

## DAFTAR PUSTAKA

- Akbar, W., & Murdiana, V. A. (2023). Pengaruh Terpaan Media Live Shopping Tiktok Terhadap Keputusan Pembelian@ theoriginote. *TUTURAN: Jurnal Ilmu Komunikasi, Sosial dan Humaniora*, 1(4), 108-124.
- Alfarisyah, Rizki. (2024, 21 September). *Diduga Brand Skincare Overclaim, Dokter Detektif Ungkap Hasil Uji Laboratorium*. Kompasiana. <https://www.kompasiana.com/rizkialfarisya312/67223d7ac925c44a6e5aafb2/diduga-brand-skincare-overclaim-dokter-detektif-ungkap-hasil-uji-laboratorium>
- Amandasari, N. A., Harto, B., & Taufik, Y. (2024). Autentisitas Merek dan Loyalitas Konsumen Dilihat dari Perspektif Kualitatif Pada UMKM di Bandung. *Innovative: Journal Of Social Science Research*, 4(2), 6131-6143.
- Arfia, M. (2024, 4 Januari). *5 Brand skincare yang mendominasi pasar Indonesia ini ternyata berasal dari China*. ETH Cargo Indonesia. <https://ethcargoindo.com/artikel/beauty-brand-produk-skincare-yang-viral-dan-terkenal-produk-lokal-ini-ternyata-asal-china>
- Ariesda, T. E. & Luqman, Yanuar (2019). Pengaruh Terpaan Iklan Frestea di Televisi dan Terpaan Komunikasi Word of Mouth terhadap Keputusan Pembelian Produk Frestea. *Interaksi Online*, 8(1), 165-173.
- Astuti, N. P., & Susila, I. (2022, June). Influence Analysis of Customer Ratings Reviews Online, Free Shipping Promotion and Discount Promotion on Purchasing Decisions in E-Commerce. In *International Conference on Economics and Business Studies (ICOEBS 2022)* (pp. 38-46). Atlantis Press.
- Azzahra, S., & Fachira, I. (2022). The influence of bring back our bottle program on the Body Shop Indonesia brand image, brand trust, brand love and brand loyalty. *Asian Journal of research in Business and Management*, 4(3), 283-295.
- Babbie, E. (2020). *The Practice of Social Research* (15th ed.). Cengage Learning.
- Bryman, A. (2016). *Social Research Methods* (5th ed.). Oxford University Press.

- Compas. (2023, 20 November). *Volume penjualan The Originote melonjak hingga 6 kali lipat selama periode Januari-November 2023 dibandingkan periode yang sama tahun sebelumnya.* Instagram.  
[https://www.instagram.com/compas.co.id/p/DAQ\\_U31yAlM/?img\\_index=1](https://www.instagram.com/compas.co.id/p/DAQ_U31yAlM/?img_index=1)
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). Sage Publications.
- Darma, B. (2021). *Statistika penelitian menggunakan SPSS (Uji validitas, uji reliabilitas, regresi linier sederhana, regresi linier berganda, uji t, uji F, R2)*. Guepedia.
- Farasila, I., & Pradekso, T. (2020). Hubungan Terpaan Iklan Pada Akun Instagram@ sociolla dan Terpaan Online Customer Review Pada Sociolla Connect dengan Keputusan Pembelian Produk Kecantikan di Sociolla. *Interaksi Online*, 8(4), 133-141.
- Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of consumer research*, 21(1), 1-31.
- García-Salirrosas, E. E., & Acevedo-Duque, Á. (2022). PERVAINCONSA scale to measure the consumer behavior of online stores of MSMEs engaged in the sale of clothing. *Sustainability*, 14(5), 2638.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.
- Kotler, P & Keller, K L. (2016). *Marketing Management. 13th Edition*. London: Pearson Education International
- Muzakki, A., & Rahmiaji, L. R. (2024). HUBUNGAN TERPAAN PROMOSI PENJUALAN DAN MELIHAT ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN WULING AIR EV. *Interaksi Online*, 13(1), 976-988.

- Nefrida, N., Fransiska, A. W., Assalam, S., & Hartina, S. (2024). Review Influencer dan Brand Image Terhadap Minat Pembelian Produk Skincare. *Jurnal Pustaka Manajemen (Pusat Akses Kajian Manajemen)*, 4(1), 9-16.
- Nesterenko, V., Miskiewicz, R., & Abazov, R. (2023). Marketing communications in the era of digital transformation. *Virtual Economics*, 6(1), 57-70.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson.
- Palikhe, A., & Phuyal, S. (2025). Ethical Consideration on Editing of Data in Research. *PAAN Journal*, 31, 1854-1872.
- Pamungkas, D. S., Saputra, I. B., & Laksana, A. (2024). Strategi komunikasi digital melalui media sosial untuk membangun kepercayaan konsumen. *Konsensus: Jurnal Ilmu Pertahanan, Hukum dan Ilmu Komunikasi*, 1(6), 88-94.
- Rachmad, Y. E., Meliantari, D., Akbar, I., Rijal, S., & Aulia, M. R. (2023). The Influence of Product Quality, Promotion and Brand Image on Brand Trust and Its Implication on Purchase Decision of Geprek Benua Products. *Jurnal EMT KITA*, 7(3), 597-604.
- Rengganis, S. A., Pradekso, T., & Luqman, Y. (2024). PENGARUH TERPAAN ONLINE CUSTOMER REVIEW DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN SERUM WHITELAB. *Interaksi Online*, 12(2), 353-362.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12). London: Pearson Education Limited.
- Sugiyanto, A., Sukmayuda, B. C., & Andiyana, E. (2024). *Perilaku Konsumen 5.0*. Pradina Pustaka.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Surapto, D. (2020, May). The impact of brand trust, brand loyalty, brand image on service quality. In *2nd International Seminar on Business, Economics, Social Science and Technology (ISBEST 2019)* (pp. 162-167). Atlantis Press.