/10.33087/jmas.v7i1.400>
- Sutiani, L. (2022). Inilah 5 brand skincare lokal paling digemari di e-commerce. Compas.co.id. <https://compas.co.id/article/brand-skincare-lokal/>

- Suwandi, D. S., & Balqiah, T. E. (2023). Factors increasing loyalty of local cosmetic brands: A study on Generation Z in Indonesia. *Binus Business Review*, 14(3), 285–296. <https://doi.org/10.21512/bbr.v14i3.9742>
- Syahfitri, K. D., Wibowo, R. P., & Rini, E. S. (2025). Consumer preference analysis in decision-making to use beauty clinic services (A case study on WPL Aesthetic Clinic customers in Medan). *Jurnal XYZ*, 4(1), 37–52.
- Syarifudin, M. (2019). Hubungan antara persepsi person-job fit dan motivasi intrinsik dengan work engagement pada karyawan generasi millenial di PT. X [Skripsi, Universitas Muhammadiyah Surabaya]. <http://repository.um-surabaya.ac.id/id/eprint/3721>
- Tapscott, D. (2008). Grown up digital: How the net generation is changing your world. McGraw-Hill.
- Taylor, S., & DiPietro, R. B. (2018). Generational perception and satisfaction differences related to restaurant service environment. *International Journal of Hospitality and Tourism Administration*, 19(4), 374–396. <https://doi.org/10.1080/15256480.2017.1348921>
- Tito, S., & Asriyal. (2019). Analisis perbedaan tindakan swafoto (selfie) dan kepuasan konsumen generasi X dan generasi Z pada restoran di Tangerang Selatan. *Jurnal Liquidity*, 8(2), 91–97.
- Tjiptono, F. (2015). Strategi pemasaran. Andi Offset.
- Twenge, J. M. (2017). iGen: Why today's super-connected kids are growing up less rebellious, more tolerant, less happy and completely unprepared for adulthood. Atria Books.
- Upamannyu, N. K. (2014). Effect of brand image on customer satisfaction & loyalty intention and the role of customer satisfaction between brand image and loyalty intention: A study in context of cosmetic product. *Journal of Social Science Research*, 3(2), 274–285. <https://doi.org/10.24297/jssr.v3i2.3119>
- Waluyo, D. (2024). Kinclong industri kosmetik tanah air. Portal Informasi Indonesia. <https://indonesia.go.id/kategori/editorial/7984/kinclong-industri-kosmetik-tanah-air?lang=1>