

DAFTAR PUSTAKA

- Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2023). *Computers in Human Behavior Customer experiences in the age of artificial intelligence*. 114(August 2020).
- 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.
- Aprilia, I. E., Putri, A. B., & Sanusi, A. (2023). *Pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian di warung mie aceh jamboe raya bandar lampung*. 1.
- armeliafarah. (2025). *Temukan Personal Color-mu dengan Teknologi AI di Wardah Colourverse!* Female Daily. <https://editorial.femaledaily.com/blog/2025/02/10/temukan-personal-color-mu-dengan-teknologi-ai-di-wardah-colourverse>
- Arviollisa, P. A. D., Chan, A., & Nirmalasari. (2021). THE EFFECT OF ARTIFICIAL INTELLIGENCE (AI) ON CUSTOMER EXPERIENCE (STUDY OF GOJEK USER IN BANDUNG, WEST JAVA). *Jurnal Pemikiran Dan Penelitian Administrasi Bisnis Dan Kewirausahaan*, 6(2), 115–124.
- Aubrey Wijaya, William Vincent, & Mangihut Tampubolon. (2024). Pengaruh Customer Experience Terhadap Keputusan Pembelian Produk Karung Goni Dan Kotak. *Journal of Trends Economics and Accounting Research*, 4(3), 640–646. <https://doi.org/10.47065/jtear.v4i3.1027>
- Badri, V. A., Huda, M., & Pasuruan, U. Y. (2024). Pengaruh Artificial Intelligence Marketing dan Content Marketing Terhadap Minat Beli dan Keputusan Pembelian. *Economic Reviews Journal*, 3, 1545–1556. <https://doi.org/10.56709/mrj.v3i4.497>
- Barbu, M., Lauren, D., & Constantin, M. (2021). *Customer Experience in Fintech*. 1415–1433.
- Bilal, M., Zhang, Y., Cai, S., Akram, U., & Halibas, A. (2024). Artificial intelligence is the magic wand making customer-centric a reality! An investigation into the relationship between consumer purchase intention and consumer engagement through affective attachment. *Journal of Retailing and Consumer Services*, 77(December 2023), 103674. <https://doi.org/10.1016/j.jretconser.2023.103674>
- Boediman, E. P. (2023). *Integrasi industri halal ke dalam komunikasi pemasaran terpadu*.
- Chakraborty, D., Polisetty, A., Sowmya, G., & Rana, N. P. (2024). Unlocking the potential of AI : Enhancing consumer engagement in the beauty and cosmetic

- product purchases. *Journal of Retailing and Consumer Services*, 79(April), 103842. <https://doi.org/10.1016/j.jretconser.2024.103842>
- Chen, Y., & Prentice, C. (2024). *Integrating Artificial Intelligence and Customer Experience*. <https://doi.org/10.1177/14413582241252904>
- Cholis, N., Irawan, R., Maradat, S., Purbawati, D., Listyorini, S., & Nurseto, S. (2023). Pengaruh E-Service Quality Dan Customer Experience Terhadap Keputusan Pembelian (Pengguna Layanan Gofood Mahasiswa Fisip Universitas Diponegoro Semarang). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 266–275. <https://ejournal3.undip.ac.id/index.php/jiab>
- Compas. (2024). *Indonesian FMCG E-commerce Report for Semester 1 2024 TABLE OF CONTENTS - LITE VERSION*.
- Creswell, John W.; Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Creswell, J. W. (2023). *Penelitian Kualitatif dan Desain Riset. Edisi Ke-3. Edisi Indonesia, Cetakan II*. Pustaka Pelajar.
- Damayanti, I. A. (2024). *Perancangan User Interface Dan User Experience Personal Color Test Sebagai Upaya Penunjang Penampilan Generasi Z*. 02, 7823–7830.
- Devi, A. C. (2023). *Analisis Keputusan Pembelian Produk E- Commerce Shopee Di Kalangan Mahasiswa Universitas Buana Perjuangan Karawang*. 1(5), 113–123.
- Fujiyama. (2024). *Artificial Intelligence: Pengertian, Cara Kerja, dan Aplikasinya*. Surabaya.Telkomuniversity.Ac.Id. <https://surabaya.telkomuniversity.ac.id/artificial-intelligence-pengertian-cara-kerja-dan-aplikasinya/>
- Ghozali & Latan. (2020). *Partial Least Square Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.0. Edisi 2*. Badan penerbit- Undip.
- Gleim, M. R., Mccullough, H., Gabler, C., Ferrell, L., & Ferrell, O. C. (2025). *Examining the customer experience in the metaverse retail revolution*. 186(November 2023).
- Hadiwinata, R. (2025). *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>
- Huang, M., & Rust, R. T. (2018). *Artificial Intelligence in Service*. 21(2), 155–172. <https://doi.org/10.1177/1094670517752459>
- Huyler, D. (2022). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, by John Creswell and J. David Creswell. Thousand Oaks, CA: Sage Publication, Inc. 275 pages, \$67.00 (Paper... 00(July 2019). <https://doi.org/10.1002/nha3.20258>

- Insight Ace Analytic. (2025). *Artificial Intelligence (AI) In Beauty and Cosmetics Market Size, Share & Trends Analysis Report By Service/Product, By Application (Skincare, Haircare, Make-up, Fragrances, Others), By Region, And Segment Forecasts, 2025-2034*. Insightaceanalytic.Com. <https://www.insightaceanalytic.com/report/global-artificial-intelligence-ai-in-beauty-and-cosmetics-market/1051>
- Juquelier, A., Poncin, I., & Haz, S. (2025). *Empathic chatbots : A double-edged sword in customer experiences*. 188(February 2024). <https://doi.org/10.1016/j.jbusres.2024.115074>
- Khutami, J. Q., Adinda, N., Asmara, P., Auliana, L., & Raharja, J. (2024). *PENGARUH ARTIFICIAL INTELLIGENCE TERHADAP CUSTOMER EXPERIENCE (Survey pada Pengguna Aplikasi Spotify di Jatinangor)*. 13(2), 510–517.
- Klaus, P., Kuppelwieser, V. G., & Heinonen, K. (2023). Quantifying the influence of customer experience on consumer share-of-category. *Journal of Retailing and Consumer Services*, 73(April), 103375. <https://doi.org/10.1016/j.jretconser.2023.103375>
- Lu, Y., Lu, Y., Gupta, S., An, K., & Science, D. (2025). *The Impact of mHealth Apps' Affordance on Consumers' Novel Food Purchasing Decisions*. <https://doi.org/10.1016/j.dsm.2025.01.002>
- Lubis, M. S. Y. (2021). IMPLEMENTASI ARTIFICIAL INTELLIGENCE PADA SYSTEM MANUFAKTUR TERPADU. *SEMNASTEK UISU 2021*, 1–7.
- Maghfiroh, N., & Palupi, G. S. (2023). *Analisis Pengaruh Variabel Keterjangkauan Teknologi Informasi dalam Live Streaming Shopping TikTok pada Minat Pembelian*. 04(04), 26–36.
- Maharani, D. A., Hidayat, W., Wijayanto, A., Bisnis, D. A., & Diponegoro, U. (2023). *PENGARUH CUSTOMER EXPERIENCE DAN HARGA TERHADAP KEPUASAN PELANGGAN (Studi Pada Pelanggan Mitra Swalayan Kota Tegal)*. 12(2), 447–457.
- Mardyana, R., & Mahata, G. C. (2025). Implementations of AI technology and profit-sharing contract for sustainability development and customer experience improvement : A differential game approach. *Expert Systems With Applications*, 275(December 2024), 126920. <https://doi.org/10.1016/j.eswa.2025.126920>
- Mei, L., Tang, N., Zeng, Z., & Shi, W. (2025). *Artificial Intelligence Technology in Live Streaming E-commerce : Analysis of Driving Factors of Consumer Purchase Decisions*. 1–14.
- Narsa, R. N. R. I. M. (2019). ACTUAL USAGE PENGGUNAAN E-LEARNING DENGAN TECHNOLOGY ACCEPTANCE MODEL (TAM. *Jurnal Inovasi Teknologi Pendidikan Volume 6, No 2, Oktober 2019 (127-136)*, 6(2), 127–136.
- Oktavia, T., & Arifin, C. W. (2024). *REVOLUTIONIZING E-COMMERCE WITH*

AI CHATBOTS: ENHANCING CUSTOMER SATISFACTION AND PURCHASE DECISIONS IN ONLINE MARKETPLACE. 102(19).

- Pahlevi, R. (2022). *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>
- Priyanto, M., & Sudrartono, T. (2021). *PENGARUH HARGA TERHADAP KEPUTUSAN PEMBELIAN ULANG AKSESORIS PAKAIAN DI TOKO MINGKA BANDUNG*. 2(1).
- Qu, G., & Jing, H. (2025). *Is new technology always good ? Artificial intelligence and corporate tax avoidance : Evidence from China*. 98(November 2024).
- Rachman, A. (2024). *Metode penelitian kuantitatif, kualitatif dan r&d* (Issue January).
- Rahma, S., Amalia, D., Erika, M., Kusuma, N., & Ilayana, F. (2024). *Pengaruh Penggunaan AI , Literasi Digital , dan Pengalaman Pengguna Terhadap Loyalitas Pelanggan Pada E-Commerce Shopee*. 3(2), 147–159.
- Ramadhani, A. A., & Nuzil, N. R. (2023). *Pengaruh Customer Experience, Service Quality, dan Price Terhadap Keputusan Pembelian (Studi Pada Pembeli Sepeda Motor Matic Yamaha N-Max di Pasuruan)*. *Innovative: Journal Of Social Science Research*, 3(4), 4418–4428. <https://doi.org/10.31004/innovative.v3i4.3906>
- Rentanubun, K. V. (2023). *Pengaruh kualitas produk, citra merek, dan persepsi harga terhadap keputusan pembelian produk hotel*. 8(3).
- Rodgers, W., & Nguyen, T. (2022). *Advertising Benefits from Ethical Artificial Intelligence Algorithmic Purchase Decision Pathways*. *Journal of Business Ethics*, 178(4), 1043–1061. <https://doi.org/10.1007/s10551-022-05048-7>
- Rohden, S. F., & Balestrin, L. (2024). *Consumer reactions to technology in retail : choice uncertainty and reduced perceived control in decisions assisted by recommendation agents*. *Electronic Commerce Research*, 24(2), 901–923. <https://doi.org/10.1007/s10660-024-09808-7>
- Román, W., María, Y., Chacón, F., & Rosa, K. (2023). *Customer experience management y decisión de compra de los millenials de Arequipa – Perú*.
- Rosanti, M. D., Wijoyo, S. H., & Rachmadi, A. (2025). *Analisis Pengaruh Automated Customer Service Berbasis Artificial Intelligence Pada Aplikasi E-commerce (Studi Kasus Aplikasi Lazada)*. 9(5), 1–10.
- Sarkis, N., Jabbour, N., Maalouf, A., Saliba, E., Azizi, J., Sarkis, N., Jabbour, N., Maalouf, A., Saliba, E., Mar, J. A., Sarkis, N., Jabbour, N., Maalouf, A., Saliba, E., & Azizi, J. (2025). *The impact of augmented reality within the*

- fashion industry on purchase decisions , cutomer engagement , and brand loyalty decisions , customer engagement , and brand loyalty. *International Journal of Fashion Design, Technology and Education*, 1–10. <https://doi.org/10.1080/17543266.2025.2470187>
- Septian, B. P., Handaruwati, I., Studi, P., Universitas, M., & Surakarta, K. (2021). PENGARUH CUSTOMER EXPERIENCE TERHADAP KEPUASAN PEDAN KLATEN. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 3(2).
- Solikin, I. P. A. D. S. O. K. L. Y. E. K. R. L. S. L. J. U. S. F. T. S. R. P. A. (2023). *Metode Penelitian Pendidikan Praktis*.
- Sugiyono, P. D. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (M. Dr. Ir. Sutopo. S. Pd. ALFABETA, cv.
- Timimi, H. (2025). *Impact of artificial intelligence on the personalization of the customer experience : A systematic literature review*.
- Vanny, G., & Tua, M. (2022). PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MESIN POMPA AIR SUBMERSIBLE DAB DECKER DI CV . CITRA NAULI ELECTRICSINDO. 1(4), 140–154.
- wardahbeauty.com. (2023). *Mau Tahu Personalized Color Kamu? Ini 4 Tipsnya!* <https://www.wardahbeauty.com/id/news/mau-tahu-personalized-color-kamu-ini-4-tipsnya>
- Wicaksono, S. R. (2023). *Technology Acceptance Model (TAM)* (Issue March). <https://doi.org/10.5281/zenodo.7754254>
- Wijaya, C. S., Wijaya, I., & Shidqi, M. T. (2023). ANALISIS IMPLEMENTASI ARTIFICIAL INTELLIGENCE UNTUK BISNIS : SYSTEMATIC LITERATURE REVIEW. 4(2), 133–145.
- Xu, Y., He, D., & Fan, M. (2024). Heliyon Antecedent research on cross-border E-commerce consumer purchase decision-making : The moderating role of platform-recommended advertisement characteristics. *Heliyon*, 10(September). <https://doi.org/10.1016/j.heliyon.2024.e37627>
- Yuliastuti, D. (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-ml03k0>
- Yusnia, B. (2020). COSTUMER EXPERIENCE, DIFERENSIASIPRODUK, DANKUALITASPRODUK TERHADAPKEPUTUSAN PEMBELIAN KONSUMEN DIPUSAT GROSIR SOLO. *Edunomika –Vol. 04, No. 01(Februari2020)*, 318–326.
- Yusufadz, A. C., & Rosyidin, A. (2022). Analisis Penerapan Artificial Intelligence Dan Robotik Pada Industri Manufaktur Indonesia Dalam Menghadapi Era Industri 4.0. *Prosiding Seminar Nasional Teknologi ...*, 1(1), 227–232. <https://journal.atim.ac.id/index.php/prosiding/article/view/330%0Ahttps://journal.atim.ac.id/index.php/prosiding/article/download/330/250>

Zikry, A., Bitrayoga, M., Defitri, S. Y., Dahlan, A., & Putriani, N. D. (2024). *ANALISIS PENGGUNAAN AI DALAM KEBERHASILAN CUSTOMER EXPERIENCE PENGGUNA APLIKASI E-COMMERCE SHOPEE*. 4(3), 766–781.

Zulfikar et al. (2024). *METODE PENELITIAN KUANTITATIF (TEORI, METODE DAN PRAKTIK)*.

