

DAFTAR PUSTAKA

- About Us.* (2020). <https://www.avoskinbeauty.com/about-us>
- Alika, R. (2021). *Survei KIC: Konsumen Bersedia Bayar Mahal untuk Produk Berkelanjutan.* <https://katadata.co.id/ekonomi-hijau/ekonomi-sirkular/612499e309ba9/survei-kic-konsumen-bersedia-bayar-mahal-untuk-produk-berkelanjutan>
- Amanah, D. (2024). *Skincare dan Pria Kosmpolitan Indonesia.* <https://www.marketeers.com/skincare-dan-pria-kosmopolitan-indonesia/>
- Angelia, D. (2022). *Bagaimana Persepsi Laki-Laki Indonesia terhadap Skincare?* <https://goodstats.id/article/persepsi-laki-laki-indonesia-terhadap-skincare-Dn1Nq>
- Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177–185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
- Barker, M.; Barker, D.I.; Boorman, N.F.; Neher, K. E. (2012). *Social Media Marketing: A Strategic Approach.* CENGAGE learning.
- BİLGİN, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability (Switzerland)*, 15(6), 1–23. <https://doi.org/10.3390/su15065331>
- Chafidon, M. A. A. Z., Margono, M., & Sunaryo, S. (2022). Social Media Marketing on Purchase Intention through Mediated Variables of Perceived Value and Perceived Risk. *Interdisciplinary Social Studies*, 1(9), 1182–1195. <https://doi.org/10.55324/iss.v1i9.228>
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140(December 2018), 22–32. <https://doi.org/10.1016/j.techfore.2018.11.025>
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Ting, H. (2021).

- Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), 118–131. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Cheung, M. L., Ting, H., Cheah, J. H., & Sharipudin, M. N. S. (2021). Examining the role of social media-based destination brand community in evoking tourists' emotions and intention to co-create and visit. *Journal of Product and Brand Management*, 30(1), 28–43. <https://doi.org/10.1108/JPBM-09-2019-2554>
- Compas. (2022). *10 Brand Lokal Terlaris di Online Marketplace*. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772–785. <https://doi.org/10.1108/IntR-06-2016-0164>
- 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(March), 154–163. <https://doi.org/10.1016/j.jretconser.2017.08.002>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands : In fl uence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. *Management Research Review*, 35(9), 857–877. <https://doi.org/10.1108/01409171211256578>
- Hair, J. F., Black, J. W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis. In Pearson <https://doi.org/10.4324/9781351269360> Education Limited.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2014). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). SAGE Publications Ltd.
- Hair, J. ., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business*, 31(1).

<https://doi.org/https://doi.org/10.1108/EBR-11-2018-0203>

- Hao, X., & Chen, Y. (2022). The Relationship between Perception of New Domestic Skin Care Products and Purchase Intention — Based on the Moderation of Conscientiousness. *Academic Journal of Business & Management*, 4(16), 66–74. <https://doi.org/10.25236/ajbm.2022.041611>
- Harahap, D. (2023). *Tren Sustainable Beauty untuk Perlambat Kerusakan Lingkungan*. <https://mediaindonesia.com/weekend/586921/tren-sustainable-beauty-untuk-perlambat-kerusakan-lingkungan>
- Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy*. (2024). SIARAN PERS KEMENTERIAN KOORDINATOR BIDANG PEREKONOMIAN REPUBLIK INDONESIA. <https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung-penguatan-blue-economy>
- Industri Kosmetik Nasional Tumbuh 20%*. (2018). Kementerian Perindustrian Republik Indonesia. <https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>
- Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>
- Jayani, D. H. (2021). *6 Produk Ramah Lingkungan yang Paling Banyak Dibeli Masyarakat*. <https://databoks.katadata.co.id/datapublish/2021/08/24/6-produk-ramah-lingkungan-yang-paling-banyak-dibeli-masyarakat>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kapoor, S., Fernandes, S., & Punia, S. (2022). ‘Natural’ Label Halo Effect on Consumer Buying Behavior, Purchase Intention and Willingness to Pay for Skincare Products. *Cardiometry*, 23, 741–755. <https://doi.org/10.18137/cardiometry.2022.23.741755>
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand’s social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>
- Koay, K. Y., Cheah, C. W., & Goon, S. W. U. (2023). How Do Perceived Social

Media Marketing Activities Foster Purchase Intentions? A Multiple Sequential Mediation Model. *Journal of Global Marketing*, 36(3), 210–224. <https://doi.org/10.1080/08911762.2023.2207072>

Lee, C. S., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. *Computers in Human Behavior*, 28(2), 331–339. <https://doi.org/10.1016/j.chb.2011.10.002>

Lin, S. W., & Lo, L. Y. S. (2016). Evoking online consumer impulse buying through virtual layout schemes. *Behaviour and Information Technology*, 35(1), 38–56. <https://doi.org/10.1080/0144929X.2015.1056546>

Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing research. In *Marketing Research: An* <https://doi.org/10.4324/9781315890005>

Malikahasri, K. (2023). Impact of Social Media Marketing on Gen Z Males' Purchase Intention of Facial Wash Product. *Journal Integration of Management Studies*, 1(2), 243–249. <https://doi.org/10.58229/jims.v1i2.119>

McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53(October 2019), 101975. <https://doi.org/10.1016/j.jretconser.2019.101975>

Merrilees, B. (2016). Interactive brand experience pathways to customer-brand engagement and value co-creation. *Journal of Product and Brand Management*, 25(5), 402–408. <https://doi.org/10.1108/JPBM-04-2016-1151>

Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2021). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561–583. <https://doi.org/10.1108/APJML-07-2019-0442>

Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2022). What makes go-jek go in indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/ija-30-1-013-046>

Mutia, A. (2022). *Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI Capai Rp111,83 Triliun pada 2022*. <https://databoks.katadata.co.id/datapublish/2022/12/05/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022>

- Naaman, Mor; Becker, Hila; Gravano, L. (2011). Hip and trendy: Characterizing emerging trends on Twitter. *Journal of the American Society for Information Science and Technology*, 62(5). <https://doi.org/https://doi.org/10.1002/asi.21489>
- Najm, A. A., Salih, S. A., Fazry, S., & Law, D. (2024). Moderated mediation role of ethnicity on natural skin care products purchasing intention model among multicultural consumers. In *PLoS ONE* (Vol. 19, Issue 3 March). <https://doi.org/10.1371/journal.pone.0300376>
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th editio). Pearson Education Limited.
- Penandatanganan Komitmen Program Akselerasi Maturity*. (2024). Direktorat Pengawasan Kosmetik. <https://dev-waskos.pom.go.id/berita/penandatanganan-komitmen-program-akselerasi-maturity>
- Rosadi, D. (2021). *Seluruh Elemen Masyarakat Bisa Berkontribusi untuk Lingkungan Hijau*. <https://katadata.co.id/berita/industri/6101330f6f977/seluruh-elemen-masyarakat-bisa-berkontribusi-untuk-lingkungan-hijau>
- 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*, 10, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Sano, Y., Takayasu, H., Havlin, S., & Takayasu, M. (2019). Identifying long-term periodic cycles and memories of collective emotion in online social media. *PLoS ONE*, 14(3), 1–17. <https://doi.org/10.1371/journal.pone.0213843>
- Schindler, P. S. (2019). *Business Research Methods* (13th editi). McGraw-Hill/Irwin.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: a skill-building approach* (7th Editio). John Wiley & Sons.
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(September 2017), 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Skin Care - Indonesia*. (2024). <https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/indonesia>
- Snapcart. (2023). *Local or Imported Beauty Products, Which Interests Indonesians Most?* <https://snapcart.global/local-or-imported-beauty-products-which->

interests-indonesians-most/

- Sofyani, H. D. H. F. (2024). *Gandeng Refal Hady, Avoskin Ajak Konsumen Cintai Sendiri Sambil Jaga Lingkungan*.
<https://kumparan.com/kumparanwoman/gandeng-refal-hady-avoskin-ajak-konsumen-cintai-sendiri-sambil-jaga-lingkungan-22tK9PXtgN2/full>
- Sohaib, M., Safeer, A. A., & Majeed, A. (2022). Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context. *Frontiers in Psychology*, 13(August), 1–16.
<https://doi.org/10.3389/fpsyg.2022.941058>
- Suphasomboon, T., & Vassanadumrongdee, S. (2022). Toward sustainable consumption of green cosmetics and personal care products: The role of perceived value and ethical concern. *Sustainable Production and Consumption*, 33, 230–243. <https://doi.org/10.1016/j.spc.2022.07.004>
- Surya, L., & Kautsar, A. (2021). *Kajian Ekonomi & Keuangan*. 5.
- Tess, P. A. (2013). The role of social media in higher education classes (real and virtual)-A literature review. *Computers in Human Behavior*, 29(5), A60–A68.
<https://doi.org/10.1016/j.chb.2012.12.032>
- Vera, J., & Trujillo, A. (2013). Service quality dimensions and superior customer perceived value in retail banks: An empirical study on Mexican consumers. *Journal of Retailing and Consumer Services*, 20(6), 579–586.
<https://doi.org/10.1016/j.jretconser.2013.06.005>
- Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The Effects of Social Media Marketing on Online Consumer Behavior. *International Journal of Business and Management*, 8(14). <https://doi.org/10.5539/ijbm.v8n14p66>
- Vistika, F. B. (2023). *Persaingan di Bisnis Skincare Kian Ketat, Tetap Tenang Jalani dengan Cara Ini*. <https://momsmoney.kontan.co.id/news/persaingan-di-bisnis-skincare-kian-ketat-tetap-tenang-jalani-dengan-cara-ini>
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307.
<https://doi.org/10.1016/j.tele.2017.06.001>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- Yang, Y., Khan, Z., & Zhang, Y. (2020). The influence of social media marketing on apparel brands' customers' satisfaction: The mediation of perceived value. *Asian Academy of Management Journal*, 25(2), 167–188.

<https://doi.org/10.21315/aamj2020.25.2.7>

YCP Solidiance. (2023). *Indonesian Skincare Market Analysis. October*, 9–28.
<https://ycpsolidiance.com/white-paper/indonesia-skincare-industry-success>

Yunita, M. (2023). *Beda Jenis Kulit, Perlukah Pria Menggunakan Perawatan Lain?* <https://tirto.id/beda-jenis-kulit-perlukah-pria-menggunakan-perawatan-lain-gETe>

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1988). Communication and Control Processes in the Delivery of Service Quality. *Journal of Marketing*, 52(2), 35. <https://doi.org/10.2307/1251263>

Zhang, H., Zhang, Y., Ryzhkova, A., Tan, C. D., & Li, F. (2019). Social Media Marketing Activities and Customers' Purchase Intention: The Mediating Effect of Brand Image. *IEEE International Conference on Industrial Engineering and Engineering Management*, 369–373. <https://doi.org/10.1109/IEEM44572.2019.8978520>

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>

Zhu, Y. Q., & Chen, H. G. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business Horizons*, 58(3), 335–345. <https://doi.org/10.1016/j.bushor.2015.01.006>