

**DAFTAR PUSTAKA**

- Ajzen, I. (1991). *The Theory of Planned Behavior*.
- Alifawa, Susyanti, J., & Normaladewi, A. (2023). Pengaruh Brand Image dan Country of Origin melalui Word of Mouth terhadap Keputusan Pembelian Online Produk Erigo (Studi Kasus Mahasiswa Universitas Islam Malang). *E-Jurnal Riset Manajemen*, 12, 1844–1854.
- Amanah, N. D., Randikaparsa, I., Astuti, H. J., & Bagis, F. (2025). The Influence of Country of Origin, Celebrity Endorser, and Electronic Word of Mouth on Purchase Decisions for Innisfree Korean Skincare Products. *International Journal of Business and Applied Economics*, 4(1), 37–52.
- Amin, A. M., Rafiqah, D., & Yanti, F. (2021). INVEST : Jurnal Inovasi Bisnis dan Akuntansi The Effect of Brand Ambassador, *E-WOM*, Lifestyle, Country of Origin And Motivation on The Decision to Purchase Korean Skincare Products Nature Republic Pengaruh Brand Ambassador, *E-WOM*, Gaya Hidup, Country of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic.
- Andini, P., & Rahardjo, S. T. (2012). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Mobil Hyundai i20 (Studi Kasus pada Konsumen Mobil Hyundai i20 di Semarang). *Diponegoro Journal of Management*, 1(4), 105-116.
- Assael, H. (2004). *Consumer Behavior: A Strategic Approach*. Houghton Mifflin.
- Bilkey, W. J., & Nes, E. (1982). Country of origin effects on product evaluations. *Journal of International Business Studies*, 13(1), 89–99.
- Blumberg, B., Cooper, D., & Schindler, P. (2014). *EBOOK: Business research methods*. McGraw Hill.

- Budiarti, A. P., Yasri, Y., & Masdupi, E. (2019). Pengaruh Country of Origin, Brand Familiarity, Dan Kepercayaan Terhadap Keputusan Pembelian Smartphone Samsung Di Kota Padang. *Jurnal Praktik Bisnis*, 8(1), 1-10.
- Carbella, G., & Firdausy, C. M. (2024). Faktor-Faktor yang Mempengaruhi Purchase Intention Pelanggan Skintific di Jakarta. *Jurnal Manajerial dan Kewirausahaan*, 6(2), 353–362.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.
- Chen, Y., & Xie, J. (2005). Third-party product review and firm marketing strategy. *Marketing science*, 24(2), 218-240.
- Cheung, C. M. K., & Thadani, D. R. (2012). The Impact of Electronic Word-of-Mouth Communication: A Literature Analysis and Integrative Model. *Decision Support Systems*, 54(1), 461–470.
- Crespo, C. F., & Velgan, T. (2025). The impact of acculturation and country-of-origin image on emigrants' purchase intention: A cross-cultural analysis. *International Journal of Intercultural Relations*, 105.
- Delgado-Ballester, E. (n.d.). Development And Validation Of A Brand Trust Scale.
- Elena, D. B., & Jose, L. M. A. (2001). Brand trust in the context of consumer loyalty. *European journal of Marketing*, 35(11-12), 1238-1258.
- Ekonomi, M., & Manajemen, D. (2014). Pengaruh Country of Brand dan Country of Manufacture terhadap Asosiasi Merek (Studi pada Pelanggan Produk Elektronik). 29(1).
- Foeh, G. K. E. (2022). Pengaruh Celebrity Endorser dan Electronic Word of Mouth terhadap Purchase Intention dengan Brand Trust sebagai Variabel Intervening pada brand Eatsambel.. *Jurnal Strategi Pemasaran*, 9(2), 13-13.

- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences/Revue canadienne des sciences de l'administration*, 27(1), 5-23.
- Ha, H. Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of consumer behaviour: An international research review*, 4(6), 438-452.
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in Second Language and Education Research: Guidelines Using an Applied Example. *Research Methods in Applied Linguistics*, 1(3).
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hennig-Thurau T, Gwinner KP, Walsh G, Gremler DD (2004) Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *J Interact Mark* 18(1):38–52
- Hien, N. N., Phuong, N. N., van Tran, T., & Thang, L. D. (2020). The Effect of Country-of-Origin Image on Purchase Intention: The Mediating Role of Brand Image and Brand Evaluation. *Management Science Letters*, 10(6), 1205–1212.
- Hudiyono, R. F., & Ismail, S. (2023). Uncover the Marketing Strategy of Skintific in Indonesia (pp. 381–400).
- Jalilvand, M.R. and Samiei, N. (2012) The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Automobile Industry in Iran. *Marketing Intelligence & Planning*, 30, 460-476.
- Kamil hafidzi, M. ., Rizqi, F. ., & Jumani, A. (2022). Literature Review Pengaruh Harga, Kualitas Produk Dan Lokasi Terhadap Pengambilan Keputusan Pembelian. *Jurnal Ilmu Multidisiplin*, 1(1), 203–214.

- Kesogihen, K., Rawi, N. T., Tambunan, S. R., Bisnis, M., Niaga, A., Medan, N., Negeri, P., Mice, M., & Medan, P. N. (2024). Pengaruh Live Streaming Shopee Dan Online Customer Review Terhadap Keputusan Pembelian Produk Skincare Skintific Di Kota Medan.
- Konuk, F. A. (2021). The moderating impact of taste award on the interplay between perceived taste, perceived quality and brand trust. *Journal of Retailing and Consumer Services*, 63.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (15th ed.). Pearson Education.
- Kotler, P., and Keller, K.L. (2016). *Marketing management*, 15th Edition. New Jersey: Pearson Pretice Hall, Inc
- Lamba, B., & Aggarwal, M. (2014). A Study on Influence of eWOM: Consumer Buying Behavior. *The International Journal Of Business & Management*, 2(9), 237–241.
- Lani Anjarwati, M. (2022). Pengaruh Country of Origin dan Electronic Word of Mouth terhadap Keputusan Pembelian melalui Minat Beli (Studi Pada Konsumen Sheet Mask Innisfree di FISIP Universitas Diponegoro). In *Jurnal Ilmu Administrasi Bisnis: Vol. X* (Issue 3).
- Lau, G. T., & Lee, S. H. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of market-focused management*, 4(4), 341-370.
- Marsha, E., Dwi, D. M. Y., & Agustini, H. (2019). Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House. In *JMBE Journal Of Management and Business Environment* (Vol. 1, Issue 1).
- Mirae Asset Securities Co., Ltd. (2024, January 31). Amorepacific (090430 KS) – Awaiting COSRX consolidation. Equity Research Report. Seoul: Mirae Asset Securities.

- Mohd Yasin N, Nasser Noor M, Mohamad O (2007), "Does image of country-of-origin matter to brand equity?". *Journal of Product & Brand Management*, Vol. 16 No. 1 pp. 38–48.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of marketing*, 58(3), 20-38.
- Muharam, H., Setiawan, R., & Wardi, T. A. (2023). Pengaruh Country of Origin, Online Customer Review dan Product Knowledge Terhadap Purchase Decisions Smartphone Samsung. In *Jurnal Industri Kreatif dan Kewirausahaan* (Vol. 6, Issue 2).
- Muthmainnah, A., & Pebrianti, W. (2023). The Influence Of Price And Product Quality On Customer Satisfaction With Purchase Decision As Mediation Variable In Somethinc Serum Skincare Products In Indonesia. *Jurnal Ekonomi*, 12, 1925–1938.
- Prima Budiarti, A., Yasri, & Masdupi, E. (2019). Pengaruh Country of Origin, Brand Familiarity, Dan Kepercayaan Terhadap Keputusan Pembelian Smartphone Samsung Di Kota Padang. *Jurnal Praktik Bisnis*, 08(1).
- Raditya, A., Andani, I. G. A., Belgiawan, P. F., Sefriyadi, I., Windasari, N. A., & Adzhani, I. A. (2025). Country of Origin Effect on Car Ownership Choice Decision of Indonesian Consumer. *Research in Transportation Business and Management*, 59.
- Respati, N. N. R., Panasea, I. G. N. O., Kharisma, A. A. G., & Aditya, I. W. P. (2024). Pengaruh E-Wom dan Perceived Value Terhadap Purchase Intention Dimediasi oleh Brand Trust. *J Econ Bus*. Published online.
- Reza Jalilvand, M., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing intelligence & planning*, 30(4), 460-476.

- Rezvani, S., Dehkordi, G. J., Rahman, M. S., Fouladivanda, F., Habibi, M., & Eghtebasi, S. (2012). A conceptual study on the country of origin effect on consumer purchase intention. *Asian Social Science*, 8(12), 205-215.
- Sari, N., Saputra, M., Husein, J., & Id, M. C. (2017). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian Pada Toko Online BUKALAPAK.COM. In *Jurnal Manajemen Magister* (Vol. 03, Issue 01).
- Schiffman, Kanuk,. (2010) : Perilaku Konsumen, Edisi 10.; Indeks, Jakarta.
- Septiani, V. R., Oktavia, R. N., & Sudrajat, D. A. (2020). Pengaruh Country of Origin dan Celebrity Endorser terhadap Keputusan Pembelian Pada Produk Nature Republic Aloe Vera 92% Shooting Gel. *Jurnal Administrasi Bisnis*, 10(1), 60–66.
- Sugiyono - Kualitatif, Kuantitatif, R&D (2019) . (n.d.).
- Sweeney, J., & Swait, J. (2008). The Effects of Brand Credibility on Customer Loyalty. *Journal of Retailing and Consumer Services*, 15(3), 179–193.
- Thompson, 2016. *Crafting and executing strategy: the quest for*. In: Nwe York: McGraw-Hill Education., p. 57.
- TomassMHultt, G. (n.d.). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*.
- Tri Adinda, G., Bagus Purmono, B., Afifah, N., & Pratama Marumpe, D. (2024). The Influence of *E-WOM* and Brand Image on Purchase Decision of The Originote-Gadis Tri Adinda et.al The Influence of *E-WOM* and Brand Image on Purchase Decision of The Originote. *Jurnal Ekonomi*, 13.
- Commonthreadco. *Beauty Industry Trends & Cosmetics Marketing: Statistics and Strategies for Your Ecommerce Growth*. Diakses tanggal 9 Maret 2025.

Link: <https://commonthreadco.com/blogs/coachs-corner/beauty-industry-cosmetics-marketing-ecommerce>

Euromonitor. Top Five Trends for Beauty and Personal Care in 2023. Diakses tanggal 15 Maret 2025.

Link: <https://www.euromonitor.com/article/top-five-trends-for-beauty-and-personal-care-in-2023>

Databoks. Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri diCapai Rp111,83 Triliun pada 2022. Diakses tanggal 9 Maret 2025

Link:

<https://databoks.katadata.co.id/produkkonsumen/statistik/66ea42a1ae6c6/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capairp11183-triliun-pada-2022>

Databoks. Perawatan dan Kecantikan, Kategori FMCG Terlaris di E-commerce RI 2023. Diakses tanggal 9 Maret 2025

Link:

<https://databoks.katadata.co.id/produkkonsumen/statistik/9cd91b0953919bd/perawatan-dan-kecantikan-kategori-fmcg-terlaris-di-e-commerce-ri-2023>

Kantar World Panel. Full Report: Beauty Trends in Asia 2022. Diakses tanggal 13 Maret 2025.

Link: <https://www.kantarworldpanel.com/id/News/beauty-trends-asia-2022-report>

COSRX Indonesia. (2025). Informasi Produk COSRX. Diakses tanggal 24 Oktober 2025.

Link: <https://www.cosrx.id/>