

DAFTAR PUSTAKA

- Ahmadi, M. A. (2024). Manajemen strategi dalam meningkatkan pemasaran pada waralaba Menantea: Literature review. *Jurnal Ekonomi, Akuntansi Dan Organisasi*, 1(3), 167–175. <http://ejurnal.unmuhjember.ac.id/index.php/EKTASI/article/view/1606>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Alessandro, L. C., Japarianto, E., & Kunto, Y. S. (2023). Peran mediasi brand image pada pengaruh celebrity endorsement terhadap purchase intention produk skin care nature republic. *Jurnal Manajemen Pemasaran*, 17(1), 24–30. <https://doi.org/10.9744/jmp.17.1.24-30>
- AlFraihat, S. F., Aboalghanam, K. M., Alghizzawi, M., Habes, M., & Almuhaissen, O. (2025). Influencer Captions and Credibility on Instagram: Investigating Their Impact on Brand Trust, Brand Awareness and Purchase Intention. *Forum for Linguistic Studies*, 7(6). <https://doi.org/10.30564/fls.v7i6.9469>
- Al Shikhy, A. (2019). Purchasing decision using mediation of trust in product quality and brand image. *Opción: Revista de Ciencias Humanas y Sociales*, (21), 1091-1106.
- An, G. K., & Ngo, T. T. A. (2025). Uncovering the influence of social media marketing activities on Generation Z's purchase intentions and eWOM for organic cosmetics. *PLoS ONE*, 20(6), e0325953. <https://doi.org/10.1371/journal.pone.0325953>
- Anam, C. (2024). Commerce Platforms in the Digital Era, Analysis of Factors Influencing Consumer Purchase Decisions on E-Commerce Platforms in the Digital Era. *Management Studies and Entrepreneurship Journal*, 5(1), 783-791.
- Andreani, F., Gunawan, L., & Haryono, S. (2021). Social media influencer, brand awareness, and purchase decision among generation z in Surabaya. *Jurnal Manajemen dan Kewirausahaan*, 23(1), 18-26.
- Anggraini, F., & Ahmadi, M. A. (2025). Pengaruh Influencer Marketing Terhadap Keputusan Pembelian Produk Kecantikan Di Kalangan Generasi Z: Literature Review. *Journal of Management and Creative Business*, 3(1), 62-73. <https://doi.org/10.30640/jmcbus.v3i1.3450>

- Annisa, R. F. M., & Yusran, H. L. (2022). Pengaruh beauty influencer terhadap purchase intention melalui brand image. *ijd-demos*, 4(3), 954-62.
- Apriliyani, J.(2024). *BPOM: Nilai Pasar Kosmetik Lokal Mencapai Rp 130 Triliun*. Kontan Academy. <https://industri.kontan.co.id/news/bpom-nilai-pasar-kosmetik-lokal-mencapai-rp-130-triliun>
- Assis, M. V., & Tonetto, L. (2016). Questioning the choice overload effect through design research. In *International Conference on Design and Emotion* (pp. 357-363). Universidad de los Andes.
- Audrey, A. N., & Usman, O. (2021). Influence Celebrity Endorser, Brand Image, and Brand Trust on Emina's Cosmetics Product Purchase Decisions. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3768801>
- Azizah, A., Batoteng, H., Hariyadi, S., Barus, F., & Gunawan, F. (2024). Customer emotion and impulse buying: the variables that influence repurchase intention. *Management & Accounting Review (MAR)*, 23(1), 541-572. <https://doi.org/10.24191/mar.v23i01-19>
- Azwar, S. (2017). Metode penelitian psikologi (Edisi 2). *Pustaka Pelajar*.
- Badan Pengawas Obat dan Makanan. (2024). Peraturan Badan Pengawas Obat dan Makanan Nomor 18 Tahun 2024 Tentang Penandaan, Promosi, dan Iklan Kosmetik. Diakses dari <https://peraturan.bpk.go.id/Download/370524/Peraturan%20BPOM%20Nomor%2018%20Tahun%202024.pdf>
- Badan Pengawas Obat dan Makanan. (2024, Desember 3). Kepala BPOM Taruna Ikrar Rilis Daftar Kosmetik yang Dinyatakan Mengandung Bahan Dilarang atau Berbahaya di Peredaran termasuk di Media Online Periode November 2023 s.d Oktober 2024 [Siaran Pers]. *BPOM*. <https://www.pom.go.id/siaran-pers/kepala-bpom-taruna-ikrar-rilis-daftar-kosmetik-yang-dinyatakan-mengandung-bahan-dilarang-atau-berbahaya-di-peredaran-termasuk-di-media-online-periode-november-2023-s-d-oktober-2024>
- Badan Pengawas Obat dan Makanan. (2025, Februari 21). BPOM intensifkan pengawasan: Rp 31,7 miliar kosmetik ilegal ditemukan, influencer diminta hati-hati dalam promosi [Siaran Pers]. *BPOM*. <https://www.pom.go.id/siaran-pers/bpom-intensifkan-pengawasan-rp31-7-miliar-kosmetik-ilegal-ditemukan-influencer-diminta-hati-hati-dalam-promosi>

- Balqis, V. A., Utami, S. G., Jessica, J., & Ikhsan, R. B. (2024). User-Generated content by the beauty influencer and its impact on E-WOM and purchase intentions. In *2024 IEEE International Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation (IATMSI)*, 2, 1–6. <https://doi.org/10.1109/iatmsi60426.2024.10503173>
- Chen, C. F., & Lu, H. H. (2024). Transforming a social media influencer's influential power to followers' word of mouth and purchase intention: the role of brand attachment, brand credibility, and parasocial relationship. *Journal of Brand Management*, 31(4), 415-429. <https://doi.org/10.1057/s41262-023-00349-2>
- Choi, C. J., Xu, J., & Min, D. G. (2024). Investigating of the influence process on consumer's active engagement through emotional brand attachment and brand love. *Asia Pacific Journal of Marketing and Logistics*, 36(11), 3061-3080. <https://doi.org/10.1108/apjml-10-2023-1028>
- Christin, A., & Riofita, H. (2024). Pengaruh influencer marketing terhadap kesadaran merek dan pembelian konsumen di era digital. *Jurnal Ilmiah Kajian Multidisipliner*, 8(5), 2118–7302. <https://sejurnal.com/1/index.php/jikm/article/view/1354>
- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, 34(4), 481-495. <https://doi.org/10.1002/mar.21001>
- Cooper, M., (1984). Can celebrities really sell products? *Marketing and Media Decisions*, pp.64, 65 and 120.
- Dailin, D. J., Rithwan, F., Azelee, N. I. W., Zainan, N., Low, L. Z. M. I., Zaidel, D. N. A., & El Enshasy, H. (2024). Trends in bio-based cosmetic ingredients. In *Biomass-based Cosmetics: Research Trends and Future Outlook* (pp. 27-47). https://doi.org/10.1007/978-981-97-1908-2_2
- Dean, D.H. and Biswas, A. (2000). *Third -Party Organization Endorsement of Products: an Advertising Cue Affecting Consumer Pre-Purchase Evaluation of Goods and Services*. https://doi.org/10.31390/gradschool_disstheses.7258
- Debnath, R. (2025). Digital branding with social media instruments. In *Brand Creation and Management in the Phygital Era* (pp. 257–286). <https://doi.org/10.4018/979-8-3373-0948-4.ch010>
- Denton, G., Chi, O. H., & Gursoy, D. (2020). An examination of the gap between carbon offsetting attitudes and behaviors: Role of knowledge, credibility

- and trust. *International Journal of Hospitality Management*, 90, 102608. <https://doi.org/10.1016/j.ijhm.2020.102608>
- Dewi, R. S., & Rahadhini, M. D. (2018). Analisis pengaruh brand image, brand trust dan atribut produk terhadap keputusan pembelian (survei pada konsumen skincare larissa aesthetic center surakarta). *Jurnal Ekonomi dan Kewirausahaan*, 18(4).
- Du, Y., Doraiswamy, C., Mao, J., Zhang, Q., Liang, Y., Du, Z., ... & Joshi, M. K. (2022). Facial skin characteristics and concerns in Indonesia: a cross-sectional observational study. *Skin Research and Technology*, 28(5), 719-728. <https://doi.org/10.1111/srt.13189>
- Duffett, R., & Mxunyelwa, A. (2025). Instagram Mega-Influencers' Effect on Generation Z's Intention to Purchase: A Technology Acceptance Model and Source Credibility Model Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 94. <https://doi.org/10.3390/jtaer20020094>
- Erawati, S. H., Amalia, N. S., Mauludin, H., & Liana, Y. (2023). Peran Brand Image Sebagai Moderator Celebrity Endorser Pada Keputusan Pembelian. *Akuntansi Bisnis dan Manajemen (ABM)*, 30(2). <https://doi.org/10.35606/jabm.v30i2.1276>
- Fahlevi, R., Helen, H., & Sinambela, F. A. (2024). Peran Brand Image: Pengaruh Celebrity Endorsement, E-WOM, dan Perceived Quality terhadap Purchase Intention Skincare pada Gen-Z. *Dialektika: Jurnal Ekonomi dan Ilmu Sosial*, 9(2), 354-368. <https://doi.org/10.36636/dialektika.v9i2.4638>
- Fernandes, S., Venkatesh, V. G., Panda, R., & Shi, Y. (2021). Measurement of factors influencing online shopper buying decisions: A scale development and validation. *Journal of Retailing and Consumer Services*, 59, 102394. <https://doi.org/10.1016/j.jretconser.2020.102394>
- Fournier, S. (1998). Konsumen dan merek mereka: Mengembangkan teori hubungan dalam riset konsumen. *Jurnal Riset Konsumen*, 24 (4), 343-373.
- Gayathri, A., & Anwar, H. (2021). Consumers' Perception Of The Credibility Of Social Media Influencers And Its Impact On Purchase Intention. *Adalya*, 8, 1-8.
- Gonçalves, J., Santos, A. R., Kieling, A. P., & Tezza, R. (2022). The influence of environmental engagement in the decision to purchase sustainable cosmetics: An analysis using the Theory of Planned Behavior. *Revista de*

Administração da UFSM, 15, 541-562.
<https://doi.org/10.5902/1983465969295>

- Guan, H., Song, L., & Sun, X. (2022). Research on The Influencer Mechanism of Online and Offline Store Image Consistency on Consumers' Online Purchase Intention. *ICIC Express Letters*, 13(3), 261-270
- Gupta, R., Kishor, N., & Verma, D. (2017). Construction and validation of a five-dimensional celebrity endorsement scale: introducing the pater model. *British Journal of Marketing Studies*, 5(4), 15-35.
- Hasan, G., & Hasvia, T. G. (2023). The Influence Of Beauty Vloggers On Gen Z Consumers' Purchase Intentions Towards Local Brand Cosmetics Mediated By Brand Image. *International Journal Of Economics Development Research (IJEDR)*, 4(2), 1326-1344.
- Homer, V. N., & Ferdinand, A. T. (2023). Analisis Pengaruh Kredibilitas Endorser Terhadap Minat Beli Dengan Kredibilitas Merek Sebagai Variabel Intervening (Studi Pada Produk smartphone Vivo Di Kota Semarang). *Diponegoro Journal of Management*, 12(2).
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). Communication and persuasion; Psychological Studies of Opinion Change. *Yale University Press*.
- Huong, V. T., Linh, T. H., Huy, P. K., Phuong, L. N., & Uyen, D. H. (2025). The impact of influencer marketing on generation Z's purchasing decision for beauty products in Vietnam. *Multidisciplinary Reviews*, 8(10), 2025322.
- IDN Media. (2024). *Indonesia Gen Z report 2024*. IDN Research Institute. <https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf>
- Kementerian Perindustrian Republik Indonesia.(2024, Oktober 30). *Prospek Cerah IKM Kosmetik Lokal, Siap Maksimalkan Pasar Dalam dan Luar Negeri* [Siaran Pers]. Kementerian Perindustrian Republik Indonesia. <https://ikm.kemenperin.go.id/prospek-cerah-ikm-kosmetik-lokal-siap-maksimal-pasar-dalam-dan-luar-negeri>
- Kementerian Perindustrian Republik Indonesia.(2025). *Kementerian Gadang Potensi Industri Kosmetik Semakin Gemilang*. Kementerian Perindustrian Republik Indonesia. <https://ikm.kemenperin.go.id/kemenperin-gadang-potensi-industri-kosmetik-semakin-gemilang>

- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2024, Februari 3). *Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy* [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>
- Irawanti, G. (2024). Pengaruh Brand Image, Brand Experience Dan Influencer Marketing Terhadap Keputusan Pembelian Konsumen Melalui Minat Beli Sebagai Variabel Intervening Pada Produk Kecantikan. *Profit: Jurnal Penerapan Ilmu Manajemen dan Kewirausahaan*, 9(2), 182-192.
- Kaplan, M.D. (2007). Product Appearance and Brand Knowledge: An Analysis of Critical Relationship. *Turkey: Izmir University of Economics*.
- Khasanah, M., & Hufron, M. (2017). Analisis Pengaruh Harga, Brand Image, Brand Trust dan Atribut Produk Terhadap Keputusan Pembelian Smartphone Samsung (Studi Pada Mahasiswa Universitas Islam Malang). *Jurnal Warta Ekonomi*, 6(01).
- Khuong, A. G., & An, N. T. T. (2025). AI-Powered Personalized advertising and purchase intention in Vietnam's digital landscape: the role of trust, relevance, and usefulness. *Journal of Open Innovation Technology Market and Complexity*, 100580. <https://doi.org/10.1016/j.joitmc.2025.100580>
- Kotler, P., & Armstrong, G. (2006). *Prinsip-prinsip Pemasaran (Edisi 12 Jilid 1)*. Northwestern University.
- Lauretta, K., & Anggraeni, A. (2025). The Influence of Brand Imagery and Packaging on Gen Z's Indonesian Makeup Brand Purchases. In *2025 4th International Conference on Creative Communication and Innovative Technology (ICCID)*, 1–7. <https://doi.org/10.1109/iccid65724.2025.11167530>
- Lawrence, C., & Meivitanli, B. (2023). The role of parasocial relationships, congruence and source credibility in Indonesia: a study on Tiktok live streaming commerce in the cosmetics industry. *Australasian Accounting, Business and Finance Journal*, 17(5). 39–51. <https://doi.org/10.14453/aabfj.v17i5.05>

- Liang, S. Z., Xu, J. L., & Huang, E. (2024). Comprehensive analysis of the effect of social influence and brand image on purchase intention. *Sage Open*, 14(1), <https://doi.org/10.1177/21582440231218771>
- Lim, X. J., Radzol, A. M., Cheah, J., & 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*, 7(2), 19-36. <https://doi.org/10.14707/ajbr.170035>
- Lou, C., & Kim, H. K. (2019). Fancying the new rich and famous? Explicating the roles of influencer content, credibility, and parental mediation in adolescents' parasocial relationship, materialism, and purchase intentions. *Frontiers in Psychology*, 10, 2567.
- 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*, 19(1), 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Maharani, W., & Suyono, S. (2024). Peran Purchase Intention Dalam Memediasi Celebrity Endorser Dan Brand Image Terhadap Keputusan Pembelian Produk Somethinc (Studi Kasus Pada Generasi Z Di Kabupaten Bangkalan). *Jurnal Kajian Ilmu Manajemen (JKIM)*, 4(3).
- Marklen, D. R., Tan, P. L., & Hassim, N. (2025). Instagram Influencers' Source Credibility on Gadget Product Purchase Intention Among Indonesian Generation Z: The Mediating Role of Parasocial Interaction. *Malaysian Journal of Communication*, 41(1).
- Memon, M. A., Ting, H., Cheah, J., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample size for survey research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i-xx. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182-192. <https://doi.org/10.1108/jcm-11-2014-1221>
- Nugraha, A. K., & Agus, A. A. (2020). Analysis of homophily, emotional attachment, and expertise towards Vloggers' popularity and viewers purchasing decisions in beauty products industry. In *2020 3rd International Conference on Computer and Informatics Engineering (IC2IE)* (pp. 13-18). <https://doi.org/10.1109/ic2ie50715.2020.9274675>

- Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022). The impacts of social media influencer's credibility attributes on gen Z purchase intention with brand image as mediation: Study on consumers of Korea cosmetic product. *International Journal of Research in Business and Social Science* (2147-4478), 11(5), 18–32. <https://doi.org/10.20525/ijrbs.v11i5.1893>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Oktaviani, R. (2024). *Pengaruh Content Marketing, Social Media Influencer, Dan Gaya Hidup Terhadap Keputusan Pembelian Konsumen Pada E-Commerce (Studi Kasus Pengguna Instagram Dan Tiktok Di Sukabumi)*. [Doctoral Dissertation, Nusa Putra University].
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In *Advances in Experimental Social Psychology* (Vol. 19, pp. 123-205). [https://doi.org/10.1016/s0065-2601\(08\)60214-2](https://doi.org/10.1016/s0065-2601(08)60214-2)
- Prasojo, E. (2019). Pengaruh Celebrity Endorsement Terhadap Minat Beli Melalui Brand Image (Studi Pada Mahasiswa Kota Tegal). *Journal Competency of Business*, 3(1), 14–33. <https://doi.org/10.47200/jcob.v3i1.667>
- Putra, I. K. Y., & Darma, G. S. (2024). Digital Marketing Exploration, Brand Image on Gen Z Buying Interest in E-commerce. *International Research Journal of Management, IT and Social Sciences*, 11(6), 210-227, <https://doi.org/10.21744/irjmis.v11n6.2473>
- Rahman, M. A., Emon, M. M. H., Khan, T., & Siam, S. A. J. (2024). Measuring the Influence of Brand Image on Consumer Behavioral Intentions by using AI: Exploring the Mediating Role of Trust. In *2024 IEEE International Conference on Computing, Applications and Systems (COMPAS)*, (pp. 1-7). <https://doi.org/10.1109/compas60761.2024.10796396>
- Rahman, F. T. (2023). Pengaruh Marketing Influencer Tiktok terhadap Keputusan Pembelian Produk Halal pada Muslim Generasi Z. *Al Fadhilah International Journal of Islamic Studies*, 1(2), 42-68.
- Rahmawati, S. D. (2021). Pengaruh media sosial seorang influencer dalam meningkatkan penjualan melalui e-commerce. *National Conference of Islamic Natural Science*, 20, 281-294.
- Rahmawaty, P., & Purnama, D. E. (2025). Brand Image Mediates the Relationship between Influencer Credibility and Purchase Decisions among Generation Z. *JURNAL ILMU MANAJEMEN*, 22(1), 130-145.

- Rizqiah, M. N., Kusdiby, L., & Rafdinal, W. (2020). Persepsi Konsumen Terhadap Influencer Media Sosial Dan Niat Membeli Produk Kosmetik Di Bandung. In *Prosiding Industrial Research Workshop And National Seminar* (Vol. 11, No. 1, Pp. 999-1003).
- Rosita, D., & Novitaningtyas, I. (2021). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Produk Wardah pada Konsumen Mahasiswa. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(4), 494–505. <https://doi.org/10.31842/journalinobis.v4i4.200>
- Said, S. R., Yasir, R. A., & Kristaung, R. (2024). Pengaruh Tasya Farasya: Menganalisis Pengambilan Keputusan Pembelian Produk Pelembap'SOMETINC CALM DOWN". *Innovative: Journal Of Social Science Research*, 4(3), 8579-8589.
- Salam, K. N., Singkeruang, A. W. T. F., Husni, M. F., Baharuddin, B., & AR, D. P. (2024). Gen-Z marketing strategies: Understanding consumer preferences and building sustainable relationships. *Golden Ratio of Mapping Idea and Literature Format*, 4(1), 53-77. <https://doi.org/10.52970/grmilf.v4i1.351>
- Sangal, S., Nigam, A., & Bhutani, C. (2022). Purchase behavior of Generation Z for New-Brand beauty products. *Journal of Electronic Commerce in Organizations*, 20(2), 1–21. <https://doi.org/10.4018/jeco.300304>
- Santy, R. D., & Wulandari, P. M. (2024). Membangun Loyalitas Pelanggan dalam Industri Kosmetik: Peran Kesesuaian Diri, Citra Merek, dan Keterikatan Emosional. *Journal of Economics, Management, Business and Accounting (JEMBA)*, 4(1), 1-12.
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). The effect of trustworthiness, attractiveness, expertise, and popularity of celebrity endorsement. *Jurnal Manajemen dan Kewirausahaan*, 9(2), 163-172. <https://doi.org/10.26905/jmdk.v9i2.6217>
- Scheinbaum, A. C., & Wang, S. (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *SSRN Electronic Journal*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3458608
- Seemiller, C., & Grace, M. (2017). Generation Z: Educating and engaging the next generation of students. *About Campus Enriching the Student Learning Experience*, 22(3), 21–26. <https://doi.org/10.1002/abc.21293>

- Sim, S. L., & Jaimon, A. B. (2022). Factors Influencing Consumer Behaviour of Generations Y and Z in Purchasing Local Cosmetic Products. *South East Asia Journal of Contemporary Business, Economics and Law*, 26(2).
- Singh, J., & Sarkar, P. (2023). Factual Analysis of Factors Influencing Consumer Cognitive Thinking and Automobile Designing using Fuzzy-AHP. *Journal of Visual Art and Design*, 16(1), 50–80.
<https://doi.org/10.5614/j.vad.2024.16.1.4>
- Sitorus, B. A., Azwa Ambad, S. N., & Dawayan, C. R. (2024). The Effects of SMIs' Source Credibility on Consumers' Intention to Purchase Local Cosmetic Products Through Attitude Towards Advertisements. *Pertanika Journal of Social Sciences & Humanities*, 32(4). <https://doi.org/10.47836/pjssh.32.4.15>
- Sjahruddin, H., & Adif, R. M. (2024). Gen Z Consumer Trends: Understanding The Next Wave Of Buying Behavior. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(1), 480–485.
<https://doi.org/10.37385/msej.v5i1.4085>
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882-909.
<https://doi.org/10.1108/03090561111119958>
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Sumanti, D. G., Kindangen, P., & Tumewu, F. J. (2024). The Impact of Influencer Marketing on Brand Image, Brand Awareness, and Brand Trust toward Purchase Decisions for Skincare Products. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 12(01), 83-98.
<https://doi.org/10.35794/emba.v12i01.53727>
- Sutanto, C.C. (2025). *Peran Brand Image Kosmetik Lokal dalam Menginternalisasi Konsep Keberagaman Warna Kulit Terhadap Brand Loyalty Konsumen Gen Z*. (Skripsi, Universitas Gadjah Mada).
- Syawalayah, N., Ramdan, A. M., & Jhoansyah, D. (2024). Efektivitas Sosial Media Dan Pemasaran Interaktif Terhadap Keputusan Pembelian Produk Kosmetik Lokal. *Performance: Jurnal Bisnis dan Akuntansi*, 14(1), 14-20.
<https://doi.org/10.24929/feb.v14i1.2614>
- Syevillia, G. (2018). Local Brand vs Imported Brand: An analysis of Brand Image on Customer Satisfaction and Behavioural Intention. *Pertanika Journal of Social Sciences & Humanities*.

- Tamara, D., Heriyati, L., Hanifa, T., & Carmen, M. (2021). The effect of Instagram influencers on purchase intentions mediated by brand image on cosmetic products (study on gen Z women). *Open Access Indonesia Journal of Social Sciences*, 4(6), 111-123. <https://doi.org/10.37275/oaijss.v4i2.90>
- Tandayong, FA, & Palumian, Y. (2022). The Role of Influencers in Increasing Parasocial Interaction and Purchase Decision of Scarlett Local Cosmetic Products. *Scientific Journal of Management and Business (JIMBis)*,1 (2).
- Tonino, P., Elisabetta, S., & Selene, T. (2022). Consumer Behaviors and Marketing Strategies of Cosmetic Com-panies. An Exploratory Study. *Micro & Macro Marketing*, (1), 35-69.
- Tsai, C. M., & Huang, S. (2022). The impact of electronic word of mouth (EWOM) and perceived value on young customers' purchase intention for Open-Shelf cosmetic products shopping at physical drugstores. In *Proceedings of the 2022 6th International Conference on E-Business and Internet*, 54–59. <https://doi.org/10.1145/3572647.3572656>
- Upadhyay, M. (2025). Decoding Gen Z Consumers perception of avatar marketing. *Procedia Computer Science*, 266, 547–553. <https://doi.org/10.1016/j.procs.2025.08.069>
- U.S. Department of Health and Human Services. (2024). *Informed consent FAQs*. HHS.gov. <https://www.hhs.gov/ohrp/regulations-and-policy/guidance/faq/informed-consent/index.html>
- Utami, M. P., & Setyowati, L. (2023). Pengaruh Iklan, Merek, Beauty Influencer terhadap Keputusan Pembelian Generasi Z Kabupaten Tuban. *Maeswara: Jurnal Riset Ilmu Manajemen dan Kewirausahaan*, 1(4), 205-224.
- Vo, T. (2023). *The role of influencers in marketing in the beauty industry*. [PhD thesis, Centria University of Applied Sciences]. *Theseus.fi*.
- Vrtana, D., & Krizanova, A. (2023). The power of emotional advertising appeals: Examining their influence on consumer purchasing behavior and brand–customer relationship. *Sustainability*, 15(18), 13337. <https://doi.org/10.3390/su151813337>
- Wiedmann, K. P., & Von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise–social influencers' winning formula?. *Journal of Product & Brand Management*, 30(5), 707-725.

- Wijaya, B. S. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31), 55-65.
- Wikansari, R., Ausat, A. M. A., Al Hidayat, R., Mustoip, S., & Sari, A. R. (2023, June). Business Psychology Analysis of Consumer Purchasing Factors: A Literature Review. In *ICEMBA 2022: Proceedings of the International Conference on Economic, Management, Business and Accounting*, (Vol. 6). European Alliance for Innovation.
- Yana, T.W. (2023). *Pengaruh Ulasan Pelanggan Online Terhadap Keputusan Pembelian Produk Fashion di E-commerce Shopee Dengan Kepercayaan Sebagai Mediator*. (Skripsi, Universitas Gadjah Mada).
- Yasri, Y., Dwita, V., Gan, G. G. G., & Gusti, M. A. (2025). THE IMPACT OF BRAND EXPERIENCE AND AUTHENTICITY ON WORD-OF-MOUTH AND RECOMMENDATION INTENTIONS: A PARALLEL MEDIATION ANALYSIS USING PLS-SEM. *Journal of Applied Structural Equation Modeling*, 9(1), 1–26. [https://doi.org/10.47263/jasem.9\(1\)04](https://doi.org/10.47263/jasem.9(1)04)
- Yosef Abas. (2025, March 6). #bahasbisnis - Brand Lokal banyak tutup karena tren fast beauty [Video]. YouTube. <https://www.youtube.com/watch?v=iyZZd2wOpx8>
- Zahari, N. a. N. B., Ahamat, A. B., & Ali, M. S. B. S. (2018). The effects of brand image in purchasing of online marketing among university students. *International Journal of Enterprise Network Management*, 9(3/4), 390. <https://doi.org/10.1504/ijenm.2018.10015853>
- ZAP. (2024). ZAP Beauty Index 2024 dan MEN/O/LOGY Index. <https://zapclinic.com/article/zap-beauty-index-2024-dan-men-o-logy-index>
- Zhu, Y. Q., Amelina, D., & Yen, D. C. (2020). Celebrity endorsement and impulsive buying intentions in social commerce-The case of instagram in Indonesia: Celebrity endorsement. *Journal of Electronic Commerce in Organizations (JECO)*, 18(1), 1-17.