

DAFTAR PUSTAKA

- Abad, A., & Ravelojaona, P. (2022). A generalization of environmental productivity analysis. *Journal of Productivity Analysis*, 57(1), 61–78. <https://doi.org/10.1007/s11123-021-00620-1>
- Badan Pengawas Obat dan Makanan. (2024). *Jumlah industri kosmetik di Indonesia*. Badan Pengawas Obat Dan Makanan. <https://katalog.data.go.id/dataset/jumlah-industri-kosmetik-di-indonesia1>
- Bazargan, A., Najafi, S. E., Lotfi, F. H., Fallah, M., & Edalatpanah, S. A. (2023). Presenting a Productivity Analysis Model for Iran Oil Industries Using Malmquist Network Analysis. *Decision Making: Applications in Management and Engineering*, 6(2), 251–292. <https://doi.org/10.31181/dmame622023705>
- Fithri, P., & Sari, R. Y. (2016). Analisis Pengukuran Produktivitas Perusahaan Alsintan CV. Cherry Sarana Agro. *Jurnal Optimasi Sistem Industri*, 14(1), 138. <https://doi.org/10.25077/josi.v14.n1.p138-155.2015>
- Hsu, W., & Chen, P. W. (2021). The influences of service quality and individual characteristics on vocational training effectiveness. *Sustainability (Switzerland)*, 13(23). <https://doi.org/10.3390/su132313207>
- Kara, S. E., Ibrahim, M. D., & Daneshvar, S. (2021). Dual efficiency and productivity analysis of renewable energy alternatives of oecd countries. *Sustainability (Switzerland)*, 13(13), 1–14. <https://doi.org/10.3390/su13137401>
- Karami, M., Karami, S., & Elahinia, N. (2021). Personality or Quality: Influencing Factors in Customers' Intention to Revisit Beauty Salons in Iran. *International Journal of Management, Accounting and Economics*, 8(5), 296–319. www.ijmae.com
- Kotler, P., Keller, K. L., & Chernev, A. (2021). Marketing management. In *Gestión y Estrategia* (16th ed., Vol. 31). Pearson Education Limited. <https://doi.org/10.24275/uam/azc/dcsh/gye/2007n31/sanchez>
- Ocktavia, A. D., Heru Mulyanto, & Turmudzi. (2023). Social Media Marketing Activities Terhadap Consumer-Based Brand Equity Melalui Co-Creation Behavior Dan Brand Experience Dalam Industri Kecantikan. *Journal of Social and Economics Research*, 5(2), 1114–1126. <https://doi.org/10.54783/jser.v5i2.209>
- Pan, W., Xie, T., Wang, Z., & Ma, L. (2022). Digital economy: An innovation driver for total factor productivity. *Journal of Business Research*, 139(169), 303–311. <https://doi.org/10.1016/j.jbusres.2021.09.061>
- Panwar, T., & Khan, K. (2022). Role of Trust in Influencing Service Recommendation from Customers for Beauty Service Industry. *Metamorphosis: A Journal of Management Research*, 21(1), 19–30. <https://doi.org/10.1177/09726225211066204>

- Rahmawati, D. I., & Yuliawati, E. (2022). Pengukuran dan Analisis Kinerja Laboratorium Kalibrasi Untuk Meningkatkan Daya Saing Perusahaan. *INVENTORY: Industrial Vocational E-Journal On Agroindustry*, 3(2), 38. <https://doi.org/10.52759/inventory.v3i2.86>
- Slamet, R., Gata, W., Novtariany, A., Hilyati, K., & Jariyah, F. A. (2022). Analisis Sentimen Twitter Terhadap Penggunaan Artis Korea Selatan Sebagai Brand Ambassador Produk Kecantikan Lokal. *INTECOMS: Journal of Information Technology and Computer Science*, 5(1), 145–153. <https://doi.org/10.31539/intecom.s.v5i1.3933>
- Tjandra, S., Suhartono, A., Kelvin, & Sharon. (2023). Analysis of Service Quality at Beauty Salon in Surabaya Using the ServQual Method. *International Journal of Science, Technology & Management*, 4(1), 245–253. <https://doi.org/10.46729/ijstm.v4i1.702>
- Towa, E., Zeller, V., & Achten, W. M. J. (2020). Input-output models and waste management analysis: A critical review. *Journal of Cleaner Production*, 249, 119359. <https://doi.org/10.1016/j.jclepro.2019.119359>
- Vaňková, I., & Vrabková, I. (2022). Productivity analysis of regional-level hospital care in the Czech republic and Slovak Republic. *BMC Health Services Research*, 22(1), 1–14. <https://doi.org/10.1186/s12913-022-07471-y>
- Zeqiri, J., Dania, T. R., Adriana, L. T. D., Gagica, K., & Gleason, K. (2023). The impact of e-service quality on word of mouth: A higher education context. *International Journal of Management Education*, 21(3). <https://doi.org/10.1016/j.ijme.2023.100850>
- Zhao, S., Tian, W., & Dagestani, A. A. (2022). How do R&D factors affect total factor productivity: based on stochastic frontier analysis method. *Economic Analysis Letters*, 1(November), 28–34. <https://doi.org/10.58567/eal01020005>