

FACTORS INFLUENCING PURCHASE DECISIONS ON SOMETHINC PRODUCTS

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Abstract: *This research is a quantitative study using primary data sources and the authors use descriptive and inferential analysis techniques and SmartPLS (Partial Least Square) as a tool used in this study. The purpose of this study is to show whether the purchasing decision variables are influenced by the variables of product quality, brand image, and electronic word of mouth for Somethinc products. And the object of this research is 18-year-old women who uses Somethinc products. The sample of data sources in this study was obtained by distributing it to 100 female respondents and the authors chose accidental sampling as the sampling technique used in this study. The results of data processing can be seen that: (1) purchasing decisions can be influenced by product quality (2) purchasing decisions can also be influenced by brand image (3) purchasing decisions can also be influenced by electronic word of mouth.*

Keywords: Brand image, electronic word of mouth, product quality, purchasing decisions, somethinc.

INTRODUCTION

With the new habits that occurred due to Covid-19 pandemic, all people who have businesses are required to be able to find business opportunities by making the transition from offline shopping to online. Changes in consumer behavior, especially for every woman of beauty and cosmetic goods, which is called as beauty junkies or someone who has an interest in skincare and make-up products. When it comes to purchasing beauty goods, beauty junkies prefer to purchase skincare products over make-up (Hadyan, 2020). Beauty and fashion trends will also be prevalent in 2021, according to Tokopedia. Starting with local

skincare that has proven its worth, it is becoming increasingly popular. With the presence of diverse native skincare products, the Indonesian skincare sector is increasingly to grow (Maarif, 2021). It is in line with an 80 percent increase in online cosmetics transactions. According to data from the Central Statistics Agency (BPS), several businesses, including chemical, pharmaceutical, traditional medicine, and cosmetics, grew by 5.59 percent in the first quarter of 2020. In the middle of the Covid-19 outbreak, these industrial sector made huge contribution amount of foreign exchange compared to the same period last year (“Kementrian Perindustrian Republik Indonesia,” 2020).

In general, skincare can be defined as a series of activities used to support and maintain skin health. Skincare can include nutrition for the skin to avoid negative impacts such as sun

exposure. Skincare consists of several steps, namely facial cleansing soap, toner, serum, moisturizer, and sunscreen (Perwitasari Hidayah, 2019).

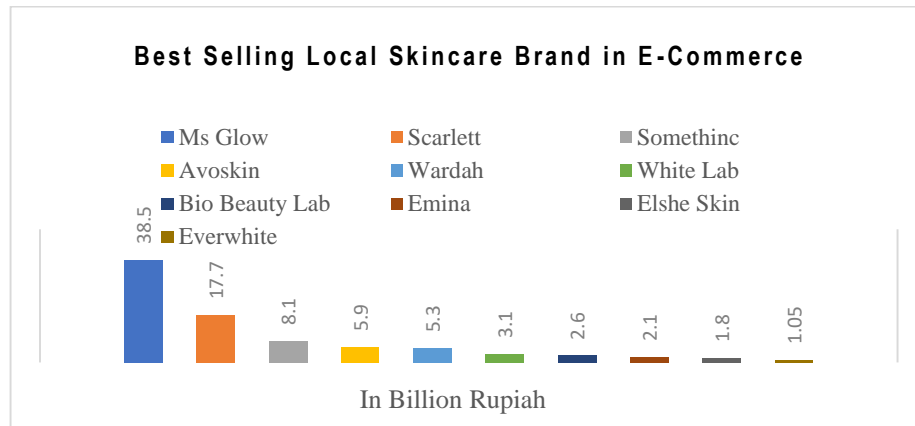


Figure 1 Graph of 10 best-selling local skincare brands in E-Commerce (2021)

From the graph above, it can be seen that sales for these skincare brands are quite amazing because the total sales for local skincare in February 2021 reached IDR 91.22 billion or equivalent to 1,285,529 transactions. The 10 brands are the best-selling brands in e-commerce, namely, in the first position there is Ms. Glow with sales of 38.5 billion, which is then occupied by Scarlett with sales of 17.7 billion, then Somethinc where this brand occupies the 3rd position after Scarlett, with sales of IDR 8.1 billion. With the increasing business competition among various brands of skin care products, it is becoming more difficult for consumers to purchase because there are lot of products from several available brands. Of the various local brands available, one of the local product brands, namely, Somethinc, is the subject of this study ("Compas.Co.Id," 2021).

Somethinc is a local bussiness who runs in cosmetics and skincare brand that sells a variety of items. Somethinc was launched in 2019 and has quickly known as one of the most popular local beauty brands (Monica 2020). Irene Ursula, the founder of Somethinc, stated

that she wanted Indonesians to be more proud of using local products and want to increase brand image of local products could also be compete with an international products and she also stated that Somethinc will not decrease their quality standards. Somethinc also made a successful international debut by launching their own website, www.somethinc.com (Toarik, 2020).

Based on a survey conducted by Katadata in 2020 after checking from almost perfect reviews for every product line sold by Somethinc to a high repurchase rate, this makes the local brand Somethinc included in the top 50 top brands in Indonesia ("Topenneur.Id," 2021). And it is also supported by data in the form of a graph of the 10 best-selling skincare brands in e-commerce and from the number of followers on their official TikTok account, which is 622.7 thousand and 1.1 million on Instagram. It is also supported by the results of a survey conducted by researchers by looking at each of the other brands such as Wardah and Emina through the TikTok application where the Somethinc brand occupies the top position with 669 million views

while Wardah with 113.1 million views and Emina with a total of 113 million views. 70.2 million. So this makes the Somethinc brand popular among the public and beats the Wardah and Emina brands in the number of views on the hashtags of each brand.

Based on several statements and also the results of the survey above, the increase in sales in the beauty industry sector, especially in local skincare brands which somethinc, of course, is caused by several elements to influence customers to make purchasing decisions on these skincare products. The factors are product quality, brand image, and also electronic word of mouth. In this study the researcher would like to study whether those variables have an influence on purchase decision on Somethinc products or not.

From the previous research of (Siswanti & Prihatini, 2020) resulted that Electronic Word of Mouth and Brand Image influence purchasing decisions. However, this is not in line Amin & Yanti (2021) research, resulted that E-WOM does not affect purchasing decisions. Furthermore, the results of research conducted by Septiyani et al., (2019) prove that brand image does not affect purchasing decisions. Furthermore, research by Pratiwi et al., (2020) stated that product quality influences purchasing decisions. This is contrary to the research of Yunefa & Sabardini (2020) which results that product quality does not affect purchasing decisions.

Marketing

According to Kotler & Keller (2016, p. 27)., marketing is about identifying and meeting the needs of individuals and groups. Marketing is defined as the needs of satisfaction of profitable.

Marketing Management

Marketing management is both an art and a science to define of market target on how getting, securing, and attracting customers through enhancing customer value creation (Kotler & Keller 2016, p. 27).

Consumer behavior

According to Kotler & Keller (Kotler & Keller 2016, p. 176), is the study of organizations and consumers buying and utilizing a product or service to achieve the desired or needed satisfaction. Marketers must be able to get sense theory and reality when it comes to consumer behavior.

Purchase Decision

According to Kotler & Keller (2016, p. 198) purchasing decisions are through a process of evaluating current brand options when it comes to choose your favorite brand.

Product Quality

Product quality, according to Kotler & Armstrong (2017, p. 208) is the characteristic ability of an item or service to match consumer expectations or wishes.

Brand Image

Meanwhile, brand image is what customers feel and think when they see or hear a brand, according to Firmansyah (2019, p. 66) Consumers are more likely to buy if a brand has a positive image. A strong brand will also serve as the foundation for establishing a great business image.

Electronic Word of Mouth

Electronic Word of Mouth is a component that has a considerable impact on product promotion, especially in this technologically advanced day. e-WOM can be defined as a positive or negative opinion or expression about a product expressed via the internet by users of that product, which might affect other consumer purchase decisions (Amin & Yanti, 2021)

METHODS

The population in this study were 18-year-old women who used Somethinc products. The non-probability technique was utilized in this study, with method accidental sampling with sample size of 100 respondents from the population, namely women aged 18 who use Somethinc products. The type of data used in this research is a quantitative data. This study uses a questionnaire to collect data that is distributed to women aged 18 who use Somethinc products. The questionnaire is in the form of a google form which will be shared via social media (WhatsApp, Instagram, Twitter, &

Line), which are categorized as primary data. The analysis method used in this research are descriptive analysis and inferential analysis. According to Samsu (2017, p. 152) descriptive data analysis is the process of explaining or presenting an overview of all the data acquired from each of the variables analyzed. The output is a loading factor for each of the variables by using the interpretation of the values in the loading factor. A loading factor is a form of estimated weight that connects variables and indicators. The standard loading factor is between 0 and 1, as stated in the table below (Setiaman, 2020, p. 17).

Table 1 Interpretation of Loading Factor Value

Loading factor	Interpretation
0,70 – 1,00	Highest
0,40 – 0,70	High
0,20 – 0,40	Low
0,00 – 0,20	Lowest

According to Sugiono (2012, p. 31), inferential statistics is a statistical study performed by researchers on random samples. The researcher used an inferential parametric data analysis approach in this investigation. These are quantitative data types due to the types of data employed, interval and ratio data. There are also some tests that used in this research and those are validity test, reliability test, r-square test & adjusted r-square, q-square, and hypothesis test. This study is also use PLS (Partial Least Square) as a tool used in this study. The Partial Least Squares analysis technique is used to determine whether or not there is a relationship between variables or more latent variables (predictions) (PLS). The variables in this study are reflective, and the PLS analysis includes two measurements: the measurement model (outer model) and the

structural model (inner model) (Ghozali & Latan, 2020, p. 7).

RESULTS

In this study, the respondents consisted of 100 women as respondents who were in accordance that bean has been stated by the researcher using a google form questionnaire distributed online, which based on age, occupation, and number of uses. Respondents profile as shown in table 1 consisted of age, 18 - 30 years old 98%, 31 - 40 years old 1%, and 41 - 50 years old 1%; occupation, student 91%, private employee 4%, civil servant 2%, and others 3%; purchase amount, 1 - 2x times 77%, 3 - 4x times 19%, 5 - 6x times 2%, and > 6x time 2%. More detailed describes in table 1 below.

Tabel 2. Respondents Profile

Variables	Descriptions	Percentages
Age	18 - 30	98%
	31 - 40	1%
	41 - 50	1%
Occupation	Student	91%
	Private	
	Employee	4%
	Civil Servant	2%
	Others	3%
Purchase Amount	1- 2 times	77%
	3- 4 times	19%
	5 - 6 times	2%
	>6 times	2%

The following is the loading factor value derived from the output of the SmartPLS 3 software using descriptive analysis by describing the data. The loading factor value

which is said to be good in building the variable is 0.7. The following is the value of the product quality variable loading factor:

Table 3 Product Quality Outer Loading Factor (X1)

Outer Loading Value	
KLP1	0,823
KLP2	0,731
KLP3	0,807
KLP4	0,796
KLP5	0,785
KLP6	0,836
KLP7	0,800
KLP8	0,750
KLP9	0,842
KLP10	0,765
KLP11	0,798
KLP12	0,731

The product quality variable has a value greater than 0.7 in each construct, as seen by the whole loading factor value in the table above. which indicates the indicators utilized have a significant impact on the variable of product quality. The greatest construct value is 0.842 in KLP9, which indicates that consumers are

interested in purchasing Somethinc's numerous sorts and designs of products. KLP2 and KLP12 have the lowest construct value, 0.731, but this value is still in the high category, indicating that consumers believe Somethinc goods are of good quality and can create a sense of comfort when used.

Table 4 Brand Image Outer Loading Factor (X2)

Outer Loading Value	
CM1	0,761
CM2	0,760
CM3	0,814
CM4	0,848
CM5	0,856
CM6	0,856

As seen in the table above, in each construct, the value of the loading factor of the brand image variable is more than 0.7, This suggests the indicators have a significant impact on the brand image variable. The highest construct scores, 0.856, are seen in CM5 and

CM6, indicating that consumers are interested in purchasing Somethinc items based on their packaging and concept. The smallest construct score, 0.760, is found in CM2, which is still in the high category, indicating that consumers feel safe when utilizing Somethinc items.

Table 5 Electronic word of mouth Outer Loading Factor (X3)

Outer Loading Value	
EWM1	0,828
EWM2	0,837
EWM3	0,800
EWM4	0,707
EWM5	0,790
EWM6	0,828

In the table above for each value indicators variable loading factor of electronic word of mouth demonstrate that the variable has a value greater than 0.7 in each construct. It shows the indicators have a significant impact on the electronic word of mouth variable. he highest construct value is found in EWM2, which is 0.837, which means that consumers are

interested in buying a product because it is easy to find information about product variations through social media. The smallest constructor value is in EWM4, which is 0.707, where this value is included in high, meaning that consumers are interested in buying products because of information about product quality through social media.

Table 6 Purchase Decision Outer Loading Factor (Y)

Outer Loading Value	
KP1	0,764
KP2	0,736
KP3	0,775
KP4	0,750
KP5	0,764
KP6	0,741

KP7	0,726
KP8	0,760
KP9	0,800
KP10	0,734

The table demonstrates the value of the purchase decision loading factor in each indicators is more than 0.7. so that indicators used have a significant impact on the variables influencing purchasing decisions. KP9 has the highest construct value of 0.800, indicating that people are interested in purchasing anything due to the wide range of products available. The smallest construct value, 0.726, is discovered in KP 7, yet it is still a high value, indicating that

people are interested in purchasing the product because of the discount offered by Somethinc.

The first step in the validity test is to make sure the value of the outer loading factor on each indicator, such as product quality, brand image, electronic word of mouth, and purchase decisions, meets the convergent validity standards. The following is the SmartPLS data processing results are processed:

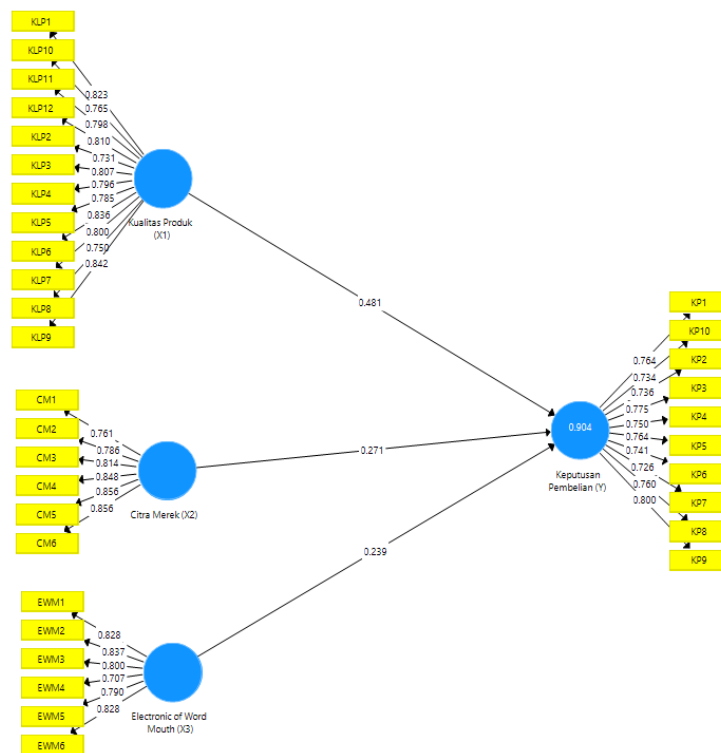


Figure 2. Outer Loading Value

It can be regarded to be a key, because the indicators on each variable as a whole have met the conditions, as shown in the diagram above. Where each of the used indicators has a

value greater than 0.7. This means that all indicators and variables can be used and continued to support research.

The following is the Cross Loading value that has been obtained from the SmartPLS data processing.

Table 7 Cross Loading Value

Item	Product Quality	Brand Image	<i>Electronic word of mouth</i>	Purchase Decision
KLP1	0,823	0,744	0,683	0,760
KLP2	0,731	0,701	0,569	0,652
KLP3	0,807	0,669	0,611	0,729
KLP4	0,796	0,669	0,629	0,68
KLP5	0,785	0,742	0,708	0,736
KLP6	0,836	0,753	0,676	0,747
KLP7	0,800	0,716	0,664	0,752
KLP8	0,750	0,650	0,630	0,661
KLP9	0,842	0,850	0,812	0,834
KLP10	0,765	0,683	0,618	0,720
KLP11	0,798	0,703	0,692	0,788
KLP12	0,810	0,783	0,725	0,768
CM1	0,696	0,761	0,623	0,707
CM2	0,710	0,786	0,599	0,702
CM3	0,681	0,814	0,650	0,737
CM4	0,814	0,848	0,781	0,762
CM5	0,769	0,856	0,764	0,779
CM6	0,818	0,856	0,729	0,800
EWM1	0,662	0,657	0,828	0,652
EWM2	0,703	0,723	0,837	0,772
EWM3	0,656	0,683	0,800	0,665
EWM4	0,671	0,646	0,707	0,697
EWM5	0,657	0,646	0,790	0,724
EWM6	0,685	0,685	0,828	0,658
KP1	0,688	0,730	0,704	0,764
KP2	0,735	0,682	0,653	0,736
KP3	0,689	0,745	0,700	0,775
KP4	0,707	0,676	0,607	0,750
KP5	0,695	0,695	0,671	0,764
KP6	0,689	0,692	0,603	0,741
KP7	0,679	0,677	0,640	0,726
KP8	0,714	0,665	0,702	0,760
KP9	0,742	0,689	0,723	0,800
KP10	0,684	0,634	0,581	0,734

It can be seen in the table above that the value of the indicator formed is greater than the other variables. So that the indicators used in each variable in this study can be said to be good and valid in compiling each variable.

Based on results of cross loading value, then continued proceed which resulted the value

of the Square root Average Variance Extracted (AVE). The AVE value has a condition, namely the value of the variable used must be above 0.5. The results for the AVE value for each variable in this study used data processed by SmartPLS:

Tabel 8 Average Variance Ecxtracted (AVE)

Variabel	Average Variance Ecxtracted (AVE)
Kualitas Produk	0,633
Citra Merek	0,674
<i>Electronic word of mouth</i>	0,639
Keputusan Pembelian	0,570

Based on the table above by using SmartPLS data processing. Resulted that the variable that has the lowest Average Variance Extracted (AVE) value is the purchasing decision variable, and the variable that has the highest value is the brand image variable. Each variable meets the requirements and is said to be valid if the overall AVE value is above 0.5.

There are two methods for testing reliability in the reliability test: Composite Reliability and Cronbach's Alpha. The terms and conditions are deemed to be trustworthy if the value of each variable is greater than 0.70. For the Composite Reliability and Cronbach's Alpha value, the following is the output of SmartPLS data processing:

Table 9 Composite Reliability (CR)

Variable	Composite Reliability
Product Quality	0,954
Brand Image	0,925
Electronic word of mouth	0,914
Purchase Decision	0,930

From the output above, it can be seen that the Composite Reliability value shows a very high value. Where the variables used are above

0.7 and it means that in the research the variables used are very reliable to support the research value.

Table 10 Cronbach's Alpha

Variable	Cronbach's Alpha
Product Quality	0,947
Brand Image	0,903
Electronic word of mouth	0,886
Purchase Decision	0,916

The Cronbach's Alpha value to the following rules and conditions: each variable's value must be greater than 0.70. In this study, each variable had a value greater than 0.7, as seen in the table above. so that it can be

interpreted that each variable is very reliable for research.

From the SmartPLS output, R-Square test, Statistic Test, and Q-Square Test can be used to determine the structural model.

Table 11 R-Square & Adjusted R-Square

	R Square	Adjusted R-Square
Purchase Decision	0,904	0,901

The R² value in the output above is 0.904, and the Adjusted R-square value is 0.901, indicating that 90.4 percent and 90.1 percent of the purchasing decision variables are explained by product quality, brand image, and electronic word of mouth variables,

respectively, and the remaining 10.6 percent can be explained by variables not included in this study, such as price variables, sales promotions, and others.

Table 12 Q Square

	Q (=1-SS/SSO)
Purchase Decision	0,501

It can be seen from the table above that the Q-Square value in this study is 0.501, which is greater than 0. It indicates that the observation

value in this investigation is good and can be acceptable.

Table 13 T-Statistic

Variabel	Original Sampel (O)	T Statistics (O/STDEV)	P Values
Product Quality→Purchase Decision	0,481	6,039	0,000
Brand Image→Purchase Decision	0,271	3,755	0,000
Electronic word of mouth →Purchase Decision	0,239	4,401	0,000

In the table above, it can be seen from the original sample (O) that the test for the product quality variable in the purchase decision is positive, which is 0.481 which means that consumer purchasing decisions on Somethinc products will increase if the quality of the product increases as well. Then, the brand image variable on purchasing decisions has a positive original sample value with a value of 0.271, the brand image of Somethinc products will increase if the brand image increases as well. Furthermore, the variable electronic word of mouth on purchasing decisions has a positive original sample value of 0.239 which means that consumer purchasing decisions on Somethinc products will increase if electronic word of mouth on these products also increases.

According to table 11, for the results of testing product quality variables on purchasing

decisions show a value of $t_{count} 6,039 > t_{table} 1,984$ and have a significance value of $0.000 < 0.05$ which indicates that purchasing decisions on Somethinc products are significantly influenced by the quality of the product itself. The brand image variable in purchasing decisions has a value of $t_{count} 3.755 > t_{table} 1.984$ with a significance value of $0.000 < 0.05$ which indicates that purchasing decisions on Somethinc products have a significant effect on the brand image itself. Furthermore, the electronic word of mouth variable in purchasing decisions has a t_{count} value of $4.401 > t_{table} 1.984$ with a significance value of $0.000 < 0.05$ which indicates that purchasing decisions on Somethinc products have a significant effect on electronic word of mouth.

The inner model can be stated as follows based on the prior explanation:

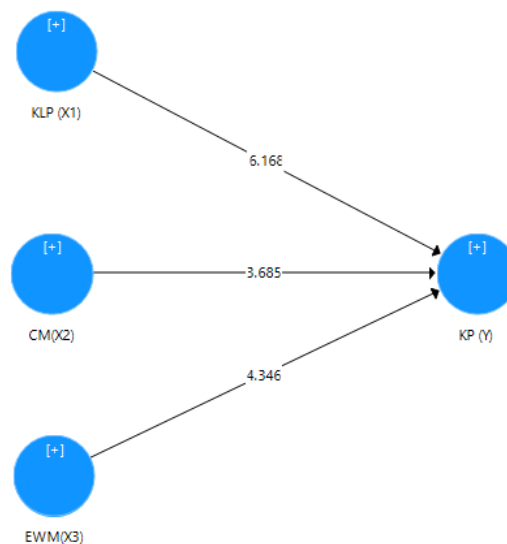


Figure 3. Inner Model

Product Quality's Influence on Purchase Decisions

Product quality (X1) has a positive value, significant value, and considerable influence on

purchasing decisions for Somethinc items, according to the hypothesis test. As a result, the hypothesis or H1 is accepted. Indicating that product quality has a considerable effect on purchase decisions for Somethinc items. This

proves that the quality of Somethinc products provides is able to make Somethinc occupy the 3rd position in the category of the best-selling local skincare brand in February 2021 in e-commerce, beating Wardah and Emina brands which are in 5th & 8th position. This is in line with theory and previous research used in this study that "The better the product quality, the more likely consumers are to make purchasing decisions," according to Kotler and Armstrong in Yoesmanam (2015). Pratiwi et al. (2020) conducted previous research, which stated that "product quality has a significant effect on purchase decisions on skincare products."

Brand Image's Influence on Purchase Decisions

According to the results of the hypothesis test, brand image (X2) has a positive value, significant value, and considerable effect on purchasing decisions for Somethinc products. As a result, the hypothesis or H2 is accepted. That the brand image of Somethinc products has a major impact on purchasing decisions. This proves that Somethinc has a good brand image and able to make Something to compete with the 3rd position in the best-selling skin care brand and enter the top 50 brands in 1 year of existence. The results of this study match Firmansyah (2019, p. 66) theory that "consumers will choose to buy a brand that has a positive image." Furthermore, the results of this study is also aligned to previous research of Syahrazad & Hanifa (2019) and that brand image has a significant effect on skin care product purchasing decisions.

Electronic Word of Mouth's Influence on Purchase Decisions

According to this research, electronic word of mouth (X3) has a positive value, significant value, and considerable effect on

purchasing decisions for Somethinc products. As a result, the hypothesis or H3 is accepted. This demonstrates that electronic word of mouth makes consumers know about product variations through social media, then consumers learn about the quality of Somethinc's products through social media, and consumers buy Somethinc's products after reading positive reviews on the internet from other consumers. So that's how Somethinc managed to break into the top 50 brands, with nearly perfect evaluations for each product and a high repurchase rate. The results of this study is aligned to previous research of Herviani et al., (2020) resulted that electronic word of mouth has a significant effect on cosmetic purchasing decisions.

CONCLUSION

Product quality has a significant effect on purchasing decisions for Somethinc products. So the results for the product quality variable is in line with the hypothesis 1, which is where product quality affects purchasing decisions. Brand image has a significant effect on purchasing decisions for Somethinc products. So that the results for the brand image variable is in line with the hypothesis 2, namely where brand image affects purchasing decisions. Electronic word of mouth has a significant effect on purchasing decisions for Somethinc products. So the results for the electronic word of mouth variable is in line with the hypothesis 3, namely where electronic word of mouth has an effect on purchasing decisions.

The limitations of this study are that the respondents cannot be generalized to other skincare customers, the difficulty of obtaining certainty about the respondent's time in filling out the questionnaire, and the limited number of variables used. The suggestion for the company is that Somethinc is expected to maintain the quality of its products in building

trust and a sense of comfort for consumers when using SomeThinc products. SomeThinc is also expected to maintain and improve its brand image, especially in providing confidence to consumers when using SomeThinc products. Like providing awareness through social media. Somethinc is expected to maintain and improve

electronic word of mouth by adding information about the quality of SomeThinc's products through social media in order to attract consumers to make purchases, and further researchers are expected to be able to use and add other variables such as prices, sales promotions, and others.

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