

DAFTAR PUSTAKA

i. Sumber: Artikel Jurnal

- Adinda, G. T., Purmono, B. B., Afifah, N., Barkah, B., & Marumpe, D. P. (2024). The influence of E-WOM and brand image on purchase decision of the originote. *Jurnal Ekonomi*, 13(01), 512-528.
- Agustini, M. D. H., & Devita, E. (2019). Country of origin and brand image on purchase decision of South Korean cosmetic Etude House. *Journal of Management and Business Environment*, 1(1).
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Aprilia, A., & Muzdalifah, L. (2023). Peran trust dalam memediasi antara viral marketing dan celebrity endorse terhadap purchase decision pada produk MS Glow. *Jurnal Manajemen STIE Muhammadiyah Palopo*, 9(2), 274–287.
- Asnawati, Nadira, M., Wardhani, W., & Setini, M. (2021). The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 5(3), 297–306.
- Aulia, V. D., Sulastri, S., Maulana, A., & Rosa, A. (2024). Pengaruh brand image, brand trust, dan e-WOM terhadap keputusan pembelian makanan menggunakan jasa ShopeeFood. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(1), 778–792.
- Ayu Primananda, B., & Susanti, C. E. (2021). The effect of brand ambassador and product quality on purchase decision through brand trust. *Jurnal Ilmiah Riset Manajemen*, 10(3), 512–522.
- Cristimonica, J., & Setiawan, M. B. (2022). The effect of addressing attraction, price perception, and electronic word of mouth on purchase decision of YOU brand cosmetics. *JIM UPB*, 10(1), 59–65.
- Dashti, M., Sanayei, A., Dolatabadi, H. R., & Javadi, M. H. M. (2019). Application of the S-O-R framework to factors influencing social commerce intentions. *International Journal of Business Information Systems*, 30(2), 177–202.
- Delistavrou, A. (2022). Applying the theory of planned behavior to sustainable cosmetic consumption. *Sustainability*, 14(15), 9423.

- Desmaryani, S., et al. (2024). Investigating the role of brand image and halal labels on purchase decisions. *Uncertain Supply Chain Management*, 12(1), 481–488.
- Djamzuri, M. I., & Mulyana, A. P. (2024). Cancel culture di era media baru dalam kasus overclaim skincare. *Nuansa Akademik*, 9(2), 523–534.
- Erdalina, W. (2018). Pengaruh kualitas produk, harga, dan iklan televisi terhadap keputusan pembelian kosmetik. *Menara Ilmu*, 12(9).
- Hafez, M. (2021). The impact of social media marketing activities on brand equity. *International Journal of Bank Marketing*, 39(7), 1353–1376.
- Hakim, M. M., & Budiarti, W. (2024). How false advertising victims' experiences define online purchase decisions. *JDM*, 15(2), 250–268.
- Hamzah, N., & Mustafa, M. (2019). Predicting purchase intention for halal cosmetics: Testing the Theory of Planned Behavior (TPB). *Journal of Islamic Marketing*, 10(4), 1000–1014.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer purchase decision. *International Journal of Information Management Data Insights*, 2(2), 100102.
- Imani, A. N., Hardini, R., & Digdowiseiso, K. (2023). Product quality, brand image, and brand trust on purchase decision of Wardah cosmetics. *Jurnal Syntax Admiration*, 4(1), 430–452.
- Inggasari, S. M., & Hartati, R. (2022). Pengaruh celebrity endorser, brand image, dan brand trust terhadap keputusan pembelian produk Scarlett Whitening. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, 3(1).
- Islam, M. M. (2021). Impact of deceptive advertising on women buying behavior. *Journal of Entrepreneurship and Business Innovation*, 8(2), 21–32.
- Kajtazi, M., & Zeqiri, J. (2020). Impact of e-WOM on consumer buying decision. *Journal of Marketing Research and Case Studies*, 2020, 1–12.
- Kinanti, S., & Saputra, A. (2023). Celebrity endorser, brand image, and product quality on purchase decision. *ECo-Buss*, 5(3), 880–893.
- Lestari, D. P., & Haris, A. (2021). Pengaruh Reputasi dan Kepercayaan terhadap Keputusan Pembelian Produk Kosmetik di Instagram. *Jurnal Riset Ekonomi dan Manajemen*, 21(2), 115–124.

- Maulidya, Z., Prasetyo, B., & Sari, R. P. (2025). Brand image, brand trust, and e-WOM on purchase decision. *Jurnal Riset Manajemen dan Bisnis*, 14(2), 112–122.
- Muslimah, S., Rahman, A., & Nugroho, F. (2024). Changes and Determinants of Consumer Shopping Behavior in E-Commerce and Social Media Product 62 Muslimah. *Journal of Islamic Marketing and Consumer Behavior*, 6(1), 20–33.
- Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of use, e-WOM, and content marketing. *International Journal of Data & Network Science*, 6(1).
- Nguyen, T. H., et al. (2022). The impact of electronic word-of-mouth and perceived risk. *Sustainability*, 14(2), 678.
- Oktaviani, A. D., Riyanto, D. W. U., & Fuadiputra, I. R. (2022). The Effect of Electronic Word of Mouth, Brand Image, and Brand Trust on Consumer Purchase Decision on Camille Organic Beauty Face Mask. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(03), 245–253.
- Oktaviani, M., & Fatmawati, D. (2023). Pengaruh Label BPOM terhadap Kepercayaan dan Keputusan Pembelian Produk Skincare Lokal. *Jurnal Ilmu Ekonomi dan Bisnis*, 13(1), 45–52.
- Pakaila, J. R., Aydin, R. M., & Abbiyya, S. W. (2024). Tren overclaim dalam iklan industri kecantikan. *Kabillah*, 9(2), 504–510.
- Porto, R. B., et al. (2022). Electronic word-of-mouth advertising versus brand strength. *International Journal of Professional Business Review*, 7(1), e0250.
- Pratiwi, I., Soemitra, A., & Nurbaiti, N. (2024). Influencer credibility, brand image, and brand trust on purchase decisions. *JHSS*, 8(3), 742–748.
- Putri, L. M., Hidayat, A., & Sari, R. M. (2022). Pengaruh Social Media Marketing terhadap Brand Awareness dan Purchase Intention Produk Kosmetik. *Jurnal Manajemen dan Bisnis*.
- Sahafat, F., Wijaya, H., & Ramadhan, R. (2021). Positive and negative e-WOM and its impact on consumer purchase decisions in online markets. *International Journal of Digital Business*, 2(3), 18–27

- Saputro, A. H., & Mubarak, D. A. A. (2024). Brand image, brand trust, and e-WOM on purchase decision. *JEMSI*, 10(6), 3331–3340.
- Sari, A. J., Udayana, I. B. N., & Cahya, A. D. (2022). Pengaruh brand image terhadap keputusan pembelian. *Al-Kharaj*, 4(1), 308–327.
- Şehirli, E. (2020). The effect of electronic word-of-mouth communication on consumer behavior. *Eurasian Journal of Marketing and Economics*, 8(3), 45–60.
- Setini, M., et al. (2022). Digital transformation and consumer behavior in the beauty industry during COVID-19 pandemic. *Journal of Asian Business Strategy*.
- Sintiadewi, N. L. G. N., Sara, I. M., & Sitiari, N. W. (2024). The mediating role of brand trust in the influence of e-WOM and product quality on purchase decisions for natural cosmetics in Bali. *East Asian Journal of Multidisciplinary Research*, 3(9), 4235–4254.
- Siswanty, Y. E., & Prihatini, A. E. (2020). Pengaruh *electronic word of mouth*, *brand image*, dan *brand trust* terhadap keputusan pembelian kosmetik Sariayu Martha Tilaar (Studi pada konsumen wanita Sariayu Martha Tilaar di Kota Semarang). *Jurnal Administrasi Bisnis*, 9(3), 380–389.
- Tahaanii, A. N., & Waluyo, W. (2023). Perlindungan hukum bagi konsumen akibat overclaim produk kosmetik. *Jurnal Ilmiah Wahana Pendidikan*, 9(22), 1–12.
- Truong, G. N. T., et al. (2022). Perceived risk and suspicion in e-WOM. *IJCRMM*, 13(1), 1–18.
- Wirasakti, M. R., & Purwanto, S. (2023). Brand image and brand trust on hotel booking purchase decisions. *IJOMRAL*, 2(6), 765–777.

ii. Buku

- Ghozali, I., & Latan, H. (2020). *Partial least squares: Konsep, metode, dan aplikasi menggunakan WarpPLS 7.0* (Edisi 4). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., et al. (2010). *Multivariate data analysis* (7th ed.). Pearson Education.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Sekaran, U., & Bougie, R. (2016). *Metodologi penelitian untuk bisnis* (Edisi ke-6). Salemba Empat.

Sekaran, U., & Bougie, R. (2017). *Metode penelitian untuk bisnis* (Buku 2). Salemba Empat.

iii. Laporan

Badan Pusat Statistik Provinsi Sumatera Barat. (2023). *Penduduk berumur 15 tahun ke atas menurut kelompok umur dan jenis kegiatan*. <https://sumbar.bps.go.id/>

Databoks. (2021, Mei 5). *Produk kesehatan dan kecantikan paling laku saat pandemi*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/b537201dc242670/produk-kesehatan-dan-kecantikan-paling-laku-saat-pandemi>

Detik.com. (2024, Juni 23). *BPOM ancam cabut izin produk skincare overclaim, bisa dipidana & denda Rp 5 M*. <https://www.detik.com/sulsel/berita/d-7605381/bpom-ancam-cabut-izin-produk-skincare-overclaim-bisa-dipidana-denda-rp-5-m/amp>

HelloSehat Editorial Team. (2023, Juni 15). *Waspadai Iklan Skincare yang Menjanjikan Hasil Instan*. HelloSehat. <https://hellosehat.com/perawatan-kulit/produk-kulit/iklan-skincare-berlebihan/>

JawaPos. (2024, Juni 20). *Bikin heboh! Marak skincare overclaim dibongkar dokter detektif di TikTok, apa saja produknya?* <https://blitarkawentar.jawapos.com/lifestyle/2275198418/bikin-heboh-marak-skincare-overclaim-dibongkar-dokter-detektif-di-tiktok-apa-saja-produknya>

Kabarsiger.com. (2020, November 25). *Transaksi belanja online produk kosmetik naik 80 persen selama pandemi*. <https://kabarsiger.com/read/transaksi-belanja-online-produk-kosmetik-naik-80-persen-selama-pandemi>

Katadata Insight Center & SIRCLO. (2021). *Perubahan proporsi transaksi e-commerce kategori kesehatan dan kecantikan selama pandemi COVID-19*. <https://cisas.co.id/>

Kompas.id. (2024). *Industri kecantikan Indonesia mencapai USD 9,17 miliar pada 2024*. <https://www.kompas.id/artikel/en-no-buy-challenge-akankah-membuat-industri-kecantikan-2025-meredup-tak-glowing-lagi>

Kompasiana. (2024). Etika di balik produk skincare. <https://www.kompasiana.com/solagratiamsamosir7751/67d17991ed64156529170072/etika-di-balik-produk-skincare>

Kompasiana. *Overview Overclaim Skincare: Kandungan Retinol Tak Sesuai Label?* <https://www.kompasiana.com/melissarahmawati/overview-overclaim-skincare-2024>

Netray. (2021). *Pergeseran perilaku konsumen terkait penggunaan produk kecantikan selama pandemi.* <https://analysis.netray.id/pergeseran-perilaku-konsumen-terkait-penggunaan-produk-kecantikan-selama-pandemi>

Sirclo. (2025). *Menelaah lanskap e-commerce Indonesia: Tren 2024 dan proyeksi 2025.* <https://www.sirclo.com/>

Statista. (2024). *Sources of skincare awareness in Indonesia.* <https://www.statista.com/>

Statista. (2025). *Cosmetics and personal care market in Indonesia.* <https://www.statista.com/>

iv. Konfrensi dan Presentasi

Kuncoro, A. A. P., & Syamsudin, M. (2024). Perlindungan konsumen terhadap overclaim produk skincare. *Prosiding Seminar Hukum Aktual*, 2(3), 73–84.

Nurhasanah, F. M., et al. (2021). The effect of e-WOM, brand trust, and brand ambassador. *IOP Conference Series*, 1071(1), 012017.

Sabilla, L., & Borshalina, T. (2024). The influence of overclaims and influencers on customer trust. *International Seminar Conference of Economics and Business Excellence*, 1, 158–168.