

ORIGINALITY REPORT

24%

SIMILARITY INDEX

22%

INTERNET SOURCES

11%

PUBLICATIONS

14%

STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universitas Wijaya Kusuma Surabaya Student Paper	7%
2	core.ac.uk Internet Source	1%
3	Submitted to Universitas Putera Batam Student Paper	1%
4	repository.unej.ac.id Internet Source	1%
5	etheses.uin-malang.ac.id Internet Source	1%
6	inobis.org Internet Source	1%
7	repository.stienobel-indonesia.ac.id Internet Source	1%
8	eprints.walisongo.ac.id Internet Source	1%
9	adoc.pub Internet Source	<1%

10	<a href="http://ejournal.uinsaid.ac.id">ejournal.uinsaid.ac.id</a> Internet Source	<1 %
11	<a href="http://erepository.uwks.ac.id">erepository.uwks.ac.id</a> Internet Source	<1 %
12	<a href="http://eprints.uny.ac.id">eprints.uny.ac.id</a> Internet Source	<1 %
13	<a href="http://123dok.com">123dok.com</a> Internet Source	<1 %
14	<a href="http://ojs.udb.ac.id">ojs.udb.ac.id</a> Internet Source	<1 %
15	<a href="http://lib.unnes.ac.id">lib.unnes.ac.id</a> Internet Source	<1 %
16	<a href="http://eprints.iain-surakarta.ac.id">eprints.iain-surakarta.ac.id</a> Internet Source	<1 %
17	<a href="http://jurnal.peko.uniba-bpn.ac.id">jurnal.peko.uniba-bpn.ac.id</a> Internet Source	<1 %
18	<a href="http://jurnalfti.unmer.ac.id">jurnalfti.unmer.ac.id</a> Internet Source	<1 %
19	<a href="http://repository.uin-suska.ac.id">repository.uin-suska.ac.id</a> Internet Source	<1 %
20	<a href="http://text-id.123dok.com">text-id.123dok.com</a> Internet Source	<1 %
21	<a href="http://repositori.uma.ac.id">repositori.uma.ac.id</a> Internet Source	<1 %

22	<a href="https://repository.uinsaizu.ac.id">repository.uinsaizu.ac.id</a> Internet Source	<1 %
23	<a href="https://www.scribd.com">www.scribd.com</a> Internet Source	<1 %
24	<a href="https://journal.unesa.ac.id">journal.unesa.ac.id</a> Internet Source	<1 %
25	<a href="https://journal.yrpiiku.com">journal.yrpiiku.com</a> Internet Source	<1 %
26	Submitted to Forum Perpustakaan Perguruan Tinggi Indonesia Jawa Timur Student Paper	<1 %
27	<a href="https://repository.fe.unj.ac.id">repository.fe.unj.ac.id</a> Internet Source	<1 %
28	<a href="https://repository.ar-raniry.ac.id">repository.ar-raniry.ac.id</a> Internet Source	<1 %
29	<a href="https://katalog.ukdw.ac.id">katalog.ukdw.ac.id</a> Internet Source	<1 %
30	Submitted to Sriwijaya University Student Paper	<1 %
31	<a href="https://repository.ub.ac.id">repository.ub.ac.id</a> Internet Source	<1 %
32	Sri Mulianingsih, Dessy Hutajulu, Rana Dzakira. "PENGARUH CELEBRITY ENDORSEMENT, MINAT BELI DAN CITRA	<1 %

# MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK IMPLORA", Jurnal Ilmiah Multidisiplin, 2023

Publication

33

[eprints.ums.ac.id](http://eprints.ums.ac.id)  
Internet Source

<1 %

34

Submitted to iGroup  
Student Paper

<1 %

35

[jurnal.uts.ac.id](http://jurnal.uts.ac.id)  
Internet Source

<1 %

36

[journal.stieamkop.ac.id](http://journal.stieamkop.ac.id)  
Internet Source

<1 %

37

[jurnal.stiepas.ac.id](http://jurnal.stiepas.ac.id)  
Internet Source

<1 %

38

[repository.umsu.ac.id](http://repository.umsu.ac.id)  
Internet Source

<1 %

39

Iranita Iranita. "Analisis Pengaruh Brand Equity Untuk Meningkatkan Minat Beli Ulang Dan Word Of Mouth (Studi Kasus Batik Gonggong Tanjungpinang)", Bahtera Inovasi, 2019

Publication

<1 %

40

Submitted to Udayana University  
Student Paper

<1 %

41

Submitted to Universitas Wiraraja  
Student Paper

<1 %

---

42	<a href="http://journal.ubm.ac.id">journal.ubm.ac.id</a> Internet Source	<1 %
43	<a href="http://prin.or.id">prin.or.id</a> Internet Source	<1 %
44	<a href="http://pt.scribd.com">pt.scribd.com</a> Internet Source	<1 %
45	Submitted to Universitas Muhammadiyah Surakarta Student Paper	<1 %
46	<a href="http://journal.laaroiba.ac.id">journal.laaroiba.ac.id</a> Internet Source	<1 %
47	<a href="http://repository.usd.ac.id">repository.usd.ac.id</a> Internet Source	<1 %
48	<a href="http://stiealwashliyahsibolga.ac.id">stiealwashliyahsibolga.ac.id</a> Internet Source	<1 %
49	Carla Mourina Elsalonica, Efan Elpanso. "Pengaruh Celebrity Endorser dan Brand Image terhadap Keputusan Pembelian pada Produk Kosmetik Wardah di Kota Palembang", Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah, 2023 Publication	<1 %
50	<a href="http://publikasi.mercubuana.ac.id">publikasi.mercubuana.ac.id</a> Internet Source	<1 %
51	<a href="http://repository.stie-mce.ac.id">repository.stie-mce.ac.id</a> Internet Source	

---

<1 %

52

[repository.umpalopo.ac.id](https://repository.umpalopo.ac.id)

Internet Source

<1 %

53

Submitted to Universitas Pamulang

Student Paper

<1 %

54

Viedy Virginia Lombok, Reitty L Samadi.  
"PENGARUH BRAND IMAGE, BRAND TRUST  
DAN DIGITAL MARKETING TERHADAP  
KEPUTUSAN PEMBELIAN KONSUMEN PADA  
PRODUK EMINA (STUDI KASUS PADA  
MAHASISWA UNIVERSITAS SAM RATULANGI)",  
Jurnal EMBA : Jurnal Riset Ekonomi,  
Manajemen, Bisnis dan Akuntansi, 2022

Publication

<1 %

55

[repository.upbatam.ac.id](https://repository.upbatam.ac.id)

Internet Source

<1 %

56

[ejournal.uika-bogor.ac.id](https://ejournal.uika-bogor.ac.id)

Internet Source

<1 %

57

[bumburesep.org](https://bumburesep.org)

Internet Source

<1 %

58

[eprints.umg.ac.id](https://eprints.umg.ac.id)

Internet Source

<1 %

59

[epub.imandiri.id](https://epub.imandiri.id)

Internet Source

<1 %

60	<a href="http://prosiding.unipma.ac.id">prosiding.unipma.ac.id</a> Internet Source	<1 %
61	<a href="http://repository.president.ac.id">repository.president.ac.id</a> Internet Source	<1 %
62	<a href="http://repository.teknokrat.ac.id">repository.teknokrat.ac.id</a> Internet Source	<1 %
63	<a href="http://www.jurnalintelektiva.com">www.jurnalintelektiva.com</a> Internet Source	<1 %
64	Marhamah Marhamah, Siti Komariah Hildayanti, Endah Dewi Purnamasari. "Pengaruh Promosi, Kualitas Produk dan Harga terhadap Keputusan Pembelian Konsumen Klinik Kecantikan di Palembang", Jurnal Nasional Manajemen Pemasaran & SDM, 2023 Publication	<1 %
65	Tanti Prita Hapsari, Laksmindra Saptiyawati. "ANALISIS PERBANDINGAN PENGARUH ENDORSER TERHADAP KEPUTUSAN PEMBELIAN YANG DIMEDIASI OLEH BRAND AWARENESS", Journal Competency of Business, 2023 Publication	<1 %
66	Yuni Ratnawati, Saiful Anwar. "Determinan keputusan pembelian kosmetik halal oleh	<1 %

# Muslimah Milenial di Indonesia", Journal of Halal Industry Studies, 2022

Publication

---

67 [docplayer.info](https://docplayer.info) <1 %  
Internet Source

---

68 [eprints.undip.ac.id](https://eprints.undip.ac.id) <1 %  
Internet Source

---

69 [repository.widyatama.ac.id](https://repository.widyatama.ac.id) <1 %  
Internet Source

---

70 [www.slideshare.net](https://www.slideshare.net) <1 %  
Internet Source

---

71 Hermawati Sulaiman. "ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN KONSUMEN DALAM MEMBELI MOBIL MITSUBISHI PADA PT. LAUTAN BERLIAN UTAMA MOTOR BENGKULU", Creative Research Management Journal, 2018  
Publication

---

72 Iranita Iranita. "Pengaruh Customer Relationship Marketing dan Customer Value terhadap Loyalitas Pelanggan Barista Coffe Shop & Roastery Tanjungpinang", Bahtera Inovasi, 2022  
Publication

---

73 [id.123dok.com](https://id.123dok.com) <1 %  
Internet Source

---



74	<a href="http://library.uwp.ac.id">library.uwp.ac.id</a> Internet Source	<1 %
75	<a href="http://repo.itsm.ac.id">repo.itsm.ac.id</a> Internet Source	<1 %
76	<a href="http://repofeb.undip.ac.id">repofeb.undip.ac.id</a> Internet Source	<1 %
77	<a href="http://repository.stei.ac.id">repository.stei.ac.id</a> Internet Source	<1 %
78	ANGELINA CAROLIN B2042152001. "ANALISIS PENGARUH CELEBRITY ENDORSER DAN PRODUCT QUALITY TERHADAP BUYING DECISION SERTA DAMPAKNYA PADA SATISFACTION (Survei Pada Konsumen Produk Kosmetik Rossa Beauty Di Kota Pontianak)", Equator Journal of Management and Entrepreneurship (EJME), 2019 Publication	<1 %
79	Submitted to Universitas Dian Nuswantoro Student Paper	<1 %
80	<a href="http://repository.uinjambi.ac.id">repository.uinjambi.ac.id</a> Internet Source	<1 %
81	<a href="http://www.neliti.com">www.neliti.com</a> Internet Source	<1 %
82	Marcela Deryl Mentu. "PENGARUH KEBERSIHAN, TAMPILAN PRODUK, DAN	<1 %

FASILITAS TERHADAP KEPUTUSAN  
PEMBELIAN PADA RUMAH MAKAN MIDAL  
TANTA ROSYE DI WOLOAN TOMOHON",  
Jurnal EMBA : Jurnal Riset Ekonomi,  
Manajemen, Bisnis dan Akuntansi, 2023

Publication

83

Mawar Sharon Kolinug, Lisbeth Mananeke,  
Jeffry Tampenawas. "PENGARUH BRAND  
AMBASSADOR DAN BRAND IMAGE  
TERHADAP KEPUTUSAN PEMBELIAN  
KOSMETIK REVLON (Studi Kasus Pada  
Mahasiswa Universitas Sam Ratulangi)",  
Jurnal EMBA : Jurnal Riset Ekonomi,  
Manajemen, Bisnis dan Akuntansi, 2022

Publication

<1 %

84

[jurnal.una.ac.id](http://jurnal.una.ac.id)

Internet Source

<1 %

85

[www.filterpenyaringair.net](http://www.filterpenyaringair.net)

Internet Source

<1 %

Exclude quotes  On

Exclude matches  Off

Exclude bibliography  On