

DAFTAR PUSTAKA

- Andriani, N. F., & Setiawan, A. H. (2020). Analisis Preferensi Konsumen Terhadap Penggunaan Produk Skincare Korea Selatan Dan Lokal. *Diponegoro Journal of Economics*, 9(4), 1–8. <https://ejournal3.undip.ac.id/index.php/jme/article/view/29050>
- Arisandi, E., Lukitaningsih, A., & Welsa, H. (2022). Analysis of Brand Loyalty through Brand Image as an Intervening Variable. *Journal of International Conference Proceedings*, 5(5), 117–133. <https://doi.org/10.32535/jicp.v5i5.1999>
- Assaker, G., O'Connor, P., & El-Haddad, R. (2020). Examining an integrated model of green image, perceived quality, satisfaction, trust, and loyalty in upscale hotels. *Journal of Hospitality Marketing and Management*, 29(8), 934–955. <https://doi.org/10.1080/19368623.2020.1751371>
- compas.co.id. (2025). *E-commerce Seller Insight Serum Wajah : Official Store di Shopee Jadi Pilihan Utama Konsumen di Tahun 2024*. <https://compas.co.id/article/e-commerce-seller-serum-insight/>
- Databoks. (2022). *Survei: 54% Konsumen Kosmetik Lebih Pilih Brand Lokal*. <https://databoks.katadata.co.id/produk-konsumen/statistik/be642822a2b29fd/survei-54-konsumen-kosmetik-lebih-pilih-brand-lokal>
- Echa, M. (2024). *Dilema Etika dalam Dunia Medis, Studi Kasus Perseteruan dr Richard Lee dan Dokter Detektif*. https://www.kompasiana.com/mumtazahecha3049/674e7604c925c425c8271562/dilema-etika-dalam-dunia-medis-studi-kasus-perseteruan-dr-richard-lee-dan-dokter-detektif?page=all#goog_rewarded
- Eko.go.id. (2024). *Kinlong Industri Kosmetik Tanah Air*. Indonesia.Go.Id. <https://indonesia.go.id/kategori/editorial/7984/kinlong-industri-kosmetik-tanah-air?lang=1>
- Eraspace. (2024, April 7). Survei Meta Ungkap Minat & Perilaku Khas Gen Z di Media Sosial. *NEWS*. <https://eraspace.com/artikel/post/survei-meta-ungkap-minat-perilaku-khas-gen-z-di-media-sosial>
- Firmansyah, A. (2019). Buku Pemasaran Produk dan Merek. *Buku Pemasaran Produk Dan Merek, August*, 1–337.
- Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M. L., Molina-Collado, M. V., & Imhoff, B. (2023). The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries. *Current Psychology*, 42(15), 12711–12727. <https://doi.org/10.1007/s12144-021-02656-w>
- Google Trends. (2025). *Google Trends The Originote*. <https://trends.google.com/trends/explore?date=today 3-m&geo=ID&q=The>

Originote&hl=id

- Hasby, R., Irawanto, D. W., & Hussein, A. S. (2018). The Effect Of Service Quality And Brand Image On Loyalty With Perception Of Value As A Mediation Variable. *Journal of Applied Management*, 16(4), 705–713. <https://doi.org/10.59261/jbt.v4i2.151>
- Hokky, L. A., & Bernarto, I. (2020). The Role of Brand Trust and Brand Image on Brand Loyalty on Apple Iphone Smartphone Users in DKI Jakarta. *Enrichment : Journal of Management*, 12(1), 474–482.
- Khoirunnisa, A., & Astini, R. (2021). The Effects of Experiential Marketing and Social Media Marketing on Repurchase Intention with Brand Trust as Variable Mediation for Wearing Klamby Hijab Fashion Products. *European Journal of Business and Management Research*, 6(6), 35–41. <https://doi.org/10.24018/ejbmr.2021.6.6.1145>
- Kompas. (2024). *Tren Generasi Z dan Milenial Berbelanja Kosmetik*. Kompas.Id. <https://www.kompas.id/baca/ekonomi/2024/08/07/tren-generasi-z-dan-milenial-berbelanja-kosmetik>
- Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). Principles of Marketing Eighth Europe Edition. In *Pearson education ltd* (Issue 8th edition). www.pearson.com/uk
- Kumparan. (2024, October). Apa itu skincare Overclaim yang di TikTok? Ini Penjelasanannya. *Kumparan.Com*. <https://kumparan.com/berita-hari-ini/apa-itu-skincare-overclaim-yang-viral-di-tiktok-ini-penjelasanannya-23mBjqCqXZV/full>
- Maulana, A., & Lubis, A. R. (2020). Pengaruh Store Image Terhadap Store Loyalty Dan Perceived Quality Sebagai Mediasi Di Warung Kopi Solong Ulee Kareng Kota *Jurnal Manajemen Inovasi*, 10(2), 39–49. <http://www.jurnal.unsyiah.ac.id/JInoMan/article/view/15996%0Ahttp://www.jurnal.unsyiah.ac.id/JInoMan/article/download/15996/11747>
- Mohammad, R. A., Abdelkhair, F. Y. F., Mahdy, F. M., Babekir, M. Y. B., Mohamed, S. E. A., & Alkhateeb, F. M. F. (2023). *E-WOM Impact on Brand Loyalty of Organic Food by Igniting Perceived Quality Mediation*. 4883(April), 6230–6249.
- Najibah, I., & Gonsaga AE, A. (2025). *Surabaya Jadi Target Pasar Penjualan Produk Skincare Lokal*. Kompas.Com. https://surabaya.kompas.com/read/2025/02/07/222547678/surabaya-jadi-target-pasar-penjualan-produk-skincare-lokal#google_vignette
- Nawiyah, N., Kaemong, R. C., Ilham, M. A., & Muhammad, F. (2023). Penyebab Pengaruhnya Pertumbuhan Pasar Indonesia Terhadap Produk Skin Care Lokal Pada Tahun 2022. *ARMADA : Jurnal Penelitian Multidisiplin*, 1(12), 1390–1396. <https://doi.org/10.55681/armada.v1i12.1060>

- Nursulis, M. (2024). *Analisis Fungsi dan Pentingnya Landasan Teori Dalam Penulisan Karya Ilmiah*. 5(3), 90–97.
- Park, T. (2020). How information acceptance model predicts customer loyalty?: A study from perspective of eWOM information. *Bottom Line*, 33(1), 60–73. <https://doi.org/10.1108/BL-10-2019-0116>
- Permana, A., & Susilowati, L. (2021). *Pengaruh Brand Image dan Kualitas Produk Terhadap Brand Loyalty di Restoran Sate Taichan Goreng Surabaya*. UPN Veteran Jawa Timur.
- Pertiwi, R. D. A., Nurhidayah, & Novianto, A. S. (2023). Pengaruh Electronic Word Of Mouth (E-WOM) Dan Brand Experience Terhadap Loyalitas Pelanggan Melalui Keputusan Pembelian Sebagai Variabel Intervening Produk Skincare Y.O.U (Studi Kasus Pada Generasi Z Kota Malang). *E – Jurnal Riset Manajemen Prodi Manajemen Fakultas Ekonomi Dan Bisnis Unisma*, 14(01), 201–209.
- Piani, W. N. W., Sari, I. G. A. M. K. K., & Mataram, I. G. A. B. (2024). Implementation of electronic word of mouth and service quality toward repurchase intention at K Club Ubud Resort. *Journal of Applied Sciences in Travel and Hospitality*, 7(1), 38–51.
- Putra, M. P., & Purwanto, S. (2023). The Influence of Brand Image and Brand Awareness on Brand Loyalty in Packaged Drinking Water Ades in Surabaya City. *Jurnal Ekonomi Dan Bisnis Digital*, 2(4), 1137–1146. <https://doi.org/10.55927/ministal.v2i4.5899>
- Putri, A., & Arif, M. (2023). Pengaruh Digital Marketing Dan Inovasi Produk Terhadap Pendapatan. *Jesya*, 6(1), 194–208. <https://doi.org/10.36778/jesya.v6i1.915>
- Qhoirunnisa, O. N., & Azizah, N. (2024). *The Influence of Social Information Processing and Perceived Usefulness in Building Customer Trust in Halodoc Users*. 3(1), 555–562. <https://doi.org/10.55299/ijec.v3i1.853>
- Rahadi, D. R. (2023). Pengantar Partial Least Squares Structural Equation Model (PLS-SEM) 2023. *CV. Lentera Ilmu Madani, Juli*, 146.
- Raharjo, J. H., Warmana, G. O., & Kristianto, D. (2022). Brand personality and student consumerism towards higher education in Indonesia. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(7), 267–275. <https://doi.org/10.20525/ijrbs.v11i7.2126>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>
- Sari, W. P. K., & Masreviastuti. (2024). Pengaruh Brand Image Dan Gaya Hidup Terhadap Loyalitas Pelanggan Produk Skincare Trueve. *Jurnal Ilmiah*

Ekonomi Dan Manajemen, 2(6), 243–256.

Sciffman, L. G., & Wisenblit, J. (2019). Consumer Behavior. In *Pearson* (Issue 12th edition). [https://doi.org/10.1016/S0025-6196\(11\)64898-2](https://doi.org/10.1016/S0025-6196(11)64898-2)

Sinta, F., Lumbanraja, P., & Sembiring F, B. K. (2023). the Impact of Brand Trust and Perceived Quality on Brand Loyalty in Mediation Customer Satisfaction: a Case Study of Kopi Kenangan Consumers in Medan City. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 3(5), 1555–1571. <https://doi.org/10.54443/ijerlas.v3i5.1043>

Statista. (2024). *Beauty & Personal Care - Indonesia*. <https://www.statista.com/outlook/cmo/beauty-personal-care/indonesia#revenue>

Utami, R. P., & Cahyono, T. D. (2023). Pengaruh Electronic Word Of Mouth, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Produk The Originote. *Nusantara Journal of Economics*, 5(2), 37–45.

Yuwanti, D., Sofriana Imaningsih, E., Wibowo, W., & Yuwono, I. (2023). Green Product Quality, Green Brand Image, E-Wom Terhadap Green Customer Loyalty Trust Strategi Marketing. *Jurnal Impresi Indonesia*, 2(9), 871–883. <https://doi.org/10.58344/jii.v2i9.3545>