UNIVERSITAS GADJAH MADA
Pengaruh Klaim Berlebihan Kandungan Produk terhadap Penghindaran Merek dengan Ketidakpercayaan terhadap Merek sebagai Variabel Mediasi: Studi pada Konsumen Produk Perawatan Kulit Indonesia Pascaisu Klaim Berlebihan
Cornelia Nadia Prakoso, Rokhima Rostiani, S.E., M.Mgt.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Daftar Pustaka

Abro, M. A., Baharun, R., & Zubair, A. (2020). Information credibility and organizational feedback; a solution to plethora of consumer advocacy, brand avoidance and community usefulness. *Bottom Line*, *33*(2), 165–181. https://doi.org/10.1108/BL-12-2019-0133

Abu-Rahme, M. O., Abu-Loghod, N. A., Omeish, F., Alharthi, S., Joudeh, K. J., & Joudeh, J. M. (2025). Investigating the Impact of Misleading Information via Social Media Platforms on the Trust and Image of Beauty and Skincare Companies, as Perceived by Customers. *Journal of Posthumanism*, *5*(1). https://doi.org/10.63332/joph.v5i1.593

AGCM. (2025). *PS12788 - Italian Competition Authority: Shiseido Italy S.p.A. to pay a 400 thousand euro sanction for unfair commercial practice*. https://en.agcm.it/en/media/press-releases/2025/3/PS12788

Ahmed, Dr. A., Snigh, S., Sinah, S., Dr. Sumera, & Nargis, S. (2025). Broken Promises: The Impact of Misleading Marketing on Consumer Trust and Brand Loyalty. *European Economic Letters*. https://doi.org/10.52783/eel.v15i2.3140

Alviansha, A., Tambunan, K., & Aslami, N. (2025). The Influence of Overclaim, Product Quality Perception, and Influencers on Customer Trust in the Marketing of Local Skincare Products. *Jurnal Ekonomi & Keuangan Islam*, *12*(2), 171–188. https://journal.trunojoyo.ac.id/dinar/index

Bies, R. J., Barclay, L. J., Saldanha, M. F., & Kay, A. A. (2018). Trust and distrust. Dalam *The Routledge Handbook of Trust and Philosophy* (hlm. 41–51). Taylor and Francis Inc. https://doi.org/10.4324/9781315745572-21

Boomsma, A., & Hoogland, J. J. (2001). *The Robustness of LISREL Modeling Revisited* (R. Cudeck, S. du Toit, & D. Sörbom, Ed.). Scientific Software International.

Boone, H. N., & Boone, D. A. (2012). Analyzing Likert Data. *Journal of Extension*, *50*(2). https://archives.joe.org/joe/2012april/tt2.php

Bothma, M., & van Staden, B. (2025). The Influence of Perceived Deceptive Advertising on Consumer Behaviour in the Online Fashion Environment: A Stimulus-Organism-Response Perspective. *South African Journal of Economic and Management Sciences*, *28*(1). https://doi.org/10.4102/SAJEMS.v28i1.6398

BPOM. (2022). *PerBPOM No. 3 Tahun 2022*

Burgoon, J. K. (2016). Expectancy Violations Theory. Dalam C. R. Berger & M. E. Roloff (Ed.), *The International Encyclopedia of Interpersonal Communication* (1 ed.). John Wiley & Sons, Inc. https://doi.org/10.1002/9781118540190.wbeic0102

Chaouachi, S., & Rached, K. (2012). Perceived Deception in Advertising: Proposition of a Measurement Scale. *Journal of Marketing Research and Case Studies*, 1–15. https://doi.org/10.5171/2012.712622

Chen, J., Wang, Y., & Li, Y. (2026). Customers' brand avoidance intention to exaggerated advertising in the digital age: an empirical study based on

UNIVERSITAS GADJAH MADA
Pengaruh Klaim Berlebihan Kandungan Produk terhadap Penghindaran Merek dengan Ketidakpercayaan terhadap Merek sebagai Variabel Mediasi: Studi pada Konsumen Produk Perawatan Kulit Indonesia Pascaisu Klaim Berlebihan
Cornelia Nadia Prakoso, Rokhima Rostiani, S.E., M.Mgt.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

organic agricultural products. *Frontiers in Communication*, *11*. https://doi.org/10.3389/fcomm.2026.1808674

Chen, Y., & Li, X. (2024). Expectancy Violations and Discontinuance Behavior in Live-Streaming Commerce: Exploring Human Interactions with Virtual Streamers. *Behavioral Sciences*, *14*(10). https://doi.org/10.3390/bs14100920

Cho, J. (2006). The mechanism of trust and distrust formation and their relational outcomes. *Journal of Retailing*, *82*(1), 25–35. https://doi.org/10.1016/j.jretai.2005.11.002

Compas. (2026, April 8). *Wardah, Facetology & Azarine Kuasai Sunscreen Aftersun Shopee Q1 2026*. Compas.co.id.

Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches.* (5 ed.). SAGE Publications.

Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approach* (6 ed.). SAGE Publications. https://archive.org/details/researchdesignO000unse

Cuijpers, P., Griffin, J. W., & Furukawa, T. A. (2021). The lack of statistical power of subgroup analyses in meta-analyses: A cautionary note. *Epidemiology and Psychiatric Sciences*, *30*. https://doi.org/10.1017/S2045796021000664

Darke, P. R., Ashworth, L., & Main, K. J. (2010). Great expectations and broken promises: Misleading claims, product failure, expectancy disconfirmation and consumer distrust. *Journal of the Academy of Marketing Science*, *38*(3), 347–362. https://doi.org/10.1007/s11747-009-0168-7

Decembria, D. (2026, Mei 7). *Pasar Kosmetik RI Diperkirakan Capai Rp173 T di 2026*. Bloomberg Technoz. https://www.bloombergtechnoz.com/detail-news/108252/pasar-kosmetik-ri-diperkirakan-capai-rp173-t-di-2026

DeSimone, J. A., DeSimone, A. J., Harms, P. D., & Wood, D. (2018). The Differential Impacts of Two Forms of Insufficient Effort Responding. *Applied Psychology*, *67*(2), 309–338. https://doi.org/10.1111/apps.12117

Dewi, A. K., & Saputra, W. S. (2026). The Impact of Overclaim in Local Skincare Products on Gen Z Consumer Behavior: Forecasting Trends Among Students. *Jurnal Ar Ro'is Mandalika (Armada)*, *6*(2). https://ojs.cahayamandalika.com/index.php/armada/article/view/5863

Dimoka, A. (2010). What Does the Brain Tell Us About Trust and Distrust? Evidence from a Functional Neuroimaging Study. *MIS Quarterly*, *34*(2), 373–396. http://www.jstor.org/stable/20721433

Elsheskin. (2026). *Elsheskin*. http://www.elsheskin.com/

Fajriyani, C. (2025). *Why Indonesia's Beauty Market is Growing Faster Than Ever.* https://www.kantar.com/inspiration/fmcg/why-indonesia-s-beauty-market-is-growing-faster-than-ever

Fil' Awalin, H., Murni, S., & Hutabarat, D. (2021). Consumer Legal Protection for Overclaimed Skincare Products. *Jurnal Ilmu Hukum*, *10*, 32–39. https://doi.org/10.30596/dll.v10i1.22493

Gardiner, Z., & Cownie, F. (2017). Proximity and Consumer Trust in a Brand Crisis. Dalam *Journal of Promotional Communications* (Vol. 5, Nomor 3). http://promotionalcommunications.org/index.php/pc/about/submissions

UNIVERSITAS GADJAH MADA
Pengaruh Klaim Berlebihan Kandungan Produk terhadap Penghindaran Merek dengan Ketidakpercayaan terhadap Merek sebagai Variabel Mediasi: Studi pada Konsumen Produk Perawatan Kulit Indonesia Pascaisu Klaim Berlebihan
Cornelia Nadia Prakoso, Rokhima Rostiani, S.E., M.Mgt.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Ghozali, H. I., & Kusumadewi, K. A. (2023). *Partial Least Squares. Konsep, Teknik, dan Aplikasi Menggunakan SmartPLS 4.0 Untuk Penelitian Empiris* (1 ed.). Yoga Pratama.

Grand View Research. (2025). *U.S. Skin Care Products Market (2026 - 2033)*. https://www.grandviewresearch.com/industry-analysis/us-skin-care-products-market-report

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2 ed.). SAGE Publications.

Hair, 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*. Springer Nature. https://link.springer.com/book/10.1007/978-3-030-80519-7

Hellyani, C. A., Tirtasari, Y., Sahertian, P., & Adriana, E. (2025). Kepercayaan terhadap Merek Perawatan Kulit Lokal di Era Krisis: Bukti Empiris dari Kasus Elshéskin. *Journal of Business & Applied Management*, *18*(2), 93. https://doi.org/10.30813/jbam.v18i2.9034

Husaeni, U. A., & Ayoob, M. A. (2025). Determinants of Muslim's intention to boycott Israel-affiliated products: Evidence from Indonesia. *Jurnal Ekonomi & Keuangan Islam*, 14–28. https://doi.org/10.20885/jeki.vol11.iss1.art2

Ittefaq, H., Akhtar, N., Siddiqi, U. I., Islam, T., & Kuzior, A. (2024). The betrayal puzzle: Unraveling the connection between inauthenticity, corporate wrongdoing and brand betrayal with avoidance and reparation. *Journal of Retailing and Consumer Services*, *76*, 103597. https://doi.org/10.1016/j.jretconser.2023.103597

Javed, U., Rashid, M. A., Hussain, G., & Shafique, S. (2025). How does ambiguous green communication dampen self-brand connection? From the perspective of expectancy violation theory. *Corporate Communications*, 1–23. https://doi.org/10.1108/CCIJ-02-2025-0041

Jesse, T., Niina, S., Lauri, H., Vilma, L., & Terhi-Anna, W. (2025). Young consumers' brand distrust model: Understanding the antecedents of young consumers' distrust of brands. *Journal of Business Research*, *190*. https://doi.org/10.1016/j.jbusres.2025.115250

Keegan, M. (2026). *How top beauty brands are racking up regulatory violations in the race for livestream revenue*. https://www.campaignasia.com/article/inside-tiktok-s-compliance-time-bomb/4atwhv3ntn5zrr04d1dzhwbswh

Kementerian Perindustrian. (2025, Februari 19). *Kemenperin Gadang Potensi Industri Kosmetik Semakin Gemilang*. Direktorat Jenderal Industri Kecil, Menengah dan Aneka - Kemenperin. https://ikm.kemenperin.go.id/kemenperin-gadang-potensi-industri-kosmetik-semakin-gemilang

Knittel, Z., Beurer, K., & Berndt, A. (2016). Brand avoidance among Generation Y consumers. *Qualitative Market Research*, *19*(1), 27–43. https://doi.org/10.1108/QMR-03-2015-0019

UNIVERSITAS GADJAH MADA
Pengaruh Klaim Berlebihan Kandungan Produk terhadap Penghindaran Merek dengan Ketidakpercayaan terhadap Merek sebagai Variabel Mediasi: Studi pada Konsumen Produk Perawatan Kulit Indonesia Pascaisu Klaim Berlebihan
Cornelia Nadia Prakoso, Rokhima Rostiani, S.E., M.Mgt.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Lee, S. Y. (2020). *The Age of Consumer Distrust: Exploring The Role of Consumer Expectations and Brand Crisis in The Formation of Brand Distrust Committee*.

Mal, C. I., Davies, G., & Diers-Lawson, A. (2018a). Through the looking glass: The factors that influence consumer trust and distrust in brands. *Psychology and Marketing*, *35*(12), 936–947. https://doi.org/10.1002/mar.21146

Mal, C. I., Davies, G., & Diers-Lawson, A. (2018b). *Through the looking glass: The factors that influence consumer trust and distrust in brands*.

Marikyan, D., & Papagiannidis, S. (2026). Protection Motivation Theory: A Review. Dalam *TheoryHub Book*. Newcastle University. https://open.ncl.ac.uk

Masson, P., Mondon, P., & Lintner, K. (2009). Cosmetic Claim Substantiation: Methods and Legal Framework. Dalam *Global Regulatory Issues for the Cosmetics Industry* (hlm. 155–173). Elsevier Inc. https://doi.org/10.1016/B978-0-8155-1569-2.50014-2

Memon, M. A., Thurasamy, R., Ting, H., & Cheah, J.-H. (2024). Purposive Sampling: A Review and Guidelines for Quantitative Research. *Journal of Applied Structural Equation Modeling*, *9*(1), 1–23. https://doi.org/10.47263/JASEM.9(1)01

Mohammed, A., Al-Swidi, A. K., Al-Hakimi, M. A., & Ferraris, A. (2025). From greenwashing to brand avoidance: the roles of perceived risk, trust and negative word-of-mouth. *International Journal of Bank Marketing*. https://doi.org/10.1108/IJBM-09-2024-0535

Nessah, I. (2024). Theoretical Study on Advertising Deception and Its Impact on Consumers. *IJEP*, *7*(01), Pages: 137-157. https://doi.org/10.54241/2065-007-001-008

Odoom, R., Kosiba, J. P., Djamgbah, C. T., & Narh, L. (2019). Brand avoidance: underlying protocols and a practical scale. *Journal of Product & Brand Management*, *28*(5), 586–597. https://doi.org/10.1108/JPBM-03-2018-1777

Otoo, D. S., Odoom, R., & Braimah, S. M. (2023). Service brand avoidance in business-to-business relationships. *Journal of Product and Brand Management*, *32*(1), 93–106. https://doi.org/10.1108/JPBM-10-2020-3172

Ou, C. X., & Sia, C. L. (2010). Consumer trust and distrust: An issue of website design. *International Journal of Human Computer Studies*, *68*(12), 913–934. https://doi.org/10.1016/j.ijhcs.2010.08.003

Pakaila, J. R., Aydin, R. M., & Abbiyya, S. W. (2024). Tren Overclaim Dalam Iklan Industri Kecantikan: Analisis Etika Terapan Pada Produk Skincare di Indonesia. *Kabilah: Journal od Social Community*, *9*(2).

Prance-Miles, L. (2021). *Estée Lauder Companies fined 400,000 yuan for false Clinique claims in China*. https://www.globalcosmeticsnews.com/estee-lauder-companies-fined-400000-yuan-for-false-clinique-claims-in-china/

Rahmawati, K., & Permana, E. (2025). Analisis Overclaim Marketing dalam Membangun Kepercayaan Konsumen pada Produk Daviena Skincare. *Jurnal Bisnis, Ekonomi Syariah, dan Pajak*, *2*(2), 155–167. https://doi.org/10.61132/jbep.v2i2.1051

UNIVERSITAS GADJAH MADA
Pengaruh Klaim Berlebihan Kandungan Produk terhadap Penghindaran Merek dengan Ketidakpercayaan terhadap Merek sebagai Variabel Mediasi: Studi pada Konsumen Produk Perawatan Kulit Indonesia Pascaisu Klaim Berlebihan
Cornelia Nadia Prakoso, Rokhima Rostiani, S.E., M.Mgt.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Rogers, R. W. (1975). A Protection Motivation Theory of Fear Appeals and Attitude Change. *The Journal of Psychology*, *91*(1), 93–114. https://doi.org/10.1080/00223980.1975.9915803

Russo, G. M., Tomei, P. A., Serra, B., & Mello, S. (2021). Differences in the Use of 5- or 7-point Likert Scale: An Application in Food Safety Culture. *Organizational Cultures: An International Journal*, *21*(2), 1–17. https://doi.org/10.18848/2327-8013/CGP/v21i02/1-17

Saeed, N., Akhtar, N., Attri, R., & Yaqub, M. Z. (2024). How violation of consumers' expectations causes perceived betrayal and related behaviors: Theoretical perspectives from expectancy violation theory. *Journal of Retailing and Consumer Services*, *81*, 103961. https://doi.org/10.1016/j.jretconser.2024.103961

Sajid, M., Zakkariya, K. A., Suki, N. M., & Islam, J. U. (2024). When going green goes wrong: The effects of greenwashing on brand avoidance and negative word-of-mouth. *Journal of Retailing and Consumer Services*, *78*, 103773. https://doi.org/10.1016/j.jretconser.2024.103773

Saputri, W. E. (2026). Green Turns Grey: Green Purchase Continuity Through Protection Motivation Theory. *Citizen : Jurnal Ilmiah Multidisiplin Indonesia*, *6*(1), 1–15. https://doi.org/10.53866/jimi.v6i1.1043

Schreiber, J. B., Stage, F. K., King, J., Nora, A., & Barlow, E. A. (2006). Reporting structural equation modeling and confirmatory factor analysis results: A review. Dalam *Journal of Educational Research* (Vol. 99, Nomor 6, hlm. 323–338). Routledge. https://doi.org/10.3200/JOER.99.6.323-338

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7 ed.). John Wiley & Sons.

Setia, M. (2016). Methodology series module 3: Cross-sectional studies. *Indian Journal of Dermatology*, *61*(3), 261. https://doi.org/10.4103/0019-5154.182410

Shi, J., & Omar, N. A. (2024). The effect of greenwashing on green purchase intention: Perceived betrayal as a mediator and brand loyalty as a moderator. *Journal of Infrastructure Policy and Development*, *8*(9), 7520. https://doi.org/10.24294/jipd.v8i9.7520

Spreng, R. A., Mackenzie, S. B., & Olshavsky, R. W. (1996). A Reexamination of the Determinants of Consumer Satisfaction. Dalam *Source: Journal of Marketing* (Vol. 60, Nomor 3).

Su, Z., & Ha, H. Y. (2025). The evolution of customer defection intentions in the online travel agency industry. *Current Issues in Tourism*. https://doi.org/10.1080/13683500.2025.2473057

Syahirah, S. (2025). Persepsi Konsumen Terhadap Strategi Public Relations Azarine Dalam Mengatasi Isu Overclaim Produk. *Jurnal Mahasiswa Komunikasi*, *5*(2), 259–267.

Tahaanii, A. N., & Waluyo. (2023). *Perlindungan Hukum Bagi Konsumen Disebabkan Overclaim Pada Deskripsi Produk Kosmetik X (Perawatan Wajah)*. https://doi.org/10.5281/zenodo.10077406

Tourangeau, R., Rips, L. J., & Rasinski, K. A. (2000). *The Psychology of Survey Response*. Cambridge University Press.

UNIVERSITAS GADJAH MADA
Pengaruh Klaim Berlebihan Kandungan Produk terhadap Penghindaran Merek dengan Ketidakpercayaan terhadap Merek sebagai Variabel Mediasi: Studi pada Konsumen Produk Perawatan Kulit Indonesia Pascaisu Klaim Berlebihan
Cornelia Nadia Prakoso, Rokhima Rostiani, S.E., M.Mgt.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Vyansa Intelligence. (2025). *Indonesia Skin Care Market Report: Trends, Growth and Forecast (2025-2030)*. https://www.vyansaintelligence.com/industry-report/indonesia-skin-care-market

Lee, M. S. W., Conroy, J., and Motion, J. (2009). Brand Avoidance: a Negative Promises Perspective. Dalam A. L. McGill & S. Shavitt (Ed.), *Advances in Consumer Research* (Vol. 36, hlm. 421–429). Association for Consumer Research. http://www.acrwebsite.org/volumes/14318/volumes/v36/NA-36

Winchester, M., & Romaniuk, J. (2008). Negative Brand Beliefs and Brand Usage. *International Journal of Market Research*, *50*(3), 355–375. https://doi.org/10.1177/147078530805000306

Xiao, Z., Wang, Y., & Guo, D. (2022). Will Greenwashing Result in Brand Avoidance? A Moderated Mediation Model. *Sustainability*, *14*(12), 7204. https://doi.org/10.3390/su14127204

Zhao, D., Shi, X., Wei, S., & Ren, J. (2021). Comparing Antecedents of Chinese Consumers' Trust and Distrust. *Frontiers in Psychology*, *12*. https://doi.org/10.3389/fpsyg.2021.648883

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