DAFTAR PUSTAKA

Abadi, D. L., & Sofian, S. (2013). *ANALISIS FAKTOR YANG MEMPENGARUHI LOYALITAS KONSUMEN TERHADAP PERUSAHAAN JASA BUS RAJAWALI*. *2*, 1–9.

Abdurrohman, Y., Sriharyani, Y., & Sembiring, C. D. A. (2024). *PENGARUH TERPAAN MEDIA SOSIAL TERHADAP PERSEPSI RISIKO KESEHATAN (SURVEI PADA ISU POLUSI UDARA JAKARTA) THE IMPACT OF SOCIAL MEDIA EXPOSURE ON HEALTH RISK PERCEPTION*. 89–104. https://doi.org/10.17933/jskm.2023.5620

Adristi, B. C., Trianita, Y., Fitriyah, P., Studi, P., Komunikasi, I., Komunikasi, F. I., & Barat, J. (2024). *NARASINEWSROOM TERHADAP PEMENUHAN KEBUTUHAN*. 76–87.

Amandya, R. D. (2025). *BPOM RI Rilis Daftar Kosmetik Berbahaya, Pinkflash 3 Pan Eyeshadow Ditarik dari Peredaran*. https://www.liputan6.com/health/read/6209752/bpom-ri-rilis-daftar-kosmetik-berbahaya-pinkflash-3-pan-eyeshadow-ditarik-dari-peredaran#:~:text=Klarifikasi Pihak Pinkflash,-Pihak Pinkflash menyampaikan&text=BPOM juga akan menelusuri lebih,Meningkatkan stand

Appel, G., Grewal, L., Hadi, R., Stephen, A. T., Stephen, A. T., & Appel, G. (2020). *The future of social media in marketing*. 79–95.

Arvyanda, R., Fernandito, E., & Landung, P. (2023). *Analisis Pengaruh Perbedaan Bahasa dalam Komunikasi Antarmahasiswa*. *1*.

Aslina, N., Addieningrum, F. M., Azhari, M. I., Rahmah, P., & Laila, A. (2025). *Hak Konsumen yang Dirugikan dalam Periklanan Media*. *XX*(Ii), 10–22.

Aulia, D., & Syahreza, D. S. (2026). *Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Ulang Produk Kosmetik Pinkflash Pasca Insiden Penarikan Produk Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan Di E-Commerce Shopee*. *5*(1), 8877–8884.

Ayu, D., & Fihartini, Y. (2025). *The Influence of Price , Brand Image and*

Product Quality on the Purchase Decision of Pinkflash Cosmetics in Bandar Lampung. *22*(9), 427–438.

Ayu, I., Martini, O., History, A., Ayuk, K., & Oktavenia, R. (2024). *Jurnal Ekonomi dan Bisnis Jagaditha Consumer ' s Trust Social Media Marketing as a Moderation : Effect of Perceived Credibility of Product and Brand Resonance on Brand Consumer ' s Trust Social Media Marketing as a Moderation : Effect of Perceived Credibi*. *11*(24).

Baisyir, F., Program, D., Manajemen, S., Ekonomi, F., & Persada, U. D. (2021). *KONSUMEN HAND BODY LOTION THE INFLUENCE OF BRAND AWARENESS ON BRAND TRUST AND ITS IMPACT ON CUSTOMER LOYALITY OF HAND BODY LOTION*. *9*, 191–201.

Boer, R. F. (2018). *EKSPLORASI FAKTOR BELIEFS DAN ATTITUDES : KAJIAN TERHADAP SOCIAL JUDGEMENT THEORY DI ERA MEDIA*. *4*(1), 51–63.

Boman, A., Andersson, I., & Slunge, D. (2024). *Science of the Total Environment The effect of information about hazardous chemicals in consumer products on behaviour – A systematic review*. *947*(July). https://doi.org/10.1016/j.scitotenv.2024.174774

BPOM. (2025). *Daftar Kosmetik Mengandung Bahan Berbahaya dan / atau Dilarang Periode Juli – September 2025*. 1–26.

Chan, A., & Muhyi, H. A. (2021). *Jurnal sains pemasaran indonesia*. *XX*(3), 241–257.

Cindy, G. (2025). *Pengaruh e-WOM Credibility dan e-WOM Information Quality menuju Purchase Intention melalui jalur bertingkat*. 49–89.

Delgado-ballester, E. (2004). *Applicability of a brand trust scale across product categories A multigroup invariance analysis*. *38*(5), 573–592. https://doi.org/10.1108/03090560410529222

East, R., Gendall, P., Hammond, K., & Lomax, W. (2005). *Consumer Loyalty : Singular , Additive or Interactive ? 13*(2), 10–26.

Eny Widhia Agustin, Mia Hafizah Tumangger, Aisya Nurmaliyah, Naila Syafa Maudy, Cinta Maharanisyah Lubis, Siti Ummu Nur Izzaty, Devika Chandra

Kuslinawat, & Era Patrika Sakti. (2024). Studi Literatur Kandungan Zat Berbahaya pada Skincare dan Dampaknya terhadap Kesehatan Kulit. *An-Najat*, *3*(1), 01–10. https://doi.org/10.59841/an-najat.v2i4.2058

Eslami, S. (2020). The effect of brand experience on brand equity and brand loyalty through the mediating role of brand awareness, brand image and perceived quality. *Pharmacy Practice.*, *11*(S1), 98–104. https://archivepp.com/storage/models/article/ljGaJiCk7Az3QLyVr0lidyzk3EDCxq5PdQmsPFF98G6HjzZc3PE8BJx8UOg1/the-effect-of-brand-experience-on-brand-equity-and-brand-loyalty-through-the-mediating-role-of-bra.pdf

Fada, M. F., Islam, U., & Walisongo, N. (2022). *Manajemen Krisis Kehumasan : Strategi Efektif dalam Menghadapi Tantangan Reputasi Perusahaan*.

Febriansyah, A. (2025). *PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SKINCARE DI BENING'S CLINIC*.

Griffin, Em, Andrew Ledbetter, G. S. (2014). A First Look at Communication Theory. In *International Braz J Urol* (Vol. 40, Issue 4). https://doi.org/10.1590/S1677-5538.IBJU.2014.04.01

Gunawan, Y. A., Setyaningrum, I., Dameria, F., & Leluni, E. (2024). *STUDI PREFERENSI KONSUMEN PEREMPUAN GEN Z TERHADAP PRODUK KOSMETIK CINA PADA E-COMMERCE SHOPEE*. *7*.

Hair, J. J. F., G. Tomas M. Hult, Christian M. Ringle, & Marko Sarstedt. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.

Hasrin, A., Sidik, S., Hasrin, A., & Sidik, S. (2023). *TREN KECANTIKAN DAN IDENTITAS SOSIAL : ANALISIS KONSUMSI KOSMETIK DAN OBJEKTIFIKASI*.

Hidayat, D. N., Firliana, R., & Muzaki, M. N. (2024). *Gudang Jurnal Multidisiplin Ilmu Evaluasi Penerimaan Teknologi Kelurahan Mojoroto Menggunakan Metode Technology Acceptance Models (TAM)*. *2*, 301–309.

Ilkom. (2024). *Peran Public Relations dalam Menghadapi Krisis Komunikasi*.

Aspikom. https://ilkom.fisip.unisri.ac.id/peran-public-relations-dalam-menghadapi-krisis-komunikasi/

Jin, L. A. and Y. (2012). *SOCIAL MEDIA AND CRISIS COMMUNICATION Explicating the Social-Mediated Crisis Communication Model*.

Kasandra, D. P. (2025). *Penghindaran Pajak Melalui Ukuran Perusahaan Sebagai Variabel Moderasi: Thin Capitalization, Kompensasi Rugi Fiskal, dan Sales Growth Pada Perusahaan Sektor Energi Yang Terdaftar Di Bursa Efek Indonesia Periode 2020-2024*.

Kolonio, J., & Soepeno, D. (2019). *PENGARUH SERVICE QUALITY , TRUST , DAN CONSUMER SATISFACTION TERHADAP CONSUMER LOYALTY PADA CV . SARANA MARINE FIBERGLASS EFFECT OF SERVICE QUALITY , TRUST , AND CONSUMER SATISFACTION ON CONSUMER LOYALTY ON CV . MARINE FIBERGLASS FACILITIES*. *7*(1), 831–840.

Kotler, P. (2016). *A Framework for Marketing Management*.

Lassoued, R., & Hobbs, J. E. (2015). Consumer confidence in credence attributes : The role of brand trust. *Food Policy*, *52*, 99–107. https://doi.org/10.1016/j.foodpol.2014.12.003

Lisnawaty, R. Y., Alvita, M., & Pradita, U. (2023). *THE INFLUENCE OF MENANTEA ' S BRAND IMAGE & BRAND TRUST ON CUSTOMER LOYALTY AND CONSUMER*. *3*(3), 1002–1009.

Margaretta, S. (2025). *Media Sosial Menjadi Platform Komunikasi Modern Di Era Digital*. Direktorat Pusat Teknologi Informasi. https://mcomms.telkomuniversity.ac.id/s2-ilmu-komunikasi-media-sosial-platform-komunikasi-modern/

Merlo, O., Eisingerich, A. B., & Hoyer, W. D. (2024). Immunizing customers against negative brand - related information. *Journal of the Academy of Marketing Science*, *52*(1), 140–163. https://doi.org/10.1007/s11747-023-00929-3

Mgoduka, S., & Heeralal, S. (2021). *Assessing Consumers ' brand loyalty after a brand crisis : A case of Listeria in KwaZulu-Natal*.

Nasution, E. H., & Sazali, H. (2023). *Jurnal Indonesia : Manajemen Informatika*

dan Komunikasi PERSPEKTIF REMAJA PEREMPUAN KOTA MEDAN TERHADAP FITUR FD TALK " APLIKASI FEMALE Abstrak Jurnal Indonesia : Manajemen Informatika dan Komunikasi. *4*(2), 590–599.

Nurhasanah, S., Tripuspitasari, Y., & Hidayat, S. (2025). *Analisis Perilaku Pembeli Terhadap Skincare*. *3*(1), 42–51.

Nurul Ainun, K. W. (2023). *PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP LOYALITAS KONSUMEN KOSMETIK MEREK EMINA DI JIHAN SHOP BINJAI Nurul*. *2*(1), 94–109.

Park, S. J., & Yi, Y. (2024). A Simple Technique Assessing Ordinal and Disordinal Interaction Effects. *Journal of Educational and Behavioral Statistics*, *49*(6), 912–929. https://doi.org/10.3102/10769986231217472

Purnama, I., & Putri, S. A. (2019). *PENGARUH TINDAK TUTUR DIREKTIF VLOGGER TERHADAP MINAT MENONTON (Studi Pada YouTube Crazy Nikmir Real)*. 20–33.

Rahmawati, R. F., Aqmala, D., Sedayu, A., Cahya, H. N., Imam, J., No, B., Kidul, P., Tengah, K. S., Semarang, K., & Tengah, J. (2025). *Peran Kepercayaan Dalam Meningkatkan Keputusan Pembelian Produk Pinkflash*. *5*(2), 1–14.

Raupp, J. (2019). Crisis communication in the rhetorical arena. *Public Relations Review*, *45*(4), 101768. https://doi.org/10.1016/j.pubrev.2019.04.002

Rofiah, C., & Wahyuni, D. (2017). *Kualitas Pelayanan Dan Pengaruhnya Terhadap Loyalitas Pelanggan Yang Di Mediasi Oleh Kepuasan Di Bank Muamalat Jombang*. *12*(1), 69–82.

Rosdiana, A. (2021). *PENGARUH IDENTIFIKASI KONSUMEN-MEREK, CITRA HARGA, DAN KEPUASAN TERHADAP LOYALITAS BEBERAPA MEREK KOSMETIK LOKAL di INDONESIA*.

Rumble, J. N., Lundy, L. K., & Martin, B. (2017). *Gender and GMOs : Understanding Floridians attitudes toward GMOs through the lens of Social Judgment Theory Gender and GMOs : Understanding Floridians attitudes toward GMOs through the*. *101*(4).

Ruth Nattassha, Roshni, V. (2024). *Program Studi Bisnis Digital, Fakultas Ilmu Sosial dan Humaniora, Universitas Bunda Mulia - Indonesia*. *17*(2), 687–

699.

Saefudin, H A, A., & Venus, A. (2005). *Cultivation Theory*. 83–90.

Shania Luri Cartennia, R. R. B. C. (2024). *PENGARUH TERPAAN BERITA RESPON KRISIS HONDA VARIO TERHADAP BRAND TRUST PADA FOLLOWERS INSTAGRAM @WELOVEHONDA_ID Shania*. 1–23.

Subagiyo, R., Mutafarida, B., Asiyah, B. N., & Bachtiar, J. (2022). *ISLAMIC BANK CUSTOMER LOYALTY : An Analysis of Griffin ' s Theory and Relevant Research*. *23*(1), 42–69. https://doi.org/10.18860/ua.v23i1.15892

Tewu, D., Destine, D., Gunawan, I., & June, I. M. A. Y. (2025). *Analysis of Social Media User Growth and Its Implications for Digital Marketing Strategies in Indonesia 2024*. 236–245.

Timothy, N. V., Lukman, N. A., Simatupang, M. L., & Hutajulu, S. O. (n.d.). *Strategi Public Relations dalam Menangani Krisis Reputasi di Era Digital : Studi Kasus Dough Lab*. *2012*.

Tong, Z., & Feng, J. (2026). *Understanding damage to and reparation of brand trust : a closer look at image congruity in the context of negative publicity*. *1*(July 2022), 157–170. https://doi.org/10.1108/JPBM-07-2021-3550

Umniyati, N., Hadisiwi, P., Ilmu, L., Indonesia, P., & Padjadjaran, U. (2017). *PENGARUH TERPAAN INFORMASI RISET MELALUI WEBSITE www.ppet.lipi.go.id TERHADAP SIKAP MAHASISWA MENGENAI PENELITIAN INFLUENCE OF RESEARCH INFORMATION EXPOSURE THROUGH WEBSITE www.ppet.lipi.go.id TOWARDS STUDENT ATTITUDES*. 111–120.

Wafa, I. (2025). *Indonesia dan Vietnam Dominasi Pasar Kosmetik ASEAN*. https://data.goodstats.id/statistic/indonesia-dan-vietnam-dominasi-pasar-kosmetik-asean-tOHNK#:~:text=Pasar Kosmetik Terbesar di Kawasan,kian terkonsentrasi pada pasar besar.

Wardhana, A. (2024). *CONSUMER BEHAVIOR IN THE DIGITAL*.

Waseem, M. A., & Kamal, M. F. (2024). *From Trust to Turnover : Unpacking the Consequences of Brand Transgressions with Religiosity as a Moderator*. *13*(2), 1948–1960.

Yusnita, M. (2021). Relationship between Social Media Exposure and Adolescents' Knowledge, Attitude and Behaviour to HIV/AIDS Prevention. *Jurnal Komunikasi Indonesia*, *10*(1). https://doi.org/10.7454/jkmi.v10i1.1019

Zhang, K., & Pang, H. (2026). Technology in Society How does risk information exposure affect AI-driven technology users ' privacy protection ? Combining social amplification of risk framework and technology threat avoidance theory. *Technology in Society*, *84*(92), 103104. https://doi.org/10.1016/j.techsoc.2025.103104

Zulfikar, R., Hussein, A. S., & Suryadi, N. (2024). *When Trust Falters : The Impact Of Negative Information On Traditional Medicine Repurchase Intentions In Indonesia*. 174–186.