

DAFTAR PUSTAKA

- Admiral, R. D., & Banuaran, M. B. (2022). Strategi Promosi Selebgram Endorsment Dalam Menarik Minat Beli Konsumen Pada Produk Skincare Lokal. *Jurnal Ilmiah Ilmu Komunikasi Communique*, 4(2), 134–142.
- Alfanur, F., & Kadono, Y. (2019). *Analysis on E-commerce Purchase Intention and Decision in Java and Sumatra. 2019 International Conference on Information Management and Technology (ICIMTech)*, 1, 635–640.
<https://doi.org/10.1109/ICIMTech.2019.8843731>
- Amblee, N., & Bui, T. (2011). *Harnessing the Influence of Social Proof in Online Shopping: The Effect of Electronic Word of Mouth on Sales of Digital Microproducts. International Journal of Electronic Commerce*, 16(2), 91–114.
<https://doi.org/10.2753/JEC1086-4415160205>
- Andriansyah, A., Sinaga, A. H., Zahara, M., & Situmorang, S. H. (2024). *The Effect of Celebrity Attraction on Consumer Loyalty through Trust in Skincare Products among Generation Z Women. Journal of Economic, Business and Accounting*, 7(4), 22-23.
- Avoskin. (2024). *About Us—Avoskin Official | All About Your Beauty*.
<https://www.avoskinbeauty.com/about-us>
- Bilgies, A. F., Tawil, M. R., Mardiah, A., & Arief, I. (2023). *Analysis of The Influence of Online Consumer Reviews, Seasonal Digital Advertising and Celebrity Endorsers on Repurchase Intention of E-Commerce Consumers. Jurnal Informasi Dan Teknologi*, 19(3), 26–32.

- Chin, W. W. (1998). Commentary: *Issues and Opinion on Structural Equation Modeling*, 22(1), 45-56.
- Cialdini, R. (1993.). *INFLUENCE: THE PSYCHOLOGY OF PERSUASION* .
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270.
<https://doi.org/10.1016/j.jbusres.2014.11.006>
- Gani, M. O., Roy, H., Rahman, M. S., Faroque, A. R., Gupta, V., & Prova, H. T. (2023). *Effect of social media influence on consumer's purchase intention of organic beauty products: The role of customer's engagement and generativity*. *International Journal of Spa and Wellness*, 6(1), 54–77.
<https://doi.org/10.1080/24721735.2022.2096292>
- Ghazali, E., Soon, P. C., Mutum, D. S., & Nguyen, B. (2017). *Health and cosmetics: Investigating consumers' values for buying organic personal care products*. *Journal of Retailing and Consumer Services*, 39, 154–163.
<https://doi.org/10.1016/j.jretconser.2017.08.002>
- Ghozali, I. (2008). *Structural equation modeling: Metode alternatif dengan partial least square (pls)*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2014). *Structural Equation Modelling (SEM) Metode Alternative dengan Partial Least Square*. Penerbit Universitas Diponegoro, 1560.
- Ghozali, I. (2021). *Structural equation modeling dengan metode alternatif partial least squares (PLS)*. Semarang: Badan Penerbit Universitas Diponegoro.

<https://scholar.google.com/scholar?cluster=16173308448024815522&hl=en&oi=scholarr>

Ghozali, I., & Latan, H. (2015). *Partial least squares* konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*, 4(1) 25-35.

Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer Nature. 7-12
<https://library.oapen.org/handle/20.500.12657/51463>

Halani, D., Aashish, K., & Thaichon, P. (2024). *Continuous Purchase Intention of Organic Personal Care Products: Evidence from India*. *Journal of International Consumer Marketing*, 12(1), 1–18.
<https://doi.org/10.1080/08961530.2024.2348641>

Hening - Thurau and Walsh et al. (2003). *Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?* - ScienceDirect.
<https://www.sciencedirect.com/science/article/abs/pii/S1094996804700961>. 20(1), 55–65.

Herjanto, H., & Amin, M. (2020). *Repurchase intention: The effect of similarity and client knowledge*. *International Journal of Bank Marketing*, 38(6), 51- 71.

Hu, T.-L., Chao, C.-M., & Lin, C.-H. (2024). *The Role of Social Media Marketing in Green Product Repurchase Intention*. *Sustainability*. 52, 35–52.

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). *eWOM via the TikTok application and its influence on the purchase intention of something products.* *Asia Pacific Management Review*, 28(2), 17–24.
<https://doi.org/10.1016/j.apmrv.2022.07.007>

Kim et al. (2011). *Effects of Gender and Expertise on Consumers' Motivation to Read Online Hotel Reviews—Ellen Eun Kyoo Kim, Anna S. Mattila, Seyhmus Baloglu, 2011.* 1-10
<https://journals.sagepub.com/doi/10.1177/1938965510394357>

Kotler, P., & Keller, K. L. (2021). Manajemen Pemasaran edisi 13 jilid 2. 135–246
<https://scholar.google.com/scholar?cluster=10545955084170013860&hl=en&oi=scholar>

Kusuma, J., Mandey, S. L., & Soepeno, D. (2024). Analisis Gaya Hidup, *Country of The Product* dan endorsement terhadap keputusan pembelian produk skincare pada perempuan generasi z di kota manado (studi pada mahasiswa fakultas ekonomi dan bisnis universitas sam ratulangi manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 12(01), 441–452.

Martín-Consuegra, D., Faraoni, M., Díaz, E., & Ranfagni, S. (2018). *Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model.* *Journal of Global Fashion Marketing*. 200, 38–44
<https://www.tandfonline.com/doi/abs/10.1080/20932685.2018.1461020>

Moeliono, N., Fakhri, M., Sari, D., Kurnia, B., & Anindita, D. A. (2020). *Green brand awareness factors on the body shop product. Proceedings of the International Conference on Industrial Engineering and Operations Management*, 59, 932–938.

<http://www.ieomsociety.org/harare2020/papers/261.pdf>

Moniaga, V., Sumual, T. E., & Kumajas, L. (2023). Pengaruh Pengetahuan Produk Terhadap Niat Beli Produk Wardah Sebagai Kosmetik Halal Melalui Sikap Konsumen. *Manajemen Dan Kewirausahaan*, 4(1), 67–80.

Munthe, C. A., Daniel, M., Rusadi, M. S., Roidias, R. H., Zettira, Z., & Nofirda, F. A. (2024). Analisis Pengaruh Product Knowledge terhadap Perilaku Konsumen. *Jurnal Pendidikan Tambusai*, 8(1), 50–51.

Nurdin, S., & Aprilia, A. (2024). PENGARUH PRODUCT AWARENESS, PRODUCT BERLABEL CRUELTY-FREE NO ANIMAL TESTING TERHADAP PURCHASE INTENTION. *Jurnal Sains Manajemen*, 6(1), 35–44. <https://doi.org/10.51977/jsm.v6i1.1594>

Sahir, S. H. (2023). Pengaruh Influencer Marketing dan Social Media Marketing terhadap Minat Beli Produk Skincare pada Masyarakat Generasi Z Kecamatan Pancur Batu (Studi pada Konsumen Produk Skincare Merek Ms Glow). 17(1), 65–78.

<https://repositori.uma.ac.id/handle/123456789/20106>

Sari, P. ., & Prasetyo, A. (2018). *Customer Awareness towards Digital Certificate on E-Commerce: Does It Affect Purchase Decision?* | IEEE Conference

<https://ieeexplore.ieee.org/abstract/document/8780519>

Sari, P. K., Alamsyah, A., & Wibowo, S. (2018). Measuring e-Commerce service quality from online customer review using sentiment analysis. *Journal of Physics: Conference Series*, 971(1), 012053. <https://doi.org/10.1088/1742-6596/971/1/012053>, 3(3), 19-20

Sari, U. K., Setyadi, H. J., & Widagdo, P. P. (2023). Evaluasi Kesuksesan Sistem Informasi Terpadu Layanan Prodi (SIPLO) Menggunakan Model Delone Dan Mclean Pada Fakultas Teknik Universitas Mulawarman. *Adopsi Teknologi Dan Sistem Informasi (ATASI)*, 2(1), Article 1, 33(3), 192-201
<https://doi.org/10.30872/atasi.v2i1.536>

Sarstedt, M., & Liu, Y. (2024). Advanced marketing analytics using partial least squares structural equation modeling (PLS-SEM). *Journal of Marketing Analytics*, 12(1), 1–5.

<https://doi.org/10.1057/s41270-023-00279-7>

Sertori, B. R. P., Bagatini, F. Z., & Perin, M. G. (2023). GENERATION Z AND SUSTAINABLE CONSUMPTION: MOTIVATORS TO PURCHASE BEAUTY AND PERSONAL CARE PRODUCTS. *Revista Gestão e Desenvolvimento*, 20(1), Article 1. <https://doi.org/10.25112/rgd.v20i1.3147>, 15(9), 42-75

Seruni, N. N. A., Suryaniadi, S. M., & Dewi, N. I. K. (2024). PENGARUH INFLUENCER MARKETING TERHADAP MINAT PEMBELIAN PRODUK KECANTIKAN BRAND AZARINE PADA GENERASI Z:

STUDI KASUS KABUPATEN BADUNG. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(3), Article 3, 15-19
<https://doi.org/10.31955/mea.v8i3.4534>

Sugiyono, P. D. (2017). Metode penelitian bisnis: Pendekatan kuantitatif, kualitatif, kombinasi, dan R&D. *Penerbit CV. Alfabeta: Bandung*, 225(87), 30–31.

Sugiyono, P. D. (2019). Metode penelitian pendidikan (kuantitatif, kualitatif, kombinasi, R&D dan penelitian pendidikan). *Metode Penelitian Pendidikan*, 8-185.

<https://scholar.google.com/scholar?cluster=6833616013137163596&hl=en&oi=scholarr>

Verma, J. P., & Verma, P. (2020). Use of G*Power Software. In J. P. Verma & P. Verma (Eds.), *Determining Sample Size and Power in Research Studies: A Manual for Researchers* (pp. 55–60). Springer. https://doi.org/10.1007/978-981-15-5204-5_5, 50-55

Wang et al. (2012). *Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework—ScienceDirect*.
<https://www.sciencedirect.com/science/article/abs/pii/S1094996812000072>, 39(1), 213-234

Wetzels, M., Odekerken-Schröder, G., & van Oppen, C. (2009). Using PLS Path Modeling for Assessing Hierarchical Construct Models: Guidelines and Empirical Illustration. *MIS Quarterly*, 33(1), 177–195.
<https://doi.org/10.2307/20650284>

- Widodo, A., Yusiana, R., & Hidayat, A. M. (2024). The impact of attitude and social media marketing on green purchase intentions: The mediating role of green product knowledge. *Jurnal Ekonomi & Bisnis Indonesia*, 39(1), 1–12.
- Wong, C. Y. (2023). *Influence of consumer's knowledge in skin care product on purchase intention*. *International Journal of Business Marketing and Management*, 8(2), 1–10.
- Zhang, W., & Watts, S. A. (2008). Capitalizing on content: Information adoption in two online communities. *Journal of the Association for Information Systems*, 9(2), 73–94.
- Zollo, L., Carranza, R., Faraoni, M., Díaz, E., & Martín-Consuegra, D. (2021). What influences consumers' intention to purchase organic personal care products? The role of social reassurance. *Journal of Retailing and Consumer Services*, 60, 9-12.