

## DAFTAR PUSTAKA

- Abdjul, F., Massie, J. D. D., & Mandagie, Y. (2022). Pengaruh Content Marketing, Search Engine Optimization Dan Social Media Marketing Terhadap Keputusan Pembelian Mahasiswa Feb Unsrat Di E-Commerce Sociolla. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(3), 225–236.
- Akkaya, M. (2021). Understanding the impacts of lifestyle segmentation & perceived value on brand purchase intention: An empirical study in different product categories. *European research on management and business economics*, 27(3), 100155.
- Amanda, V., Patarru, N., Paridy, A., & Londong, J. P. (2024). Pengaruh Brand Ambassador Kualitas Produk, Persife Value Terhadap Minat Belanja Konsumen Pada Produk Skincare Skintific. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 10(1), 562–568.
- Ananda, I. G. N. Y. A., & Wisudawati, N. N. S. (2022). The influence of social media marketing, content marketing and brand image on instagram toward buying interest (a case study on consumer at dahlia beauty salon). *JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam)*, 10(1), 38–50.
- Angkasa, N., Marpaung, F. K., Sihombing, Y. R., Meliza, J., Holando, F. A., Evani, S., & Wijaya, K. (2024). Pengaruh Influencer Harga Dan Content Marketing Terhadap Minat Beli Konsumen Skintific. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(4), 8703–8712.
- Armawan, I., Sudarmiatin, S., Hermawan, A., & Rahayu, W. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141–152.
- Ashari, R. M. H., & Sitorus, O. F. (2023). Pengaruh Content Marketing terhadap

- Customer Engagement Kopi Kenangan. *Jurnal EMT KITA*, 7(1), 38–46.
- Azis, P. A., Rahayu, E. T., & Kurniawan, F. (2022). Upaya Meningkatkan Gerak Lokomotor Siswa Sekolah Menengah Atas Dalam Pembelajaran Atletik Melalui Metode Bermain. *Jurnal Ilmiah Wahana Pendidikan*, 8(15), 464–471.
- Benhardy, K., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 10(14), 3425–3432.
- Briliana, V., & Fialim, G. (2023). Anteseden Repurchase Intention: Studi Empiris Pada Konsumen Vitamin C Saat Pandemi Covid-19 Di Jakarta. *Jurnal Bisnis Dan Akuntansi*, 25(1), 65–78.
- Clinic, Z. (2022). *Makin Diminati, Perawatan Pria Menjadi Tren Masa Kini*. 1. <https://pressrelease.kontan.co.id/release/makin-diminati-perawatan-pria-menjadi-tren-masa-kini?page=all>
- Cuong, D. T. (2020). The role of brand trust as a mediator in the relationship between brand satisfaction and purchase intention. *International Journal of Psychosocial Rehabilitation*, 24(6), 14726–14735.
- Cuong, D. T., & Khoi, B. H. (2019). The effect of brand image and perceived value on satisfaction and loyalty at convenience stores in Vietnam. *Journal of Advanced Research in Dynamical and Control Systems*, 11(8), 1446–1454.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593.
- Dam, T. C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939–947.
- Dewi, K. S. S., Praptono, B., & Idawicaksakti, M. D. (2023). Perancangan Perbaikan Kualitas Content Marketing Dengan Pendekatan Quality Function

Deployment (Qfd) pada UMKM Sintya21project. *RADIAL: Jurnal Peradaban Sains, Rekayasa dan Teknologi*, 11(1), 300–310.

Dewi, S. K., & Sudaryanto, A. (2020). *Validitas dan reliabilitas kuisisioner pengetahuan, sikap dan perilaku Pencegahan Demam Berdarah*.

Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., & Gandasari, D. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11).

Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287–308.

Effendi, R. T. (2020). Analisa pengaruh content marketing terhadap customer advocacy dengan brand trust dan customer engagement sebagai variabel intervening pada aplikasi TikTok. *Jurnal Strategi Pemasaran*, 7(2), 12.

Fachrureza, D., & Amalia, I. (2021). STRATEGI PENINGKATAN MINAT BERKUNJUNG PADA MASA PANDEMI COVID-19 MELALUI VIRTUAL MUSEUM (STUDI KASUS: MUSEUM WAYANG). *Jurnal Pesona Hospitality*, 14(1 Mei).

Fauzan, M. (2022). *Pengaruh Virtual Museum Terhadap Minat Berkunjung Pada Museum Multatuli Rangkasbitung*. Fakultas Adab dan Humaniora UIN Syarif Hidayatullah Jakarta.

Febriani, R. A., Sholahuddin, M., & Kuswati, R. (2022). Do Artificial Intelligence and Digital Marketing Impact Purchase Intention Mediated by Perceived Value? *Journal of Business and Management Studies*, 4(4), 184–196.

Graciola, A. P., De Toni, D., Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55, 102117.

- Hafidz, G. P. (2023). Analisis hubungan antara brand image, brand trust dan perceived quality terhadap niat beli konsumen pada merek pakaian impor. *JIIP-Jurnal Ilmiah Ilmu Pendidikan*, 6(5), 3405–3418.
- Hair, J. F., Babin, B. J., Black, W. C., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8, berilus ed.). Cengage, 2019.
- Hair Jr, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis with readings*. 529 p. D. Borkowsky. Prentice Hall. Upper Saddle River, New Jersey.
- Hakim, L. L., & Keni, K. (2020). Pengaruh Brand Awareness, Brand Image dan Customer Perceived Value Terhadap Purchase Intention. *Jurnal manajemen bisnis dan kewirausahaan*, 4(3), 81–86.
- Hardiyannah, T., Hidayati, R., Nasution, A. H., Muslikh, M., & Marhamah, S. (2023). Pengaruh content marketing, sales promotion, personal selling dan brand image terhadap minat beli pada CV Laditri Karya. *Journal of Accounting, Management, and Economics Research (JAMER)*, 1(2), 75–92.
- Herlambang, R. T. (2021). *Analisis harga, kualitas, promosi dan brand trust terhadap minat beli Honda Vario 150 cc* (hal. 1–14). Universitas Mercu Buana Jakarta.
- Hien, N., Phuong, N., Tran, T. Van, & Thang, L. (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.
- Husain, R., Ahmad, A., & Khan, B. M. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. *Cogent Business & Management*, 9(1), 2034234.
- Hutabarat, Z., Larson, D., & Irawan, M. D. (2021). Pengaruh Perceived Parental Reward, Entrepreneurial Self Efficacy, Yang Dimoderasi Family Business Involvement Terhadap Entrepreneurial Intention Di Universitas Pelita Harapan. *IDEI: Jurnal Ekonomi & Bisnis*, 2(1), 54–68.

- Ihzaturrahma, N., & Kusumawati, N. (2021). Influence of Integrated Marketing Communication To Brand Awareness and Brand Image Toward Purchase Intention of Local Fashion Product. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23–41.
- Irianto, D. R. (2021). *Pengaruh Content Marketing dan Brand Image terhadap minat beli produk mitra Bukalapak: Studi pada konsumen mitra Bukalapak di Kota Malang*. Universitas Islam Negeri Maulana Malik Ibrahim.
- Irshad, M., Ahmad, M. S., & Malik, O. F. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail & Distribution Management*, 48(11), 1195–1212.
- Jakmin. (2021). *Cowok Pakai Skincare? Kenapa Enggak!* Jakpat. <https://jakpat.net/info/cowok-pakai-skincare-kenapa-enggak/>
- Janna, N. M., & Herianto, H. (2021). *Konsep uji validitas dan reliabilitas dengan menggunakan SPSS*.
- Karlina, D., & Haryanti, D. S. (2021). Faktor-Faktor Yang Mempengaruhi Word of Mouth Pada Nasabah Bank. *Media Bisnis*, 13(1), 21–30.
- Kristinawati, A., & Keni, K. (2021). Pengaruh brand image, perceived quality, dan ewom terhadap purchase intention mobil di Jakarta. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5(5), 524–529.
- Kwon, J.-H., Jung, S.-H., Choi, H.-J., & Kim, J. (2021). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product & Brand Management*, 30(7), 990–1015.
- Kwon, O.-H., & Kwon, O.-H. (2023). Effect of Extrinsic Cues of Cosmetics on Perceived Value and Purchase Intention. *Asian Journal of Beauty and Cosmetology*, 21(4), 629–639.
- Li, C. H., Chan, O. L. K., Chow, Y. T., Zhang, X., Tong, P. S., Li, S. P., Ng, H. Y., & Keung, K. L. (2022). Evaluating the effectiveness of digital content

marketing under mixed reality training platform on the online purchase intention. *Frontiers in Psychology*, 13(2), 881019.

Lin, Y.-H., Lin, F.-J., & Wang, K.-H. (2021). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132, 744–752.

Maharany, A. M. (2021). *Pengaruh Kepuasan dan Manfaat yang dirasakan terhadap Minat Beli Ulang pada E-Commerce Tokopedia* (hal. 401–416). UNIVERSITAS NEGERI JAKARTA.

Maharany, M., Saidani, B., & Fidhyallah, N. F. (2021). Pengaruh Kepuasan dan Manfaat yang dirasakan Terhadap Minat Beli Ulang pada E-Commerce Marketplace X di Indonesia. *Jurnal Bisnis, Manajemen, dan Keuangan*, 2(2), 401–416.

Maula, N. F. (2021). *Pengaruh Manfaat dan Kemudahan Terhadap Minat Penggunaan Mobile Banking dengan Sikap sebagai Variabel Intervening (Studi pada Pt. bank Syariah Indonesia Kcp Ponorogo)*. IAIN Ponorogo.

Mayanfa'uni Al Ilhami, S., & Hendrastomo, G. (2020). Perawatan Kulit Wajah Sebagai Gaya Hidup Laki-Laki. *E-Societas*, 9(3).

Miftah, D. S. M. (2023). Analisis Pengaruh Labelisasi Halal dan Promosi terhadap Harga dan Minat Beli Kosmetik di Kota Kendari. *Robust: Research of Business and Economics Studies*, Vol 3, No 1 (2023): Robust Edisi 5, 38–51. <https://ejournal.iainkendari.ac.id/index.php/robust/article/view/6077/2204>

Mukti, R. B. K., Suhud, U., & Rahmi, R. (2024). Pengaruh Brand Image, Trust, Perceived Quality dan Perceived Price terhadap Purchase Intention Studi Kasus pada Pengguna Rokok Elektrik (Vape) di Jakarta. *Sang Pencerah: Jurnal Ilmiah Universitas Muhammadiyah Buton*, 10(1), 187–203.

Mulyadi, M. T., Isnawati, N. L., & Hellyani, C. A. (2023). Analisis Tiga Dimensi Short Video Marketing Yang Mempengaruhi Purchase Intention Generasi Z. *Wawasan: Jurnal Ilmu Manajemen, Ekonomi dan Kewirausahaan*, 1(3), 233–243.

- Nasution, A. P. A., Dalimunthe, A. A., & Syafina, L. (2023). Pengaruh Content Marketing Terhadap Customer Advocacy Dengan Variabel Brand Trust Dan Customer Engagement Sebagai Variabel Intervening Pada Aplikasi Tiktok Di Mahasiswa UINSU. *Surplus: Jurnal Ekonomi dan Bisnis*, 1(2), 203–221.
- Natanael, S. (2019). Pengaruh service quality, brand image terhadap brand loyalty dengan brand trust sebagai mediasi. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 3(3), 39–45.
- Nugraha, A. S., & Adialita, T. (2021). Pengaruh Social Media Marketing terhadap Minat Berkunjung Wisatawan di Kota Bandung Melalui Nilai yang Dipersepsikan. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 2(3), 195–212.
- Nuhadriel, Y., & Keni, K. (2022). System Quality, Perceived Value, Brand Personality, dan User Engagement untuk memprediksi Behavioral to Subscribe Pelanggan Layanan Online Streaming. *Jurnal Bisnis Dan Akuntansi*, 24(1), 157–170.
- Nurasmi, N., & Andriana, A. N. (2024). Pengaruh Peran Beauty Vlogger, Electronic Word Of Mouth (E-Wom), Dan Brand Image Terhadap Keputusan Pembelian Produk Skincare Skintific Di Samarinda. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 4901–4920.
- Oktaviani, V. P., Suci, R. P., & Hermawati, A. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian dengan Customer Trust sebagai Vaariabel Mediasi (Studi pada Konsumen Perumahan Graha Singhajaya). *Journal of Innovation Research and Knowledge*, 2(1), 27–38.
- Pandiangan, K., Masiyono, M., & Atmogo, Y. D. (2021). Faktor-faktor yang mempengaruhi brand equity: brand trust, brand image, perceived quality, & brand loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484.
- Pangestoe, J., & Purwianti, L. (2022). Analisa pengaruh brand image, celebrity endorser, attitude, trust, dan brand awareness terhadap purchase intention pada fashion sportwear di Kota Batam. *SEIKO: Journal of Management &*

*Business*, 5(1), 137–155.

Pangestu, Q. D., & Tranggono, D. (2022). Pengaruh Content Marketing Instagram Terhadap Brand Image Disney+ Hotstar Di Masa Pandemi Covid-19. *Jurnal Signal*, 10(1), 124–138.

Panyekar, A. (2024). *Peran Brand Equity dan Brand Authenticity pada Brand Trust dan Customer Satisfaction Berbasis Brand Equity Model dalam konsumen generasi Y dan Z*. Universitas Islam Indonesia.

Plumeyer, A., Kottemann, P., Böger, D., & Decker, R. (2019). Measuring brand image: a systematic review, practical guidance, and future research directions. *Review of Managerial Science*, 13, 227–265.

Pramezwary, A., Yudistira, I., Pramono, R., & Situmorang, J. M. H. (2021). The Effect of Advertising and Service Quality on Consumer Purchase Intention Hotel: An Experimental Study. *Webology*, 18(2), 815–831.

Prebensen, N. K., & Xie, J. (2020). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management*, 60, 166–176.

Purnamasari, L. S., Sutanto, A. H., Angelita, K., & Setyarini, N. M. A. (2022). Relasi Konsumen Dengan Produk Kecantikan Serta Pengaruhnya Terhadap Purchase Intention. *JISIP (Jurnal Ilmu Sosial dan Pendidikan)*, 6(4).

Rahmatillah, F., & Saefuloh, D. (2022). Analisis pengaruh konten pemasaran Tiktok terhadap niat beli: studi kasus pada produk UMKM makanan. *Prosiding Industrial Research Workshop and National Seminar*, 13(01), 1099–1104.

Rausch, T. M., & Kopplin, C. S. (2021). Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. *Journal of Cleaner Production*, 278, 123882.

Rismalia, R., & Sugiyanto, S. (2022). Pengaruh Persepsi Kemudahan, Persepsi



Manfaat Dan Kepercayaan Terhadap Keputusan Penggunaan Uang Elektronik Dengan Sikap Sebagai Variabel Intervening Pada Pengguna Dana Di Universitas Esa Unggul. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi dan Akuntansi*, 1(3), 561–588.

Sadiyah, M. (2024). *Pelaksanaan Pendataan Keluarga Satu Pintu Oleh Ibu-Ibu Kader Dasawisma Melalui Aplikasi Carik Jakarta Di Kelurahan Pulo Gadung*. Universitas Nasional.

Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139–2146.

Saputra, M. D. A., & Widiartanto, W. (2019). Pengaruh structural assurance dan perceived reputation terhadap purchase intention melalui trust pada konsumen Tokopedia. *Jurnal Administrasi Bisnis*, 8(2), 111–120.

Sari, I. G. A. E. P. (2022). *Pengaruh Brand Image, Brand Trust dan Promosi terhadap Keputusan Pembelian Jasa pada Visa Agent Bali, Canggu* (hal. 1–33). Universitas Mahasaraswati Denpasar.

Satriawan, K. A., & Setiawan, P. Y. (2020). The role of purchase intention in mediating the effect of perceived price and perceived quality on purchase decision. *International Research Journal of Management, IT and Social Sciences*, 7(3), 38–49.

Savitri, C., Hurriyati, R., Wibowo, L., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185–192.

Seftian, I., Yusnita, R. T., & Pauzy, D. M. (2023). Analisis Pengaruh Kepuasan Konsumen Berdasarkan Kualitas Makanan dan Perceived Value pada Irfan Amanah Catering. *Panengen: Journal of Indigenous Knowledge*, 2(1), 44–63.

Simanjuntak, N. C., Rohaeni, H., & Maulia, I. R. (2024). Pengaruh Affiliate, Content Marketing dan E-Word of Mouth Terhadap Keputusan Pembelian

Produk Skincare Pada Perempuan Gen Z di Bekasi Selatan. *IJESM Indonesian Journal of Economics and Strategic Management*, 2(1), 939–953.

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 Yang Berada Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(3), 380–388.

Slack, N., Singh, G., & Sharma, S. (2020). Impact of perceived value on the satisfaction of supermarket customers: developing country perspective. *International Journal of Retail & Distribution Management*, 48(11), 1235–1254.

Tan, L., & Keni, K. (2020). Prediksi E-Wom dan Subjective Norm terhadap Purchase Intention: Brand Attitude Sebagai Variabel Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 765–774.

Tarigan, E. F., Nilmarito, S., Islamiyah, K., Darmana, A., & Suyanti, R. D. (2022). Analisis Instrumen Tes Menggunakan Rasch Model dan Software SPSS 22.0. *Jurnal Inovasi Pendidikan Kimia*, 16(2), 92–96.

Tirto, F., & Sofyan, J. F. (2024). Eksplorasi peran Customer Brand Engagement dalam Berlangganan Streaming. *Reslaj: Religion Education Social Laa Roiba Journal*, 6(4), 2808–2826.

Usmantara, M. A. (2023). Pengaruh Perceived Price, Trust Dan Brand Image Terhadap Purchase Intention Brand Weihong. *Jurnal Strategi Pemasaran*, 10(1), 85.

Widyana, S. F., & Batangriyan, S. R. (2020). Pengaruh Digital Marketing Terhadap Brand Image Di Pt. Central Global Network. *Pro Mark*, 10(2), 1–12.

Wilson, L. (2019). 30-minute content marketing actions. In *30-Minute Website Marketing: A Step By Step Guide* (hal. 103–117). Emerald Publishing Limited.

- Xie, J., Tkaczynski, A., & Prebensen, N. K. (2020). Human value co-creation behavior in tourism: Insight from an Australian whale watching experience. *Tourism Management Perspectives*, 35, 100709.
- Yolanda, V., & Keni, K. (2022). Customer Brand Engagement dan Brand Experience Untuk Memprediksi Brand Loyalty Skincare Lokal: Variabel Brand Trust Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 6(2), 380–393.
- Yuan, C., Wang, S., & Yu, X. (2020). The impact of food traceability system on consumer perceived value and purchase intention in China. *Industrial Management & Data Systems*, 120(4), 810–824.
- ZA, S. Z., Trichayadinata, I., Robiansyah, R., Darma, D. C., & Achmad, G. N. (2021). Storytelling Marketing, Content Marketing, and Social Media Marketing on the Purchasing Decision. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(3), 3836–3842.
- Zahra, F., Rianto, M. R., Woestho, C., Bukhari, E., & Widjanarko, W. (2024). Pengaruh Brand Ambassador dan Brand Image Terhadap Keputusan Pembelian Melalui Minat Beli Skincare Somethinc di Kota Bekasi. *IJESM Indonesian Journal of Economics and Strategic Management*, 2(1), 598–616.