

DAFTAR PUSTAKA

- Adawiyah, S. R., Purwandari, B., Eitiveni, I., & Purwaningsih, E. H. (2024). The Influence Of Ai And Ar Technology In Personalized Recommendations On Customer Usage Intention: A Case Study Of Cosmetic Products On Shopee. *Applied Sciences* (Switzerland), 14(13). <https://doi.org/10.3390/app14135786>
- Ahmad, F., Mustafa, K., Ali, S., Hamid, R., Khawaja, K. F., Zada, S., Jamil, S., Qaisar, M. N., & Vega-Muñoz, A. (2022). Online *Customer Experience* Leads To Loyalty Via Customer Engagement : Moderating Role Of Value Co-Creation. 13(July), 1–15. <https://doi.org/10.3389/fpsyg.2022.897851>
- Anggraini, D., Alfian, M. N., Erickson, J., Al, T., & Miharja, R. (2020). Kecerdasan Buatan (Ai) Dan Nilai Co-Creation Dalam *Artificial Intelligence* (Ai) And Value Co-Creation In B2b. 1(2), 63–69.
- Apostol, E. M. D., Villan, M. S., Jose, T. T. M., & Pasco, K. M. M. (2023). *Customer Experience* (Cx) Design In The View Of Managers : An Analysis Of The Impact Of Pandemic In The Local Hospitality And Tourism Industry.
- Aprilliyah, R., Chairil, A. M., Info, A., & History, A. (2025). Analisis Konten Personal Colour Media Sosial Dalam @ Wardahbeauty. 8, 14057–14061.
- Arkadan, F., Macdonald, E. K., & Wilson, H. N. (2024). *Customer Experience Orientation* : Conceptual Model , Propositions , And Research Directions. 1560–1584.
- Aulia; Damayanti. (2024). Jurnal Desain Komunikasi Kreatif Perancangan Ui / Ux *Personal Color Test* Sebagai Upaya Penunjang. 6, 4–6. <https://doi.org/10.35134/Judikatif.V4i2.1>
- Badan Pusat Statistik. (2024). Jumlah Penduduk Surabaya Menurut Jenis Kelamin Dan Kelompok Umur (Jiwa), 2024. Badan Pusat Statistik Surabaya. <https://surabayakota.bps.go.id/id/statistics-table/2/mjm2izi=/jumlah-penduduk-surabaya-menurut-jenis-kelamin-dan-kelompok-umur.html>
- Bramantoko, B., & Maridjo, H. (2024). The Influence Of Experiential Marketing On Customer Loyalty. 3(1), 93–104. <https://doi.org/10.58344/jws.v3i1.531>
- Compas.Co.Id. (2025). No Titletop 10 *Brand* Kecantikan Di Shopee Indonesia Kuartal I 2025: Tren Paket Kecantikan. Compas.Co.Id. <https://compas.co.id/article/top-10-brand-tren-paket-kecantikan/>
- Desy, Y. (2024). Manfaatkan Ai Dan Ar, Situs Wardah Makin Ramai. Fortune Indonesia. <https://www.fortuneidn.com/business/manfaatkan-ai-dan-ar-situs-wardah-makin-ramai-00-4vfn9-MI03k0>
- Dini Maylinda, W., & Andarini, S. (2024). The Influence Of *Customer Experience* And *Personalization* Of *Artificial Intelligence* (Ai) On Shopee *E-Commerce* Consumer Loyalty In Surabaya. 7.
- Farah, A. (2025). Temukan *Personal Color*-Mu Dengan Teknologi Ai Di Wardah Colourverse! Female Daily. Female Daily. <https://editorial.femaledaily.com/blog/2025/02/10/temukan-personal-color-mu-dengan-teknologi-ai-di-wardah-colourverse>
- Gao, Y. (2023). Arti Fi Cial Intelligence-Enabled *Personalization* In Interactive Marketing : A *Customer Journey* Perspective. 17(5), 663–680.

- <https://doi.org/10.1108/Jrim-01-2022-0023>
- Haifa, N. M., Nabilla, I., Rahmatika, V., & Hidayatullah, R. (2025). Identifikasi Variabel Penelitian , Jenis Sumber Data Dalam Penelitian Pendidikan Pendidikan Bahasa Arab / Universitas Islam Negeri Imam Bonjol Padang Berubah Tergantung Situasi Tertentu . (Arib , M . F . , Dkk , 2024).
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *Partial Least Squares Structural Equation Modeling (Pls-Sem)* Using R.
- Handiwinta, R. (2025). Wardah Colourverse Ajak Temukan Warna Kosmetik Yang Sesuai Kepribadian Baca Artikel Wolipop, "Wardah Colourverse Ajak Temukan Warna Kosmetik Yang Sesuai Kepribadian . Wolipop. <https://wolipop.detik.com/makeup-and-skincare/d-7768283/wardah-colourverse-ajak-temukan-warna-kosmetik-yang-sesuai-kepribadian>
- Insightanalytic.Com. (2025). *Artificial Intelligence (Ai) In Beauty And Cosmetics Market Size, Share & Trends Analysis Report By Service/Product Types (Personalized Recommendation Tools, Virtual Try-On And Ar Tools, Skin And Hair Analysis Platforms, Chatbots And Virtual Assistants, A. Insightanalytic.Com. <https://www.insightanalytic.com/report/global-artificial-intelligence-ai-in-beauty-and-cosmetics-market/1051>*
- Jindal, A., & Dhobley, M. (2024). The Influence Of Colour On Social Media User Behaviour And Designing Engagement. 27(4), 12922–12926.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing Management* (16th Ed.). Pearson.
- Lenteralega, M. (2024). Keputusan Pembelian Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Warung Kopi Tuku. 1(6), 9–23.
- Nwankwo, A., & Kanyangale, M. I. (2023). *Customer Experience Management : Analysis Of Customer Retention In Restaurants In Anambra State , Nigeria.* 49(3), 1–26.
- Pahlevi, R. (2022). No Titled survei: 54% Konsumen Kosmetik Lebih Pilih *Brand* Lokal. Databoks. <https://databoks.katadata.co.id/produk-konsumen/statistik/be642822a2b29fd/survei-54-konsumen-kosmetik-lebih-pilih-brand-lokal>
- Pakpahan, R., Studi, P., Informasi, S., Informasi, F. T., Bina, U., & Informatika, S. (2021). Analisa Pengaruh Implementasi Artificial. 5(2), 506–513. <https://doi.org/10.52362/jisicom.v5i2.616>
- Pambudi, Y. J., & Dwinata Js, I. P. W. (2023). Customer Intention To Use Ai Technology On *Beauty* Industry. *The Asian Journal Of Technology Management (Ajtm)*, 16(2), 136–151. <https://doi.org/10.12695/ajtm.2023.16.2.5>
- Pereira, M. D. S., Castro, B. S. De, Cordeiro, B. A., Castro, B. S. De, Gabriela, M., Peixoto, M., Cornils, E., & Gonçalves, M. C. (2025). Factors Of Customer Loyalty And Retention In The Digital Environment. 1–21.
- Pires, P. B., & Perestrelo, B. M. (2025). Measuring *Customer Experience* In E-Retail. 1–33.
- Rusell, S., & Norvig, P. (2021). *Artificial Intelligence A Modern Approach* (4rd Ed).

- Sari, D. I. (2023). Behavior Analysis And Clustering Of Consumers Towards Halal Awareness. 8, 277–295.
- Solomon, M. R. (2022). Consumer Behavior Buying, Having, And Being Thirteenth Edition.
- Sugiyono. (2023). Metode Penelitian Kuantitatif, Kualitatif Dan R&D.
- Wardahbeauty.Com. (2023). Mau Tahu Personalized Color Kamu? Ini 4 Tipsnya! Wardahbeauty. Wardahbeauty.
- Wijaya, C. S., Wijaya, I., & Shidqi, M. T. (2023). Analisis Implementasi *Artificial Intelligence* Untuk Bisnis : Systematic Literature Review. 4(2), 133–145.
- Yusufadz, A. C., & Rosyidin, A. (2022). Analisis Penerapan *Artificial Intelligence* Dan Robotik Pada Industri Manufaktur Indonesia Dalam Menghadapi Era. 1, 227–232.
- Zikienė, K., Kyguolienė, A., & Kisieliauskas, J. (2024). The Influence Of Creative And Innovative Loyalty Programs. 17(1).