

DAFTAR PUSTAKA

- Aini, S. K., Wibowo, S. F., & Krissanya, N. (2025). *Pengaruh Social Media Influencer Credibility dan E-WOM Terhadap Purchase Intention Skincare Produk Lokal di Jabodetabek Melalui Brand Trust Sebagai Variabel Mediasi*. 2(2), 2812–2827.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Tagliche Praxis*, 53(1), 51–58.
- Al-amin, M. S. D., Ambarwati, D., & Munawaroh, N. A. (2026). *The Influence of Brand Image , Brand Awareness , and Brand Trust on Purchase Decisions Moderated by Social Media Use at CV Produksi Median Percetakan*. 22, 1843–1855.
- Alfonsius, A., & Lawrence, S. (2024). *Exploring the effect of brand awareness, content marketing, and e-wom on the purchase intention for Oriflame*. 5(2), 189–198.
- Alhamdina, T. E., & Hartono, A. (2023). *The Impact Of Brand Awareness , Brand Reputation , And Perceived Economic Benefits On Brand Trust And Online Purchase Intentions For Skintific Products On The Tiktok Shop Platform .* 653–665.
- Alhashem, M., Nabi, M. K., Pant, R., Inkesar, A., Khan, N., & Khan, M. A. K. (2023). *Exploring the factors affecting online trust in B2C e-commerce transactions in India: an empirical study*. *Article history : Keywords : Online Trust ; Online Security and Privacy ; Website Appearance ; Purchase Intention ; Generation Z ; Alhashem , M . , Na*. 1–29.
- Alika, F., Listiana, E., Afifah, N., & Mayasari, E. (2024). *TikTok social media marketing and beauty influencers ' impact on skintific purchase decisions through brand awareness*. 7(1), 165–174.
- Amalia, K., & Nurlinda, R. A. (2022). *Pengaruh influencer marketing dan online customer review terhadap purchase intention*. 1(11), 2383–2398.
- Amin, A. M., & Yanti, F. R. (2021). *INVEST : Jurnal Inovasi Bisnis dan Akuntansi Motivation On The Decision To Purchase Korean Skincare Products Nature Republic Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic*. 2(1), 1–14.
- Anggraini, W. P., & Kussudyarsana. (2025). Analysis of the Influence of Online Brand Attribute, Brand Trust, and Brand Recognition of Somethinc Skincare Products on Purchase Intention in Indonesia. *TECHBUS (Technology, Business and Entrepreneurship)*, 2(2), 45–54. <https://doi.org/10.61245/techbus.v2i2.32>
- Anindya, F., & Indriastuti, H. (2023). *The rise of viral marketing and brand awareness*. 2023(1), 173–183.

- Ardianita, & Aminah, S. (2024). *The effect of electronic word of mouth and brand image on*. 7(3), 7231–7244.
- Arifin, R., Yanuar, T., & Syah, R. (2023). *How e-wom influence purchase intention mediated by trust and brand awareness: case on generation X in Indonesia*. 9(2), 411–421.
- Armawan, I., Sudarmiatin, Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>
- Azqia, S., & Nora, L. (2025). *Ampop Management Accounting Review (AMAR) The Influence Of Content Marketing On Brand Awareness, Brand Image, And Skincare Purchase Intention*. 5(2), 145–155. <https://doi.org/10.37531/amar.v5i2.2821>
- Cahyani, N., Pratomo, W. A., Fauzie, M. A., & Fadillah, A. (2024). *The Impact of Social Media Influence Marketing on Enhancing Brand Awareness and Purchase Intentions Case Study at Customers of True To Skin Products*. 45.
- Chaudhuri, A., & Holbrook, M. B. (2001). *The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty*. 65(April), 81–93.
- Chen, H., Chen, K.-C., Liu, L.-W., Guo, Z.-H., & Tsai, C.-W. (2024). *The Effects of Brand Awareness and Price Promotion on Purchase Intention: A Moderating Role of Impulsive Buying Traits*. 15(1), 1–15. <https://doi.org/10.4018/IJABIM.358619>
- Dabbous, A., & Barakat, K. A. (2020). Journal of Retailing and Consumer Services Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53(November 2018), 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Dabid, M., Falah, I., & Bhirowo, B. H. (2022). *Pengaruh brand trust dan perceived value terhadap purchase*. 17(1), 1–12.
- DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Farahdilla, S., Hartono, D., Pakarti, P., Chasanah, A. N., & Ibnu, F. (2025). *The Role of Social Media Marketing in the Formation of Brand Loyalty with Brand*

Trust and Brand Engagement as Mediating Variables (Case Study of NPure Skincare Products). 133–150.

- Fitriani, L. M., Febriansah, R. E., & Sukmono, R. A. (2025). *The influence of promotion, celebrity support, e-wom (electronic word of mouth), and halal awareness on purchasing decisions for skincare product at marketplace in East Java.* 8(2), 6191–6217.
- Goyette I., Ricard, L., J., B., & F., M. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences/Revue Canadienne Des Sciences de l'Administration*, 27(1), 5–23.
- Gunawan, L., Haryono, S., & Andreani, F. (2021). Social media influencer, brand awareness, and purchase. 23(1), 18–26. <https://doi.org/10.9744/jmk.23.1.18>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM).*
- Hasan, G., & Elviana. (2022). *Effect of Brand Image , Celebrity Endorsement , EWOM , Brand Awareness and Social Media Communication on Purchase Intention with Brand Trust as a Mediation Variable on Smartphone Users in Batam City.* 2(1), 153–161.
- Hendri, S. A., & Abror. (2023). Brand authenticity's influence on brand loyalty : an examination of the mediating role of perceived value and brand trust in wardah halal cosmetics. *Marketing Management*, 2(1), 27–35. <https://doi.org/10.24036/mms.v3i3.416>
- Hermawan, H., Hersona, S., & Suyaman, D. J. (2024). *The Effect Of Influencer Marketing , Content Marketing , And Price Perceptions On Consumer Purchase Intention (An Investigation Of Luxcrime Cosmetic Consumers In Karawang).* 189–205. <https://doi.org/10.31602/atd.v8i2.13763>
- Hoang, X. L., Nguyen, T. K. C., Ly, H. M., Luong, T. T., & Nguyen, T. T. Q. (2020). The moderating role of csr associations on the link between brand awareness and purchase intention. *Journal of Asian Finance, Economics and Business*, 7(6), 233–240. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO6.233>
- Husain, R., Ahmad, A., & Khan, B. M. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2034234>
- Ilyas, G. B., Rahmi, S., Tamsah, H., & Munir, A. R. (2020). *Reflective Model of Brand Awareness on Repurchase Intention and Customer Satisfaction.* 7(9), 427–438. <https://doi.org/10.13106/jafeb.2020.vol7.no9.427>
- Indrawati, Yones, P., & Muthaiyah, S. (2023). Asia Paci fi c Management Review eWOM via the TikTok application and its in fl uence on the purchase intention of somethinc products. *Asia Pacific Management Review*, 28(2), 174–184.

<https://doi.org/10.1016/j.apmr.2022.07.007>

- Inggasari, S. M., & Hartati, R. (2022). *Trust terhadap keputusan pembelian produk Scarlett whitening*" 3(1), 1–22.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Slade, E. L. (2020). *The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis*. 1203–1226.
- Jivana, S., & Saktiana, G. M. (2025). *Pengaruh perceived quality, e-wom, dan brand trust terhadap purchase intention pada produk Glad2Glow Sherlene*. 07(04), 1395–1404.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity*.
- Khrisnanda, H. R. R., & Dirgantara, I. M. B. (2021). Management Department of Economics and Business Faculty of Diponegoro University Jl. Prof. Soedharto SH Tembalang, Semarang 50239, Phone: +622476486851. *Journal, Diponegoro Management, O F*, 10(2), 1–9.
- Komang, N., Arum, A., Devi, K., Anggria, K., & Made, I. (2025). *Kontribusi Kualitas Produk dan Electronic Word of Mouth (e-WOM) Pada Keputusan Pembelian Produk Kosmetik Emina di Kalangan Gen Z di Kuta Utara*. 8(2). <https://doi.org/10.32877/eb.v8i2.3351>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management*.
- Kumparan, U. (2024). *Eksistensi Skincare di Kalangan Gen Z yang Menjadi Sorotan Kaum di Masa Kini*. Kumparan. <https://kumparan.com/user-17072024032336/eksistensi-skincare-di-kalangan-gen-z-yang-menjadi-sorotan-kaum-di-masa-kini-2393W4MNA8p/1>
- Kurniawan, B. (2025). *Influence of Brand Awareness , Brand Ambassador , on Purchase Decision supported by Trust as the Intervening Variable on Shopee Marketplace Bayu Kurniawan*. 11(2), 525–535.
- Lailiyah, N. S., Sadiyah, M., Islam, E., Islam, U., & Ulama, N. (2025). *Faktor yang Mempengaruhi Keputusan Pembelian Generasi Z pada Produk Somethinc : Label Halal , Kualitas Produk , dan Electronic Word Of Mouth (E-WOM)*. 12(1), 22–33.
- Larasati, Wiyadi, & Kuswati, R. (2025). *Brand awareness, social media marketing, and purchase intent: does credibility mediate the impact?* 8(2), 167–186.
- Ling, S., Zheng, C., & Cho, D. (2023). How Brand Knowledge Affects Purchase Intentions in Fresh Food E-Commerce Platforms: The Serial Mediation Effect of Perceived Value and Brand Trust. *Behavioral Sciences*, 13(8). <https://doi.org/10.3390/bs13080672>
- Lombogia, S. C., Tumbuan, W. J. F. A., Saerang, R. T., & Tumbuan, W. J. F. A. (2024). *he influence of celebrity endorsement and content marketing on*

purchase intention of Skintific products at TikTok shop pengaruh selebriti endorsement dan pemasaran konten terhadap minat beli Jurnal EMBA Vol . 12 No . 03 Oktober 2024 , Hal . 1677-1687. 12(03), 1677–1687.

- Margitarino, A. R., & Murwanti, S. (2025). *Analysis of the influence of social media marketing and e-wom on purchase intention of Somethinc products mediated by brand trust in Solo Raya. 8(1), 1734–1757.*
- Martiyanti, D., & Rahmayana, F. (2024). *The Role of E-WOM Emotionality on Gen Z ' s Purchase Intention in E-Commerce. 2, 167–185.*
- Maulidya, V. Z. (2025). *The Influence of Brand Image , E-WOM , and Customer Rating on Purchase Decisions on Shopee. 13(1), 757–766.* <https://doi.org/10.37641/jimkes.v13i3.3123>
- Mauretta, M., Muzammil, O. M., Andri, L., & Caesar, Y. (2024). *The Effect of Perceived Quality and Brand Awareness on Purchase Intention Mediated by Brand Trust in Tropicana Slim Products. 2(1), 74–83.*
- Nabila, M. R., Suhud, U., & Rahmi. (2023). *The Impacts of Social Media Marketing Towards Purchase Intention on Beauty E-Commerce in Jakarta. 5(2), 94–107.*
- Nasir, M., Sularso, A., Irawan, B., & Paramu, H. (2020). *Brand Trust for Creating Brand. 11(06), 1237–1250.* <https://doi.org/10.34218/IJM.11.6.2020.113>
- Nonis, M. F., Miswanto, M., Horacio, A., & Brito, S. E. M. (2024). *Increasing Online Purchase Intention Based on The Integration of The Technology Acceptance Model and Theory of Planned Behavior. 3(1), 15–31.*
- Nugraha, M. D., & Dwita, V. (2021). *The Influence of Social Media Usage on Loyalty with Customer Satisfaction & Brand Trust as Mediation Variable. 7.*
- Nurhasanah, N., Febriyani, Z. P., & Sk, P. (2023). *Jurnal Riset Ekonomi dan Bisnis Pengaruh brand ambassador dan social media ads terhadap purchase intention melalui brand image produk skincare ms glow. 16(2), 156–175.*
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). *Purchase intention and purchase behavior online: A cross-cultural approach. Heliyon, 6(6).* <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Pujianto, O., Achsa, A., & Novitaningtyas, I. (2023). *The Effect of Brand Ambassador , Sales Promotion , and Brand Awareness on Purchasing Decisions in E-Commerce. 4(1), 60–73.*
- Puspitasari, M., Roslina, & Nabila, N. I. (2025). *The Influence of Electronic Word of Mouth and Influencer Marketing on Purchase Intention of Facetology Skincare Products on TikTok: A Study on Generation Z in Bandar Lampung. 5(3), 1434–1447.*
- Putri, C. N., & Fauzi, T. H. (2023). *The Effect of E-WOM and Brand Image on Purchasing Decisions of Automotive Products: Mediating Role of Brand Trust. Jurnal Aplikasi Bisnis Dan Manajemen, 9(3), 843.*

<https://doi.org/10.17358/jabm.9.3.843>

- Putriana, A. N., & Abdurrahman, A. (2024). *Pengaruh Brand Awareness dan Perceived Quality Terhadap Purchase Intention Dengan Brand Trust Sebagai Variabel Mediasi Pada Skincare Avoskin Universitas Esa Unggul , Indonesia 2 . 1 Theory of Planned Behavior (TPB) Ajzen (Chen & Yang , 1991) , tiga fak. 2(3).*
- Rahayu, D. (2025). *Pengaruh Brand Image & Brand Trust Terhadap Keputusan Pembelian Produk SKINTIFIC pada Pengguna E-Commerce Shoppe. 2, 473–482.*
- Rahayu, T., Alfauzi, A. I., Ramadhan, G., Rouf, A., & Anugrah, W. (2024). *The Influence Of Content Marketing , On Purchase Decisions With Product Quality As A Mediation Variable And Brand Trust As A Moderating Variable. 02(02), 77–87.*
- Rahma, A. (2024). *Social interaction, information sharing, and brand trust in optimizing purchase intention. 13(3), 311–338.*
- Respati, N. N. R., Panasea, I. G. N. O., Kharisma, A. A. G., & Aditya, I. wayan P. (2024). *Pengaruh e-wom dan perceived value terhadap purchase. 13(12), 2558–2573.*
- Rosara, N. A., & Luthfia, A. (2020). Factors influencing consumer’s purchase intention on beauty products in youtube. *Journal of Distribution Science, 18(6), 37–46.* <https://doi.org/10.15722/jds.18.6.202006.37>
- Rusli, C. A., Matana, U., & Matana, U. (2019). *Pengaruh penggunaan media sosial, electronic word of mouth (ewom) terhadap keputusan pembelian konsumen dan dimediasi oleh kepercayaan. 149–158.* <https://doi.org/10.33510/slki.2019.149-158>
- Sahila, W. F., & Farida, S. N. (2025). The influence of live streaming, price discount, and online customer review on purchase intention of Somethinc products (a study on students of UPN “Veteran” East Java as consumers of Somethinc products shopping on Shopee). *8(3), 11773–11786.*
- Sekaran, U., & Bougie, R. (2021). *Research Methods for Business.*
- Sugiarti, Surachman, Rohman, F., & Wijayanti, R. (2023). Influence brand awareness and brand association on brand equity: Mediation of trust and brand loyalty in Kentucky Fried Chicken in East Java, Indonesia. *International Journal of Applied Economics, Finance and Accounting, 16(2), 319–335.* <https://doi.org/10.33094/ijaefa.v16i2.987>
- Sun, Y., Huang, Y., Fang, X., & Yan, F. (2022). *The Purchase Intention for Agricultural Products of Regional Public Brands : Examining the Influences of Awareness , Perceived Quality , and Brand Trust. 2022.* <https://doi.org/10.1155/2022/4991059>

- Susiati, S., Ribut, S., Wargo, Munip, A., & Kurniawan. (2024). *Digitalisasi Ekonomi dan Perubahan Pola Konsumsi Gen Z di Kalangan Mahasiswa*. 10(2), 50–59.
- Suyanti, S., & Zia, I. (2025). *Analysis Of Determinant Factors Influencing Purchase Intention Of Generation Z On Korean Skin Care Products In Batam City*. 13(2), 1869–1882.
- Sylvia, & Ramli, A. H. (2023). *The Influence Of E-WOM On Purchase Intention With Brand Image As A Mediator Variable*. 11(3), 1535–1544. <https://doi.org/10.37641/jimkes.v11i3.2307>
- Tafolli, F., Qema, E., & Hameli, K. (2025). The impact of electronic word-of-mouth on purchase intention through brand image and brand trust in the fashion industry: evidence from a developing country. *Research Journal of Textile and Apparel, July*. <https://doi.org/10.1108/RJTA-07-2024-0131>
- Tanjung, R., & Keni, K. (2023). *Pengaruh Celebrity Endorser dan E-WOM terhadap Purchase Intention Produk Skincare di Jakarta dengan Brand Trust sebagai Variabel Mediasi*. 22(1), 88–102.
- Utami, W. P., & Handayani, A. (2025). *The effect of product quality, electronic word of mouth and promotion on Somethinc skincare purchase decisions*. 5(1), 925–941.
- Wahyuningtyas, G. I., & Aquina, A. (2023). *Pengaruh Brand Ambassador, Brand Image, Brand Awareness terhadap Purchase Intention Produk Kecantikan Somethinc*. 9(9), 510–518.
- Wardhana, A. (2024). *Brand management in the digital era – edisi Indonesia*.
- Wardhani, Y. P., Susanti, N., & Cempena, I. B. (2023). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. *Quality - Access to Success*, 24(192), 163–173. <https://doi.org/10.47750/QAS/24.192.19>
- Wati, A. W., & Rahayu, I. (2024). *Pengaruh Electronic Word Of Mouth, Online Customer Review, dan Brand Trust Terhadap Purchase Intention (Studi Kasus Pembelian Scarlett Di Kecamatan Purwodadi Grobogan)*. 15–22.
- Wijaya, V., & Keni, K. (2022). Pengaruh celebrity endorsement terhadap purchase intention produk skincare dengan brand trust dan brand attitude sebagai variabel mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 22(1), 88–102. <https://doi.org/10.33557/mbia.v22i1.2144>
- Yage-guilln, M. J., Manuera-alemn, J. L., & Delgado-ballester, E. (2003). *Development and validation of a brand trust scale*. 45(1).
- Yanti, N. G., & Nainggolan, N. P. (2025). *The Influence Of Beauty Influencer , Brand Trust , And Brand Image On Customer Loyalty For Skincare Products On E - Commerce Shopee*. 2, 102–111.

- Ying, L. J., Te Chuan, L., Rashid, U. K., & Abu Seman, N. A. (2025). Social Media Marketing in Industry 4.0: The Role of TikTok in Shaping Generation Z's Purchase Intentions. *Procedia Computer Science*, 253, 2176–2185. <https://doi.org/10.1016/j.procs.2025.01.278>
- Yulianto, R. S., & Makrus, A. (2025). *Shopee as a Marketing Media: User Generated Content, Brand Trust, and Perceived Usefulness on Azarine Skincare Purchasing Decision*. 6(4), 518–526.
- Zahra Febrianti, & Ahmadi, M. A. (2025). Pengaruh Electronic Word of Mouth Dan Pemasaran Media Sosial Terhadap Brand Image Dan Minat Beli Produk Kosmetik E-Commerce. *Journal of Management and Creative Business*, 2(1), 1110–1120.
- Zeqiri, J., Ramadani, V., & Aloulou, W. J. (2023). The effect of perceived convenience and perceived value on intention to repurchase in online shopping: the mediating effect of e-WOM and trust. *Economic Research-Ekonomska Istraživanja*, 36(3). <https://doi.org/10.1080/1331677X.2022.2153721>
- Zhang, X. (2020). The Influences of Brand Awareness on Consumers' Cognitive Process: An Event-Related Potentials Study. *Frontiers in Neuroscience*, 14(June), 1–7. <https://doi.org/10.3389/fnins.2020.00549>

