

DAFTAR PUSTAKA

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
<https://www.pearson.com/us/higher-education/program/Kotler-Marketing-Management-15th-Edition/PGM79180.html>
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson Education.
<https://www.pearson.com/us/higher-education/program/Solomon-Consumer-Behavior-Buying-Having-and-Being-12th-Edition/PGM79183.html>
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). Pearson.
<https://www.pearson.com/us/higher-education/program/Schiffman-Consumer-Behavior-11th-Edition/PGM79179.html>
- Callahan, J. L. (2014). "Writing Literature Reviews: A Reprise and Update." *Human Resource Development Review*, 13(3), 271–275.
<https://journals.sagepub.com/doi/abs/10.1177/1534484314536705>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.
<https://www.mheducation.com/highered/product/services-marketing-integrating-customer-focus-across-firm-zeithaml-bitner/M9781260565547.html>
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation* (7th ed.). Pearson Education.
<https://www.pearson.com/us/higher-education/program/Malhotra-Marketing-Research-An-Applied-Orientation-7th-Edition/PGM79184.html>
- Berry, L. L., Zeithaml, V. A., & Parasuraman, A. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. Free Press.
<https://www.simonandschuster.com/books/Delivering-Quality-Service/Valarie-A-Zeithaml/9781451665620>
- Grewal, D., & Levy, M. (2018). *Marketing* (6th ed.). McGraw-Hill Education.
<https://www.mheducation.com/highered/product/marketing-grewal-levy/M9781260087711.html>
- Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd ed.). Routledge.
<https://www.routledge.com/Satisfaction-A-Behavioral-Perspective-on-the-Consumer/Oliver/p/book/9781138562299>

- Ali, H., Zainal, V. R., & Ilhamalimy, R. R. (2021). Determination of Purchase Decisions and Customer Satisfaction: Analysis of Brand Image and Service Quality (Review Literature of Marketing Management). *Dinasti International Journal of* <https://dinastipub.org/DIJDBM/article/view/1100>
- Amankwah-Amoah, J., Khan, Z., Wood, G., & Knight, G. (2021). COVID-19 and digitalization: The great acceleration. *Journal of Business Research*, 136, 602–611. <https://doi.org/10.1016/j.jbusres.2021.08.011>
- Bandara, R., Fernando, M., & Akter, S. (2020). Explicating the privacy paradox: A qualitative inquiry of online shopping consumers. *Journal of Retailing and Consumer*
<https://www.sciencedirect.com/science/article/pii/S0969698919305442>
- Bawack, R. E., Wamba, S. F., & Carillo, K. D. A. (2021). Exploring the role of personality, trust, and privacy in customer experience performance during voice shopping: Evidence from SEM and fuzzy set qualitative *International Journal of Information*
<https://www.sciencedirect.com/science/article/pii/S0268401221000025>
- Berry, L. L. (2019). Service innovation is urgent in healthcare. *AMS Review*.
<https://doi.org/10.1007/s13162-019-00135-x>
- Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model revisited. *Journal of Business Research*.
<https://www.sciencedirect.com/science/article/pii/S0148296319307015>
- Boush, D. M., & Kahle, L. (2024). Evaluating negative information in online consumer discussions: From qualitative analysis to signal detection. *Internet Applications in Euromarketing*. <https://doi.org/10.1201/9781003573258-5>
- Brands, F. (2023). *Exploring the Influence of Economic Factors on Consumer Decision-Making Regarding International*. researchgate.net.
https://www.researchgate.net/profile/Tamil-Mani-3/publication/374874839_Exploring_the_Influence_of_Economic_Factors_on_Consumer_Decision-Making_Regarding_International_FMCG_Brands_Introduction/links/653385a31d6e8a70703ff1f7/Exploring-the-Influence-of-Economic-Factors-on-Consumer-Decison-Making-Regarding-International-FMCG-Brands-Introduction.pdf
- Cakranegara, P. A., Kurniadi, W., Sampe, F., & ... (2022). The impact of goods product pricing strategies on consumer purchasing power: a review of the literature. *Jurnal*
<https://www.ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/845>

- Cham, T. H., Lim, Y. M., & Sigala, M. (2022). Marketing and social influences, hospital branding, and medical tourists' behavioural intention: Before-and after-service consumption perspective. *International Journal of Tourism*. <https://doi.org/10.1002/jtr.2489>
- Chavadi, C. A., Sirohiya, M., Menon, S. R., & M R, V. (2023). Modelling the Effects of Social Media-based Brand Communities on Brand Trust, Brand Equity and Consumer Response. *Vikalpa*, 48(2), 114–141. <https://doi.org/10.1177/02560909231172010>
- Chen, S., Park, B. C., Makhoul, A. T., & Drolet, B. C. (2023). Patient perspectives on selecting an academic aesthetic surgeon: A qualitative analysis. *Annals of Plastic Surgery*. <https://doi.org/10.1097/SAP.0000000000003067>
- Chen, Y., & Tsai, C. (2022). Beauty consumption matchmaking mechanism for confirming the psychological role of consumer safety during COVID-19. *Frontiers in Psychology*, 13, 921176.
- Dabija, D. C., Bejan, B. M., & Puşcaş, C. (2020). A qualitative approach to the sustainable orientation of generation z in retail: The case of Romania. *Journal of Risk and Financial* <https://www.mdpi.com/1911-8074/13/7/152>
- Djafar, N., Yantu, I., Sudirman, S., Hinelo, R., & ... (2023). Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian. *Journal of Economic* <https://ejurnal.ung.ac.id/index.php/JEBE/article/view/18046>
- Dwijayanti, B., Totok, T., & Tannady, S. (2022). Peran Promosi, Eco Friendly packaging dan harga dalam mempengaruhi keputusan pembelian pelanggan produk ritel kopi susu. *Jurnal Kewarganegaraan*. https://www.researchgate.net/profile/Tanti-Widia/publication/368586247_Peran_Promosi_Eco_Friendly_Packaging_Dan_Harga_dalam_Mempengaruhi_Keputusan_Pembelian_Pelanggan_Produk_Ritel_Kopi_Susu/links/63ef8a0551d7af0540327c42/Peran-Promosi-Eco-Friendly-Packaging-Dan-Harga-dalam-Mempengaruhi-Keputusan-Pembelian-Pelanggan-Produk-Ritel-Kopi-Susu.pdf
- Eresia-Eke, C., Chinomona, R., & Mbango, P. (2019). Towards customer satisfaction and loyalty: What cuts it in a hair salon? *African Journal of Economic and Management Studies*.
- Eze, S. C., & Nkamnebe, A. D. (2018). Small beauty salon business strategies for sustaining operations: A qualitative study. *Journal of Small Business Strategy*, 28(2), 39–52.
- Fadhila, S., Lie, D., Wijaya, A., & Halim, F. (2020). Pengaruh sikap konsumen Dan persepsi konsumen terhadap keputusan pembelian pada mini market mawar

- balimbingan. *SULTANIST: Jurnal Manajemen*
<https://www.sultanist.ac.id/index.php/sultanist/article/view/177>
- Ferreira, D. C., Vieira, I., Pedro, M. I., Caldas, P., & Varela, M. (2023). Patient satisfaction with healthcare services and the techniques used for its assessment: a systematic literature review and a bibliometric analysis. *Healthcare*.
<https://doi.org/10.3390/healthcare11050639>
- Ferrer, R. A., & Klein, W. M. P. (2015). Risk perceptions and health behavior. *Current Opinion in Psychology*, 5, 85–89.
<https://doi.org/10.1016/J.COPSYC.2015.03.012>
- Ferrer, R. A., Klein, W. M. P., Persoskie, A., Avishai-Yitshak, A., & Sheeran, P. (2016). The Tripartite Model of Risk Perception (TRIRISK): Distinguishing Deliberative, Affective, and Experiential Components of Perceived Risk. *Annals of Behavioral Medicine*, 50(5), 653–663.
<https://doi.org/10.1007/S12160-016-9790-Z>
- Firnando, O., Novita, D., & Ahluwalia, L. (2021). Analisis Pengaruh Saluran Distribusi dan Promosi pada Keputusan Pembelian Produk (Survey pada Konsumen PT Inti Bharu Mas Lampung). *Journal Strategy of*
<https://jim.teknokrat.ac.id/index.php/smart/article/view/1111>
- Germack, H. D., Griffiths, P., Sloane, D. M., Rafferty, A. M., & Others. (2015). Patient satisfaction and non-UK educated nurses: A cross-sectional observational study of English National Health Service Hospitals. *BMJ Open*.
<https://bmjopen.bmj.com/content/5/12/e009483.short>
- Giovanis, A., Pierrakos, G., Rizomyliotis, I., & others. (2018). Assessing service quality and customer behavioral responses in hospital outpatient services: A formative measurement approach. *International Journal of Quality and Service Sciences*, 10(3), 317–337. <https://doi.org/10.1108/IJQSS-03-2017-0023>
- Gordon, W., & Langmaid, R. (2022). *Qualitative market research: a practitioner's and buyer's guide*. taylorfrancis.com. <https://doi.org/10.4324/9781315245553>
- Gunarsih, C. M., Kalangi, J. A. F., & Tamengkel, L. F. (2021). Pengaruh harga terhadap keputusan pembelian konsumen di Toko Pelita Jaya Buyungon Amurang. *Productivity*.
<https://ejournal.unsrat.ac.id/index.php/productivity/article/view/32911>
- Han, H., & Hwang, J. (2018). Growing competition in the healthcare tourism market and customer retention in medical clinics: New and experienced travellers. *Current Issues in Tourism*.
<https://doi.org/10.1080/13683500.2015.1104292>

- Hervina, R. D., Kaban, R. F., & Pasaribu, P. N. (2021). Pengaruh Kesadaran Halal dan Harga Terhadap Keputusan Pembelian Konsumen Gofood di Era Pandemi Covid-19. *Inovator.* <https://ejurnal.uika-bogor.ac.id/index.php/INOVATOR/article/view/5973>
- Hossain, M. M., & Islam, M. S. (2015). Factors influencing customer satisfaction in beauty salons: A study in Dhaka city. *Daffodil International University Journal of Business and Economics*, 9(1), 123–134.
- Huang, C., Plummer, V., Lam, L., & ... (2020). Perceptions of shared decision-making in severe mental illness: an integrative review. *Journal of Psychiatric and ...* <https://doi.org/10.1111/jpm.12558>
- Indah, R. M., & Rachman, R. S. (2020). Pengaruh Personal Branding dan Citra Merek Terhadap Keputusan Pembelian (Studi Kasus Kuantitatif BTS dan Album Love Yourself pada Fandomnya Army *Buana Komunikasi (Jurnal)* <http://jurnal.usbypkp.ac.id/index.php/buanakomunikasi/article/view/537>
- Jain, P. K., Saravanan, V., & Pamula, R. (2021). A hybrid CNN-LSTM: A deep learning approach for consumer sentiment analysis using qualitative user-generated contents. *Transactions on Asian and Low* <https://doi.org/10.1145/3457206>
- Javornik, A. (2016). Augmented reality: Research agenda for studying the impact of its media characteristics on consumer behaviour. *Journal of Retailing and Consumer Services*, 30, 252–261. <https://doi.org/10.1016/j.jretconser.2016.02.004>
- Javornik, A., Marder, B., Pizzetti, M., & Warlop, L. (2021). Augmented self - The effects of virtual face augmentation on consumers' self-concept. *Journal of Business Research*, 130, 170–187. <https://doi.org/10.1016/j.jbusres.2021.03.026>
- Kang, J., & Kim, S. (2013a). The effect of service quality on customer satisfaction and loyalty in beauty salons: Moderating role of price perception. *International Journal of Business and Social Science*, 4(15), 56–65.
- Kang, J., & Kim, S. (2013b). The effect of service quality on customer satisfaction and loyalty in beauty salons: Moderating role of price perception. *International Journal of Business and Social Science*, 4(15), 56–65.
- Kaur, K., & Singh, T. (2021). What motivates consumers to write online reviews? Qualitative research in the Indian cultural context. *Journal of Global Marketing*. <https://doi.org/10.1080/08911762.2021.1882022>

- Kim, J. H., Kim, M., Park, M., & Yoo, J. (2023). Immersive interactive technologies and virtual shopping experiences: Differences in consumer perceptions between augmented reality (AR) and virtual reality (VR). *Telematics and Informatics*, 77. <https://doi.org/10.1016/J.TELE.2022.101936>
- Kim, J., & Oh, J. (2012a). Perceived justice and customer loyalty in the situation of beauty service failure: A comparison between South Korea and China. *Social Behavior and Personality: An International Journal*, 40(9), 1447–1460.
- Kim, J., & Oh, J. (2012b). Perceived justice and customer loyalty in the situation of beauty service failure: A comparison between South Korea and China. *Social Behavior and Personality: An International Journal*, 40(9), 1447–1460.
- Kojongian, A. S. C., Tumbel, T. M., & Walangitan, O. F. C. (2022). Pengaruh Variasi Produk dan Promosi Terhadap Keputusan Pembelian Careofyou. id pada Media Sosial Instagram. *Productivity*. <https://ejournal.unsrat.ac.id/index.php/productivity/article/view/38676>
- Lahariya, C. (2020). Access, utilization, perceived quality, and satisfaction with health services at Mohalla (Community) Clinics of Delhi, India. *Journal of Family Medicine and Primary Care*, 9(9), 3077–3084. https://journals.lww.com/jfmpc/fulltext/2020/09120/access,_utilization,_perceived_quality,_and.10.aspx
- Lee, C. K. H. (2022). How guest-host interactions affect consumer experiences in the sharing economy: New evidence from a configurational analysis based on consumer reviews. *Decision Support Systems*. <https://www.sciencedirect.com/science/article/pii/S0167923621001445>
- Lee, S. H., & Lee, S. Y. (2014a). Influencing factors in customers' intention to revisit beauty salons: Focusing on service quality and satisfaction. *Journal of Business and Retail Management Research*, 9(1), 1–12.
- Lee, S. H., & Lee, S. Y. (2014b). Influencing factors in customers' intention to revisit beauty salons: Focusing on service quality and satisfaction. *Journal of Business and Retail Management Research*, 9(1), 1–12.
- Lia, A., Ibdalsyah, I., & Hakiem, H. (2022). Pengaruh Persepsi Konsumen, Labelisasi Halal dan Citra Merek Terhadap Keputusan Pembelian Produk Herbal Skincare SR12. *El-Mal: Jurnal Kajian Ekonomi &* <https://journal.laaroiba.com/index.php/elmal/article/view/788>
- Lo, F. Y., Rey-Martí, A., & Botella-Carrubi, D. (2020). Research methods in business: Quantitative and qualitative comparative analysis. *Journal of Business Research*. <https://www.sciencedirect.com/science/article/pii/S0148296320302964>

- Martini, L. K. B., & Dewi, L. K. C. (2021). Pengaruh Media Promosi Tik Tok Terhadap Keputusan Pembelian Konsumen. *Prosiding Seminar Nasional*. <https://repository.uinsaizu.ac.id/26948/1/2021%20PROSIDING.pdf#page=45>
- Miller, L., & May, D. (2006). Patient choice in the NHS: How critical are facilities services in influencing patient choice? *Facilities*. <https://doi.org/10.1108/02632770610639799>
- Mishra, R., Singh, R. K., & Koles, B. (2021). Consumer decision-making in Omnichannel retailing: Literature review and future research agenda. ... *Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12617>
- Mosadeghrad, A. M. (2014). Patient choice of a hospital: Implications for health policy and management. *International Journal of Health Care Quality Assurance*. <https://doi.org/10.1108/IJHCQA-10-2012-0068>
- Naeem, S., Ayyub, R. M., Ishaq, I., Sadiq, S., & ... (2020). Systematic literature review of halal food consumption-qualitative research era 1990-2017. *Journal of Islamic* <https://doi.org/10.1108/JIMA-09-2018-0163>
- Narottama, N., & Moniaga, N. E. P. (2022). Pengaruh social media marketing terhadap keputusan pembelian konsumen pada destinasi wisata kuliner di kota Denpasar. *Jurnal Master Pariwisata (JUMPA)*. <https://www.academia.edu/download/96840813/43062.pdf>
- Nguyen, T. T. H., & Nguyen, T. T. (2022). Purchase behavior of Generation Z for new-brand beauty products: Exploring the role of blockchain. *Journal of Retailing and Consumer Services*, 65, 102867.
- Nguyen, A. T. Van, McClelland, R., & Thuan, N. H. (2022). Exploring customer experience during channel switching in omnichannel retailing context: A qualitative assessment. ... *of Retailing and Consumer* <https://www.sciencedirect.com/science/article/pii/S0969698921003696>
- Noer, Z., & Ilvira, R. F. (2023). Preferensi Konsumen Dalam Keputusan Pembelian Produk Olahan Buah di Food Delivery E-Commerce Kota Medan. *Prosiding Seminar Nasional* <https://jurnal.polbangtanmanokwari.ac.id/index.php/prosiding/article/view/629>
- Nuryani, F. T., Nurkesuma, N., & Hadibrata, B. (2022). Korelasi keputusan pembelian: kualitas produk, persepsi harga dan promosi (literature review manajemen pemasaran). *Jurnal Ekonomi Manajemen* <https://dinastirev.org/JEMSI/article/view/977>
- Panggabean, B., Suharjo, B., Sumarwan, U., & Yuliati, L. N. (2023). Perception study of perceived value and social influence of digital health services in

- Indonesia. *International Journal of Risk and Safety in Medicine*, 34(4), 367–377. <https://doi.org/10.3233/JRS-220058>
- Park, C. I., & Namkung, Y. (2022). The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. *Sustainability (Switzerland)*, 14(3). <https://doi.org/10.3390/SU14031657>
- Parra, E., Arenas, M. D., Alonso, M., & others. (2017). Assessing value-based health care delivery for haemodialysis. *Journal of Evaluation in Clinical Practice*, 23(4), 743–751. <https://doi.org/10.1111/jep.12483>
- Poushneh, A., & Vasquez-Parraga, A. Z. (2017). Discernible impact of augmented reality on retail customer's experience, satisfaction and willingness to buy. *Journal of Retailing and Consumer Services*, 34, 229–234. <https://doi.org/10.1016/j.jretconser.2016.10.005>
- Qi, X., Yu, H., & Ploeger, A. (2020). ... influential factors including COVID-19 on green food purchase intentions and the intention–behaviour gap: A qualitative study among consumers in a Chinese *Journal of Environmental Research and Public* <https://www.mdpi.com/1660-4601/17/19/7106>
- Radhi, A. A., Hamdan, A., Al Abbas, A., & Abualsaud, D. (2023). The Impact of Customer Experience Strategy on the Buying Behavior on the Beauty Sector in Bahrain. *Lecture Notes in Networks and Systems*, 621 LNNS, 186–194. https://doi.org/10.1007/978-3-031-26956-1_17
- Radhi, A., Hamdan, A., & Al Mubarak, M. (2024a). Factors Influencing Consumer Buying Behavior of Beauty and Personal Care. *Studies in Systems, Decision and Control*, 537, 409–424. https://doi.org/10.1007/978-3-031-62106-2_32
- Radhi, A., Hamdan, A., & Al Mubarak, M. (2024b). Factors influencing consumer buying behavior of beauty and personal care. *Studies in Systems, Decision and Control*. https://doi.org/10.1007/978-3-030-21652-5_38
- Richards, T., Coulter, A., & Wicks, P. (2015). Time to deliver patient-centered care. *BMJ*. https://www.bmjjournals.org/content/350/bmj.h530/rapid-responses?int_source=trendmd&int_medium=trendmd&int_campaign=trendmd
- Shahbazi, S. S., & Akareem, H. S. (2013). Identifying the decision criterion for choosing beauty parlor and salon: A marketing communication perspective. *International Journal of Business and Management Invention*, 2(10), 18–26.
- Sim, J., Joyce-McCoach, J., & Gordon, R. (2019). Development of a data registry to evaluate the quality and safety of nursing practice. *Journal of Advanced Nursing*. <https://doi.org/10.1111/jan.13967>

- Sim, J., & Waterfield, J. (2019). Focus group methodology: some ethical challenges. *Quality and Quantity*, 53(6), 3003–3022. <https://doi.org/10.1007/S11135-019-00914-5>
- Strozzi, F., Garagiola, E., & Trucco, P. (2019). Analyzing the attractiveness, availability, and accessibility of healthcare providers via social network analysis (SNA). *Decision Support Systems*. <https://www.sciencedirect.com/science/article/pii/S0167923619300454>
- Sudirjo, F., Muhtadi, M. A., & ... (2023). Faktor-Faktor yang Mempengaruhi Perilaku Pembelian Konsumen secara Lintas Budaya. *Jurnal Ekonomi Dan ...* <https://wnj.westscience-press.com/index.php/jekws/article/view/526>
- Suprapto, R., & Azizi, Z. W. (2020). Pengaruh Kemasan, Label Halal, Label Izin P-IRT Terhadap Keputusan Pembelian Konsumen UMKM Kerupuk Ikan. *Jurnal REKOMEN (Riset Ekonomi ...)* <https://jurnal.untidar.ac.id/index.php/rekomen/article/view/1984>
- Taan, H., Abdussamad, Z. K., & ... (2020). Fasilitas dan Lokasi terhadap Keputusan Konsumen Menginap di Grand Q Hotel Kota Gorontalo. *JAMIN: Jurnal Aplikasi ...* <http://jurnal.stiekma.ac.id/index.php/JAMIN/article/view/50>
- Thapa, D. K., Visentin, D. C., Kornhaber, R., West, S., & ... (2021). The influence of online health information on health decisions: A systematic review. *Patient Education and ...* <https://www.sciencedirect.com/science/article/pii/S0738399120306406>
- Tobon, S., Ruiz-Alba, J. L., & García-Madariaga, J. (2020). Gamification and online consumer decisions: Is the game over? *Decision Support Systems*. <https://www.sciencedirect.com/science/article/pii/S0167923619301964>
- Tyas, D. A., & Supriyanto, A. (2022). Keputusan Konsumen Dalam Memilih Hotel Syariah: Ditinjau Dari Halal Lifestyle, Muslim Friendly Facilities, Dan Knowledge. *Iqtishaduna ...* <https://www.ejournal.stiesyariahbengkalis.ac.id/index.php/iqtishaduna/article/view/766>
- Usman, S., & Wardani, E. (2020). An evaluation of patient satisfaction with nursing care: A qualitative study in an Indonesian hospital. *Ethiopian Journal of Health Sciences*. <https://www.ajol.info/index.php/ejhs/article/view/201979>
- Widmer, R. J., Maurer, M. J., Nayar, V. R., Aase, L. A., & others. (2018). Online physician reviews do not reflect patient satisfaction survey responses. *Mayo Clinic Proceedings*, 93(8), 1046–1052. <https://www.sciencedirect.com/science/article/pii/S0025619618300740>

Wulandari, A., Saragih, R. P., Manurung, M., Wanto, A., & ... (2021). Sistem Pendukung Keputusan pada Pemilihan Masker Wajah Facial mask Berdasarkan Konsumen dengan Metode Analytical Hierarchy Process. *Prosiding Seminar Nasional*

Zulwarni, P., Octavia, A., & Management Program, M. (2022). The Effect Of Perceived Value And Consumer Innovativeness On Purchase Decisions Mediated By Brand Image At Erha Beauty Clinic Jambi. *Journal Of Business Studies And Management Review*, 5(2), 288–293. <https://doi.org/10.22437/JBSMR.V5I2.19127>

