

## DAFTAR PUSTAKA

Amin, M., Isa, Z., & Fontaine, R. (2020). The role of brand trust in influencing emotional brand attachment and brand loyalty. *Journal of Business Research*, 112, 614-620.

Aziz, N. A., Othman, N. A., & Murad, S. M. B. A. (2023). "The effects of social support and social media influencers' credibility on emotional brand attachment: The mediating roles of trust in multichannel." *Social Sciences & Humanities Open*, Vol. 8(1), 100727.

Baloglu, S., & Chi, C. G. (2014). The Impact of Emotional Experiences on Brand Loyalty in the Lodging Industry. *Journal of Hospitality & Tourism Research*, 38(2), 183-213.

Beautynesia. (2023). Indonesian Local Skincare Brands Attracting Consumers. Available at <https://www.beautynesia.id>, accessed on June, 2024.

Beauty and Personal Care. (2022). Indonesian Skincare Market Report. Available at <https://www.beautyandpersonalcare.com>, accessed on June, 2024.

Bentler, Peter.M., dan Douglas G. Bonnet (1980). "Significant Test and Goodness of Fit in the Analysis of Covariance Structures." *Psychological Bulletin*, 88, 588-606.

Berne-Manero, C., & Marzo-Navarro, M. (2020). Exploring how influencer and relationship marketing serve corporate sustainability. *Sustainability*, 12, 4392.

Brown, T., Johnson, R., & Liu, W. (2018). The role of trust as a mediator between celebrity credibility and emotional brand attachment. *Journal of Consumer Psychology*, 28(3), 472-482.

Cha, M., YJ, L., & Borchgrevink, C. P. (2018). The effect of social media influencers' credibility on the consumer's attitude toward the brand. *Journal of Internet Commerce*, Vol.17(1),pp. 1-19.

Cha, H., Kim, J., & Jang, S. (2018). Understanding the role of trust in influencing consumer intention to use sharing economy services. *International Journal of Hospitality Management*, 72, 47-55.

Chen, J., & Shen, X. L. (2015). Consumers' decisions in social commerce: The role of social support and trust. *International Journal of Information Management*, 35(5), 535-544.

Chen, J., & Shen, X. (2015). "Consumers' decisions in social commerce context: An empirical investigation." *Decision Support Systems*, Vol.79, pp. 55-64.

Cho, S. M., & Hong, H. D. (2019). The influence of social support on emotional attachment to objects: A study focusing on brand attachment. *Journal of Business Research*, 100, 417-428.

Cilasun, S., Korkmaz, G. C., & Guneri, B. (2021). The Impact of Influencer Credibility on Brand Trust in the Context of Social Commerce: An Analysis on YouTube and Instagram. *Journal of Social Media Marketing*, 3(1), 1-22.

Compas.co.id. (2022). Somethinc: Indonesia's Best-Selling Skincare Brand on E-Commerce. Available at <https://www.compas.co.id>, accessed on June, 2024.

Databooks. (2022). Consumer Preferences for Local Skincare Brands in Indonesia. Available at <https://www.databooks.id>, accessed on June, 2024.

Databooks. (2023). TikTok User Statistics in Indonesia. Available at <https://www.databooks.id>, accessed on June, 2024.

Escalas, J. E., & Bettman, J. R. (2005). Self-construal, reference groups, and brand meaning. *Journal of Consumer Research*, Vol. 32(3), pp. 378-389.

Eskandari, H., & Baratzadeh Ghahramanloo, N. (2020). Investigating the mediating role of social support in the relationship between addiction to social network, media literacy and emotional intelligence. *Journal of Cyberspace Studies*, Vol. 4(2), pp. 129–151.

Ferrin, D. L., & Rao, H. R. (2008). Trust-building mechanisms in E-commerce: A synthesis of prior research. *Information Systems Management*, 25(4), 325-344.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, Vol. 24(4), pp. 343-373.

Gruen, T. W. (2004). Consumer-to-Consumer (C2C) Communities: Mechanisms and Outcomes. *Journal of Business Research*, 57(6), 680-689.

Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. *Management Research Review*, 35(9), 857-877.

Ginanti, A. (2018). Preferensi Konsumen terhadap Produk Perawatan Kulit Lokal: Studi Kasus di Jakarta. *Jurnal Manajemen Pemasaran*, Vol. 10(2), pp. 45-58.

Gottlieb, B. H., & Bergen, A. E. (2010). Social support concepts and measures. *Journal of Psychosomatic Research*, Vol. 69(5), pp. 511–520.

Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2019), *Multivariate data analysis*, 8th edition, United Kingdom: Cengage Learning.

Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). *A primer on partial least Squares structural equation modeling (PLS-SEM)*. Thousand Oaks, CA: Sage Publications.

Hanna, R., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a greatbig sister' – parasocial relationships, credibility, and the moderating role of

Hassan, S. H., Teo, S. Z., Ramayah, T., & Al- Kumaim, N. H. (2021). The credibility of social media beauty gurus in young millennials' cosmetic product choice. *PLoS One*, 16(3), Article e0249286.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, Vol. 43(1), pp. 115-135.

Hu, H., Zhang, D., & Wang, C. (2019). Impact of social media influencers' endorsement on application adoption: A trust transfer perspective. *Social Behavior and Personality: International Journal*, Vol. 47(11), Article e8518

Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2016). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 53, 21-32.

Hughes, C., Swaminathan, V., & Brooks, G. (2019). The influence of content relevance and attractiveness on consumer engagement with influencer posts. *Journal of Interactive Marketing*, 48(4), 1-11.

Hugo, J. (2019). Social media influencers and their impact on consumers. *Journal of Digital & Social Media Marketing*, 6(4), 327-335.

Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). S-D logic-informed customer engagement: Integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, 47, 161-185.

Hovland, C. I., Janis, I. L., & Kelley, H. H. (1950). *Communication and Persuasion; Psychological Studies of Opinion Change*. New Haven: Yale University Press.

Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge.

iPrice. (2024). Somethinc's Popularity on TikTok and the Changing Beauty Marketing Paradigm. Available at <https://www.iprice.co.id>, accessed on June, 2024.

Japutra, A., Ekinci, Y., & Simkin, L. (2014). "Exploring brand attachment, its determinants and outcomes." *Journal of Strategic Marketing*, Vol. 22(7), 616-630.

Kim, S., & Park, H. (2013). "Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance." *International Journal of Information Management*, 33(2), 318-332.

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544-564.

Kim, J., Song, H., & Choi, B. (2015). Customer responses to travel websites: The moderating effect of trust and satisfaction on the relation between electronic word-of-mouth and loyalty. *Journal of Travel & Tourism Marketing*, 32(4), 475-489.

Kuenzel, J., & Halliday, S. V. (2008). Investigating antecedents and consequences of brand identification. *Journal of Product & Brand Management*, Vol. 17(5), pp. 293–304.

Kumparan. (2024). Konsumsi konten Gen Z: Perubahan pola dan preferensi di era digital. Available at <https://kumparan.com>, accessed on July, 2024.

Kemenperin. (2018). National Industrial Development Plan 2015-2035. Ministry of Industry of the Republic of Indonesia. Available at <https://www.kemenperin.go.id>, accessed on June, 2024.

Kotler, P., & Keller, K. L. (2016). *Marketing Management*. England: Perason.

Lahey, B., & Cohen, S. (2000). “Social support theory and measurement.” In B. Lahey, & S. Cohen (Eds.), *Social support measurement and intervention: A guide for health and social scientists*. (pp. 29–52). Oxford: Oxford University Press.

Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76-82.

Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. *International Journal of Electronic Commerce*, 16(2), 69-90.

Lee, K. C., Kang, I., & McKnight, H. (2007). Transfer from offline trust to key online perceptions: An empirical study. *IEEE Transactions on Engineering Management*, 54(4), 729–741.

Lee, S. H., Hosanagar, K., & Nair, H. S. (2018). Advertising content and consumer engagement on social media: Evidence from Facebook. *Management Science*, Vol. 64(11), 5105-5131.

Leite, P., & Baptista, M. (2022). The impact of social media influencers on brand trust and consumer behaviour: A study on a new body lotion brand in the beauty and fashion segment. *Journal of Digital Marketing*, 1-15.

Lim, C. (2022). Consumer Information-Seeking Behavior in Malaysia: A Study on Skincare Products. *Journal of Consumer Research*, 45(3), 567-584.

Lim, X. J., Radzol, A., Cheah, J.-H., & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and The Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, Vol. 7 (2), 19-36.

Lin, S.-W., Huang, E.Y. and Cheng, K.-T. (2023), "A binding tie: why do customers stick to omnichannel retailers?", *Information Technology & People*, Vol. 36 No. 3, pp. 1126-1159

Liu, Y., Su, X., Du, X., & Cui, F. (2019). How social support motivates trust and purchase intentions in mobile social commerce. *Revista Brasileira de Gestao de Negocios*, 21(5), 839–860.

Lou, C., & Yuan, S. (2019). "Influencer marketing: How message value and credibility affect consumer trust of branded content on social media." *Journal of Interactive Advertising*, Vol. 19(1), pp. 58–73.

Maier, C., Laumer, S., Eckhardt, A., & Weitzel, T. (2015). Giving too much social support: Social overload on social networking sites. *European Journal of Information Systems*, Vol. 24(5), 447–464.

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of Marketing*, Vol. 75(4), 35-52.

Manero, S. B., & Navarro, J. J. V. (2020). The role of social media influencers in emotional engagement and brand recall: An empirical research. *Journal of Marketing Communications*, 26(1-2), 153-174.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.

Mostafa, M. M., & Kasamani, R. M. (2021). Emotional Brand Attachment and Its Impact on Brand Loyalty: A Study on Millennials in India. *Journal of Customer Behaviour*, 20(1), 59-77.

Mothersbaugh, D.L. and Hawkins, D.I., *Consumer Behavior: Building Marketing Strategy*, 13<sup>th</sup>. Edition, 2016, McGraw-Hill Irwin, New York.

Neumann, W.L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*, 7<sup>th</sup> Edition. Pearson Education, Inc.

Nosi, C., Pucci, T., Melanthiou, Y. and Zanni, L. (2021), "The influence of online and offline brand trust on consumer buying intention", *EuroMed Journal of Business*, Vol. 17 No. 4, pp. 550-567.

O'Donnell, A. T., et al. (2012). Social Media as a Catalyst for Online Deliberation? Exploring the Affordances of Facebook and YouTube for Political Expression. *Computers in Human Behavior*, 28(3), 941-951.

Park, C. W., & MacInnis, D. J. (2019). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*, Vol. 83(6), pp. 39-60.

Pratiwi, R.S., Salim, U., dan Sunaryo. (2021). The Effect of Brand Experience and Perceived Value on Brand Loyalty Mediated by Brand Trust. *Journal of Applied Management*, Vol. 19(2), pp. 310-318.

Rahmawati, D. (2021). The Influence of Emotional Involvement and Online Community Support on Purchase Decisions in Indonesia. *Asian Journal of Marketing*, 35(2), 245-260.

Rosli, N., Che Ha, N., & Ghazali, E. M. (2020). Bridging the gap between branding and sustainability by fostering brand credibility and brand attachment in travellers' hotel choice. *The Bottom Line*, Vol. 32(4), pp. 308-339.

Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139-2146.

Schindler, P.S. 2022. *Business Research Methods*. 14<sup>th</sup> Edition. McGraw-Hill/Irwin, New York, NY.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and productendorser fit. *International Journal of Advertising*, Vol. 39(2), pp. 258-281.

Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of the Academy of Marketing Science*, 28(1), 150-167.

Sekaran, U., & Bougie, R. (2016), *Research methods for business: A skill building approach*, John Wiley & Sons.

Sheikh, Z., Liu, Y., Islam, T., Hameed, Z., & Khan, I. U. (2019). "Impact of social commerce constructs and social support on social commerce intentions." *Information Technology & People*, Vol. 32(1), pp. 68-93.

Shen, H., & Sengupta, J. (2018), "Speaking about a brand connects you to it more than writing does," *The Journal of Consumer Research*, Vol. 45(3), 595-614.

Shetty, S., & Pai, R. (2021). IMPACT OF COVID-19 ON ONLINE SHOPPING -A CASE STUDY. *EPRA International Journal of Environmental, Economics, Commerce and Educational Management*, 9-15.

Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, Vol. 9(3), pp. 287-300.

Statista. (2021). Beauty Industry Growth Projections in Indonesia until 2026. Available at <https://www.statista.com>, accessed on June, 2024.

Statista. (2021). Cosmetics and Personal Care Market in Indonesia. Available at <https://www.statista.com/topics/7592/cosmetics-and-personal-care-market-in-indonesia/>, accessed on June, 2024.



Sugiharto, S. A., & Ramadhana, M. R. (2018). PENGARUH KREDIBILITAS INFLUENCER TERHADAP SIKAP PADA MEREK. *JIPSI : Jurnal Ilmu Politik Dan Ilmu Komunikasi*, 8(2).

Sohail, M. S., Hasan, M., & Sohail, A. F. (2019). "The Impact of Social Media Marketing on Brand Trust and Brand Loyalty." *International Journal of Online Marketing*, Vol. 10(1), pp. 15–31.

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube Bloggers Promoting or Discouraging Cosmetic Surgery: Beauty Expectations, Cosmetic Procedures, and Brand Trust. *Journal of Marketing Management*, Vol. 36(7-8), pp. 606-625.

Somethinc Official Website. (2024). Variety of Serums by Somethinc. Available at <https://www.somethinc.com>, accessed on June 24, 2024.

Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2014). Factors influencing word of mouth effectiveness: Receiver perspectives. *European Journal of Marketing*, 48(1/2), 236-259.

Taylor, S. E., et al. (2000). Psychological Resources, Positive Illusions, and Health. *American Psychologist*, Vol. 55(1), pp. 99-109.

Tajvidi, M., et al. (2017). Social Support and Mental Health: A Review Study. *Clinical Excellence*, 6(2), 61-78.

Thongplew, N. (2021). The mediating role of brand trust in influencer marketing: A case study of Instagram influencers in Thailand. *Journal of Digital and Social Media Marketing*, 9(1), 56-67.

Tirto.id. (2023). Hoax Detection and Social Media Platforms in Indonesia. Available at <https://www.tirto.id>, accessed on June, 2024.

Trivedi, J.P. and Sama, R. (2019) "The effect of influencer marketing on consumers' brand admiration and online purchase intentions: An Emerging Market perspective," *Journal of Internet Commerce*, Vol.19(1), pp. 103–124.

Verkasalo, H., López-Nicolás, C., Molina-Castillo, F. J., & Bouwman, H. (2010). Analysis of users and non-users of smartphone applications. *Telematics and Informatics*, 27(3), 242-255.

Wah Khaw, K., Alnoor, A., Al-Abrow, H., Chew, X. Y., Sadaa, A. M., Abbas, S., & Khattak, Z. Z. (2022). "Modelling and Evaluating trust in Mobile Commerce: a hybrid three stage fuzzy Delphi, structural equation modeling, and neural network approach," *International Journal of Human-Computer Interaction*, Vol. 38(16), pp. 1529–1545.

Wang, L., et al. (2005). Understanding Online Community User Participation: A Social Influence Perspective. *Internet Research*, Vol. 15(4), pp. 335-344.

Xiao, L., Mi, C., & Zhang, Y., & Ma, J. (2019). "Examining Consumers' Behavioral Intention in O2O Commerce from a Relational Perspective: an Exploratory Study," *Information Systems Frontiers*, Vol. 21(5), pp. 1045–1068.

Xu, A., Liu, Z., Guo, Y., Sinha, V., & Akkiraju, R. (2017). A New Chatbot for Customer Service on Social Media. *Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems*.

Yang, S.-B., Lee, K., Hanna, L., & Koo, C. (2019). "In Airbnb we trust: Understanding consumers' trust-attachment building mechanisms in the sharing economy." *International Journal of Hospitality Management*, Vol. 83, pp. 198–209.

Yasin, B., Noor, M. N., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product & Brand Management*, 16(1), 38-48.

Yoon, C. (2020). The Effect of Brand Love and Love Triangle on Consumer-Brand Relationship. *Journal of Consumer Research*, Vol. 47(5), 778-799.

Zhang, H., et al. (2018). Social Support and Depression among Chinese Adolescents: The Mediating Roles of Self-esteem and Self-efficacy. *Children and Youth Services Review*, Vol. 88, pp. 128-134.

Zhao, J.-D., Huang, J.-S., & Su, S. (2019). The effects of trust on consumers' continuous purchase intentions in C2C social commerce: A trust transfer perspective. *Journal of Retailing and Consumer Services*, Vol. 50, pp. 42–49.

Zhou, T., Lu, Y., & Wang, B. (2010). Integrating TTF and UTAUT to explain mobile banking user adoption: A cross-country study. *Journal of Electronic Commerce Research*, 11(3), 161-172.