

DAFTAR PUSTAKA

- Aaker, D. A., Day, G. S., Kumar, V., & Leone, R. P. (2019). Marketing Research. In L. Johnson (Ed.), *Sustainability (Switzerland)* (13th ed., Vol. 11, Issue 1). <http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484>
- SISTEM PEMBETUNGAN TERPUSAT STRATEGI MELESTARI
- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing and Management*, 5(3), 192–201. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Ajzen, I. (1991). The Theory of Planned Behavior. *ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES*. https://reedjoe.com/wp-content/uploads/2018/04/ajzen1991_teori-perilaku-yang-direncanakan_theory-of-planned-behavior.pdf
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Amalia, K., & Nurlinda, R. (2022). Pengaruh Influencer Marketing Dan Online Customer Review Terhadap Purchase Intention Melalui Perceived Value Produk Serum Somethinc. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(11), 2383–2398. <https://doi.org/10.54443/sibatik.v1i11.353>
- Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320–1336. <https://doi.org/10.1108/SRJ-05-2020-0191>

- Anggraini, L. P., & Sobari, N. (2023). The Mediation Role of Review Helpfulness, Customers Trust, and Brand Attitude Towards Positive e-WOM and Purchase Intention in Cosmetic Shopping Experience. *Jurnal Manajemen Teori Dan Terapan| Journal of Theory and Applied Management*, 16(1), 38–51. <https://doi.org/10.20473/jmtt.v16i1.42345>
- Annur, C. M. (2022). *Bukan TikTok, Mayoritas Perempuan Indonesia Gali Informasi Kecantikan Lewat Instagram*. Databoks. <https://databoks.katadata.co.id/-/statistik/4b0cfb994bfc1fe/bukan-tiktok-mayoritas-perempuan-indonesia-gali-informasi-kecantikan-lewat-instagram>
- Ardyan, E., & Sudyasjyanti. (2020). The importance of customer trust toward ewom on customer behavior: The case of generation y in Indonesia. *Jurnal Manajemen Dan Pemasaran Jasa*. <https://doi.org/10.25105/jmpj.v13i2.6979>
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- Aybek, E. C., & Toraman, C. (2022). How many response categories are sufficient for Likert type scales? An empirical study based on the Item Response Theory. *International Journal of Assessment Tools in Education*.
- Babin, B. J., Griffin, M., & Darden, W. R. (1994). *Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value*. <https://doi.org/10.1086/209376>
- BASE. (2024). *BASE Green Collective*. Base.Co.Id. <https://www.base.co.id/>
- Basuki. (2021). *Pengantar Metode Penelitian Kuantitatif* (A. R. Baskara (ed.)). Media Sains Indonesia.
- Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1), 126–137. <https://doi.org/10.5539/ijms.v7n1p126>
- Bhandari, M., & Rodgers, S. (2017). Effects of Brand Feedback to Negative eWOM on Attitude Toward the Product. *Southwestern Mass Communication*

Journal, 32(2). <https://doi.org/10.58997/sm.v32i2.27>

Bhattacherjee, A., & Clive, S. (2006). Influence Processes for Information Technology Acceptance : An Elaboration Likelihood Model1. *MIS Quarterly*, 30(4), 805–825.

Bilal, M., Zhang, Y., Cai, S., Akram, U., & Luu, N. T. M. (2023). Unlocking luxury purchase intentions in China: A study of consumer attitude, perceived value, and the moderating effect of perceived enjoyment. *Acta Psychologica*, 240(June), 104048. <https://doi.org/10.1016/j.actpsy.2023.104048>

Bonsón Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, 47, 286–302. <https://doi.org/10.1016/j.tourman.2014.10.009>

Cao, H., Chen, Z., Cheng, M., Zhao, S., Wang, T., & Li, Y. (2021). You Recommend, i Buy: How and Why People Engage in Instant Messaging Based Social Commerce. *Proceedings of the ACM on Human-Computer Interaction*, 5(CSCW1), 1–25. <https://doi.org/10.1145/3449141>

Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>

Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>

Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>

Chen, Y. S., & Chang, C. H. (2013). Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk. *Journal of Business Ethics*, 114(3), 489–500. <https://doi.org/10.1007/s10551-012-1360-0>

- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research, 18*(3), 229–247.
<https://doi.org/10.1108/10662240810883290>
- Cheung, C. M. K., Lee, M. K. O., & Thadani, D. R. (2009). The impact of positive electronic word-of-mouth on consumer online purchasing decision. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 5736 LNAI*, 501–510. https://doi.org/10.1007/978-3-642-04754-1_51
- Chitturi, R., Raghunathan, R., & Mahajan, V. (2008). Delight by design: The role of hedonic versus utilitarian benefits. *Journal of Marketing, 72*(3), 48–63.
<https://doi.org/10.1509/jmkg.72.3.48>
- Chiu, C. M., Wang, E. T. G., Fang, Y. H., & Huang, H. Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: The roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal, 24*(1), 85–114. <https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic Word-Of-Mouth (eWOM) in social networking sites. *International Journal of Advertising, 30*(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Chuah, S. H. W., El-Manstrly, D., Tseng, M. L., & Ramayah, T. (2020). Sustaining customer engagement behavior through corporate social responsibility: The roles of environmental concern and green trust. *Journal of Cleaner Production, 262*, 121348.
<https://doi.org/10.1016/j.jclepro.2020.121348>
- Close, A. G., & Kukar-Kinney, M. (2010). Beyond buying: Motivations behind consumers' online shopping cart use. *Journal of Business Research, 63*(9–

- 10), 986–992. <https://doi.org/10.1016/j.jbusres.2009.01.022>
- Creswell, J. W., & Creswell, J. D. (2023). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. In *SAGE Open* (sixth edit). SAGE.
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and Intrinsic Motivation to Use Computers in the Workplace. *Journal of Applied Social Psychology*, 22(14), 1111–1132. <https://doi.org/10.1111/j.1559-1816.1992.tb00945.x>
- Debataraja, S. M., Wong, W. K., Pandiangan, C. B., & Darsono, S. N. A. C. (2024). Investigating the e-WOM Features Influencing Purchase Intention at Korean Restaurants based on SOR Theory. *Journal of Economics Research and Social Sciences*, 8(1), 70–86. <https://doi.org/10.18196/jerss.v8i1.21517>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Evgeniy, Y., Lee, K., & Roh, T. (2019). The effect of eWom on purchase intention for Korean-brand cars in Russia: The mediating role of brand image and perceived quality. *Journal of Korea Trade*, 23(5), 102–117. <https://doi.org/10.35611/jkt.2019.23.5.102>
- Field, A. (2005). . *Discovering statistics using SPSS: and sex and drugs and rock ‘n’ roll (3rd Edition)* (3rd ed.). SAGE Publications.
- Forman, C., Ghose, A., & Wiesenfeld, B. (2008). Examining the relationship between reviews and sales: The role of reviewer identity disclosure in

- electronic markets. *Information Systems Research*, 19(3), 291–313.
<https://doi.org/10.1287/isre.1080.0193>
- Ghosh, A. (1990). *Retail Management*. IL: Drydden Press.
- Ghozali, I. (2015). Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Edisi 2. In *Semarang, Universitas Diponegoro*. Badan Penerbit Universitas Diponegoro.
- Gil, M. T., & Jacob, J. (2018). The relationship between green perceived quality and green purchase intention: a three-path mediation approach using green satisfaction and green trust. *International Journal of Business Innovation and Research*, 15(3), 301–319. <https://doi.org/10.1504/IJBIR.2018.089750>
- Gusmiarti, I. (2024). *Simak Tren Pertumbuhan Atribut Keberlanjutan di Industri Kecantikan*. Goodstats.Id. <https://data.goodstats.id/statistic/simak-tren-pertumbuhan-atribut-keberlanjutan-di-industri-kecantikan-1kX1Y>
- Gutman, J. (1982). A Means-End Chain Model Based on. *Journal of Marketing*, 46(Spring), 60–72.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (p. 761).
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue 1).
<https://doi.org/10.1080/10705511.2022.2108813>
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.
- Handi, H., Hendratono, T., Purwanto, E., & Ihalauw, J. J. O. I. (2018). The effect of E-WOM and perceived value on the purchase decision of foods by using

- the go-food application as mediated by trust. *Quality Innovation Prosperity*, 22(2), 112–127. <https://doi.org/10.12776/qip.v22i2.1062>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Henry. (2024). *Tren Konsumen Produk Kecantikan: Milenial Lebih Utamakan Brand, Gen-Z Pilih yang Fungsional dan Harga Terjangkau*. Liputan6.Com. <https://www.liputan6.com/lifestyle/read/5667112/tren-konsumen-produk-kecantikan-milenial-lebih-utamakan-brand-gen-z-pilih-yang-fungsional-dan-harga-terjangkau?page=4>
- Hu, X., & Ha, L. (2015). Which Form of Word-Of-Mouth is more important to Online Shoppers? A Comparative Study of WOM Use between General Population and College Students. *Journal of Communication and Media Research*, 7(2), 15–35.
- Hu, X., Ha, L., Mo, S., & Xu, Y. (2014). Who Are Fans of Facebook Fan Pages? an Electronic Word-of-Mouth Communication Perspective. *International Journal of Cyber Society and Education*. <https://doi.org/10.7903/ijcse.1156%0D>
- Hu, X., Huang, Q., Zhong, X., Davison, R. M., & Zhao, D. (2016). The influence of peer characteristics and technical features of a social shopping website on a consumer's purchase intention. *International Journal of Information Management*, 36(6), 1218–1230. <https://doi.org/10.1016/j.ijinfomgt.2016.08.005>
- Hua, X., Mohd Hasan, N. A., De Costa, F., & Qiao, W. (2024). The mediating role of electronic word-of-mouth in the relationship between CSR initiative and consumer satisfaction. *Helicon*, 10(15), e35027. <https://doi.org/10.1016/j.helicon.2024.e35027>

- Iqbal, A., Khan, N. A., Malik, A., & Faridi, M. R. (2022). E-WOM effect through social media and shopping websites on purchase intention of smartphones in India. *Innovative Marketing*, 18(2), 13–25.
[https://doi.org/10.21511/im.18\(2\).2022.02](https://doi.org/10.21511/im.18(2).2022.02)
- Jamal, A., & Sharifuddin. (2015). ORCA Online Research @ Cardiff. *Orca*, 1–2.
- Kakkar, A., Kalia, P., Panesar, A., & Sood, R. (2025). Investigating the impact of quality, technology and trust on customers' purchase intention and word-of-mouth in S-commerce. *Aslib Journal of Information Management*.
<https://doi.org/10.1108/AJIM-09-2024-0764>
- Kamboj, S., Matharu, M., & Gupta, M. (2023). Examining consumer purchase intention towards organic food: An empirical study. *Cleaner and Responsible Consumption*, 9(January), 100121.
<https://doi.org/10.1016/j.clrc.2023.100121>
- Karisma Devantha, K., & Wayan Ekawati, N. (2020). The Effect of EWOM and Brand Image on Perceived Value, and Its Impact on Repurchase Intention. *International Journal of Management and Commerce Innovations*, 8(2), 312–321. www.researchpublish.com
- Karjaluoto, H., Jayawardhena, C., Leppäniemi, M., & Pihlström, M. (2012). How value and trust influence loyalty in wireless telecommunications industry. *Telecommunications Policy*, 36(8), 636–649.
<https://doi.org/10.1016/j.telpol.2012.04.012>
- Killeen, T. J. (2018). The Value of Nature. *The Cardamom Conundrum*, 4(1), 167–215. <https://doi.org/10.2307/j.ctv1nther.12>
- Kim, K. H., & Park, D. B. (2017). Relationships Among Perceived Value, Satisfaction, and Loyalty: Community-Based Ecotourism in Korea. *Journal of Travel and Tourism Marketing*, 34(2), 171–191.
<https://doi.org/10.1080/10548408.2016.1156609>
- Kim, M., & Thapa, B. (2018). Perceived value and flow experience: Application

- in a nature-based tourism context. *Journal of Destination Marketing and Management*, 8(March), 373–384.
<https://doi.org/10.1016/j.jdmm.2017.08.002>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). Marketing 4.0 Bergerak dari Tradisional ke Digital. In *Vertrieb und Marketing in der digitalen Welt*. PT Gramedia Pustaka Utama. https://doi.org/10.1007/978-3-658-17532-0_5
- Kumar, A., & Chetna, K. (2017). Social eWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands? *Management Research Review*, 36(7), 700–719.
- Kumari, P., & Sangeetha, R. (2022). How Does Electronic Word of Mouth Impact Green Hotel Booking Intention? *Services Marketing Quarterly*, 43(2), 146–165. <https://doi.org/10.1080/15332969.2021.1987609>
- Kytö, E., Virtanen, M., & Mustonen, S. (2019). From intention to action: Predicting purchase behavior with consumers' product expectations and perceptions, and their individual properties. *Food Quality and Preference*, 75(February), 1–9. <https://doi.org/10.1016/j.foodqual.2019.02.002>
- Ladwein, R., & Sánchez Romero, A. M. (2021). The role of trust in the relationship between consumers, producers and retailers of organic food: A sector-based approach. *Journal of Retailing and Consumer Services*, 60(February). <https://doi.org/10.1016/j.jretconser.2021.102508>
- Lee, Y. K. (2020). The Relationship between green country image, green trust, and purchase intention of Korean products: Focusing on Vietnamese Gen Z consumers. *Sustainability (Switzerland)*, 12(12).
<https://doi.org/10.3390/su12125098>
- Ling, S., Zheng, C., & Cho, D. (2023). How Brand Knowledge Affects Purchase Intentions in Fresh Food E-Commerce Platforms: The Serial Mediation Effect of Perceived Value and Brand Trust. *Behavioral Sciences*, 13(8).
<https://doi.org/10.3390/bs13080672>

- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- Liu, H., Zhang, P., Cheng, H., Hasan, N., & Chiong, R. (2025). Impact of AI-generated virtual streamer interaction on consumer purchase intention: A focus on social presence and perceived value. *Journal of Retailing and Consumer Services*, 85(April), 104290.
<https://doi.org/10.1016/j.jretconser.2025.104290>
- Lkhaasuren, M., & Nam, K.-D. (2018). The Effect of Electronic Word of Mouth (eWOM) on Purchase Intention on Korean Cosmetic Products in the Mongolian Market. *Korea International Trade Research Institute*, 14(4), 161–175. <https://doi.org/10.16980/jitc.14.4.201808.161>
- Lucky, R., Dewi, M., Negoro, Y., & Pramadanti, R. (2024). *PERAN EWOM DALAM MEMEDIASI KUALITAS PRODUK DAN PERCEIVED VALUE TERHADAP*. 8, 380–393.
- Mada, A. La, Hidayanti, I., & Yusuf, I. S. H. (2021). Efek Green Perceived Value dan Risk terhadap Green Repurchase Intention: Green Trust sebagai Pemediasi pada Pengguna Pertalite di Kota Ternate. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(3), 326–345.
<https://doi.org/10.31842/jurnalinobis.v4i3.187>
- Malhotra, N. K. (2020). *Marketing Research An Applied Orientation* (7th ed.). Pearson Education Limited.
- Mano, H., & Oliver, R. L. (1993). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction. *Journal of Consumer Research*, 20(3), 451. <https://doi.org/10.1086/209361>
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and

- perceived usefulness. *Online Information Review*, 40(7), 1090–1110.
<https://doi.org/10.1108/OIR-11-2015-0373>
- Meliawati, T., Gerald, S. C., & Akhmad Edhy Aruman. (2023). The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention. *Journal of Consumer Sciences*, 8(1), 77–92.
<https://doi.org/10.29244/jcs.8.1.77-92>
- Mezger, A., Cabanelas, P., Cabiddu, F., & Rüdiger, K. (2020). What does it matter for trust of green consumers? An application to German electricity market. *Journal of Cleaner Production*, 242, 118484.
<https://doi.org/10.1016/j.jclepro.2019.118484>
- Morris, N. (2009). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. *Journal of Direct, Data and Digital Marketing Practice*, 10(4), 384–387. <https://doi.org/10.1057/dddmp.2009.7>
- Morwitz, V. G., & Schmittlein, D. (1992). Morwitz1992. XXIX(November), 391–405.
- Moslehpoour, M., Chaiyaprak, P., Faez, S., & Wong, W. K. (2021). Generation y's sustainable purchasing intention of green personal care products. *Sustainability (Switzerland)*, 13(23), 1–14.
<https://doi.org/10.3390/su132313385>
- Namdev, S., & Pandagre, K. N. (2014). Artificial Intelligence Robotics : Services and Future roadmap. *International Journal of Innovation and Scientific Research*, 6(1), 71–74.
- Nasrul, E. (2024). *Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Tembus Pasar Ekspor*. Republika.Co.Id.
<https://ihram.republika.co.id/berita/s8bltc451/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-tembus-pasar-ekspor>
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson Education Limited.

- Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, 10(11), e32168. <https://doi.org/10.1016/j.heliyon.2024.e32168>
- Nguyen, T. T. T., Limbu, Y. B., Pham, L., & Zúñiga, M. Á. (2024). The influence of electronic word of mouth on green cosmetics purchase intention: evidence from young Vietnamese female consumers. *Journal of Consumer Marketing*, 41(4), 406–423. <https://doi.org/10.1108/JCM-11-2022-5709>
- Nguyen, X. H., Nguyen, T. T., Anh Dang, T. H., Dat Ngo, T., Nguyen, T. M., & Anh Vu, T. K. (2024). The influence of electronic word of mouth and perceived value on green purchase intention in Vietnam. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2023.2292797>
- Nimse, P., Vijayan, A., Kumar, A., & Varadarajan, C. (2007). A review of green product databases. *Environmental Progress*, 26(2), 131–137. <https://doi.org/10.1002/ep.10210>
- Nugraha, J. P., Al□ah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M. H., Lestari, W. J., Khatimah, H., & Beribe, M. F. B. (2021). *Teori Perilaku Konsumen* (A. Jibril (ed.)). PT. Nasya Expanding Management.
- Ottman, J. (1998). Green marketing: opportunity for innovation. *Journal of Sustainable Product Design*, October 19(7), 60. http://www.ergo-eg.com/uploads/digi_lib/281.pdf#page=16
- Pahlevi, R. (2021). *Hanya 37% Laki-laki Indonesia yang Menggunakan Sabun Cuci Muka Setiap Hari*. Databoks.
- Pandey, M., & Yadav, P. S. (2023). Understanding the role of individual concerns, attitude, and perceived value in green apparel purchase intention; the mediating effect of consumer involvement and moderating role of generation Z&Y. *Cleaner and Responsible Consumption*, 9(September

- 2022), 100120. <https://doi.org/10.1016/j.clrc.2023.100120>
- Pangestu, E. (2021). *Change, Trend 2022 Pada Industri Kecantikan di Indonesia*. Rri.Co.Id. <https://rri.co.id/jakarta/ulasan/1216926/change-trend-2022-pada-industri-kecantikan-di-indonesia>
- Park, D. H., & Lee, J. (2008). eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7(4), 386–398.
<https://doi.org/10.1016/j.elerap.2007.11.004>
- Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125–148.
<https://doi.org/10.2753/JEC1086-4415110405>
- Pathak, K., Yadav, A., Sharma, S., & Bhardwaj, R. (2023). Young residents' household waste recycling intentions: extending TPB through place attachment. *Rajagiri Management Journal*, 17(2), 138–155.
<https://doi.org/10.1108/ramj-12-2021-0088>
- Pham, T. S. H., & Ahammad, M. F. (2017). Antecedents and consequences of online customer satisfaction: A holistic process perspective. In *Technological Forecasting and Social Change* (Vol. 124).
<https://doi.org/10.1016/j.techfore.2017.04.003>
- Prawira, A. E. (2022). *Mengenal Green Science, Tren Produk Kecantikan Ramah Lingkungan yang Juga Digemari Generasi Z*. Liputan6.Com.
<https://www.liputan6.com/citizen6/read/5164120/mengenal-green-science-tren-produk-kecantikan-ramah-lingkungan-yang-juga-digemari-generasi-z?page=4>
- Rahmadhani, A. V., & Widodo, A. (2023). Pengaruh Green Brand Image, Green Brand Trust, Green Brand Awareness dan Green Brand Satisfaction terhadap Purchase Intention pada Konsumen Air Mineral Merek Aqua. *Jurnal Pengaruh E-WOM dalam..., Jennifer Lopez, Universitas Multimedia Nusantara*

Samudra Ekonomi Dan Bisnis, 14(3), 393–405.

<https://doi.org/10.33059/jseb.v14i3.3891>

Rakhmawati, D., Puspaningrum, A., & Hadiwidjojo, D. (2019). *HUBUNGAN GREEN PERCIEVED VALUE, GREEN BRAND IMAGE, DAN GREEN TRUST TERHADAP GREEN PURCHASE INTENTION*. 14(1), 1–12.

Ramadhian, N., & Dewi, B. K. (2024). *4 Perbedaan Gen Z dan Milenial Saat Belanja Produk Kecantikan*. Kompas.

<https://lifestyle.kompas.com/read/2024/08/09/190500720/4-perbedaan-gen-z-dan-milenial-saat-belanja-produk-kecantikan>

Rao, K. S., Rao, B., & Acharyulu, G. V. R. K. (2021). Examining ePWOM-purchase intention link in Facebook brand fan pages: Trust beliefs, value co-creation and brand image as mediators. *IIMB Management Review*, 33(4), 309–321. <https://doi.org/10.1016/j.iimb.2021.11.002>

Rashid, N. R. N. A. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, 4(8), 132–141. <https://doi.org/10.5539/ijbm.v4n8p132>

Rauschnabel, P. A., He, J., & Ro, Y. K. (2018). Antecedents to the adoption of augmented reality smart glasses: A closer look at privacy risks. *Journal of Business Research*, 92(April 2016), 374–384.
<https://doi.org/10.1016/j.jbusres.2018.08.008>

Rintamäki, T., Kanto, A., Kuusela, H., & Spence, M. T. (2006). Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions: Evidence from Finland. *International Journal of Retail & Distribution Management*, 34(1), 6–24.
<https://doi.org/10.1108/09590550610642792>

Riyanto, A. D. (2024). *Hootsuite (We are Social): Data Digital Indonesia 2024*.
<https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>

Roh, T., Seok, J., & Kim, Y. (2022). *Unveiling ways to reach organic purchase:*

- green perceived value, perceived knowledge, attitude, subjective norm, and trust.* <https://doi.org/10.1016/j.jretconser.2022.102988>
- Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of Management Review*, 23(3), 393–404. <https://doi.org/10.5465/AMR.1998.926617>
- Sae-tae, K., & Wang, Q. (2024). Satisfied but no payment: The impact of perceived value on continuance intention and purchase intention in music streaming services. *Telematics and Informatics Reports*, 16(800), 100179. <https://doi.org/10.1016/j.teler.2024.100179>
- Santika, E. F. (2024). *Barang-barang yang Paling Banyak Dibeli Online Gen Z dan Milenial Indonesia*. Databoks. <https://databoks.katadata.co.id/produk-konsumen/statistik/7c140bfc1fc464f/barang-barang-yang-paling-banyak-dibeli-online-gen-z-dan-milenial-indonesia>
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability (Switzerland)*, 12(4), 1–18. <https://doi.org/10.3390/su12041691>
- Seo, J. Y., Yoon, S., & Vangelova, M. (2016). Shopping plans, buying motivations, and return policies: impacts on product returns and purchase likelihoods. *Marketing Letters*, 27(4), 645–659. <https://doi.org/10.1007/s11002-015-9381-y>
- Shah, A. M., Yan, X., Shah, S. A. A., & Ali, M. (2019). Customers' perceived value and dining choice through mobile apps in Indonesia. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 1–28. <https://doi.org/10.1108/APJML-03-2019-0167>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)

- Shrestha, N. (2021). Factor Analysis as a Tool for Survey Analysis. *American Journal of Applied Mathematics and Statistics*, 9(1), 4–11.
<https://doi.org/10.12691/ajams-9-1-2>
- Siering, M., Muntermann, J., & Rajagopalan, B. (2018). Explaining and predicting online review helpfulness: The role of content and reviewer-related signals. *Decision Support Systems*, 108, 1–12.
<https://doi.org/10.1016/j.dss.2018.01.004>
- Siyoto, S., & Sodik, M. A. (2015). *Dasar Metodologi Penelitian* (Ayup (ed.); 1st ed.). Literasi Media Publishing.
- Smith, J. B., & Colgate, M. (2007). Customer value creation: A practical framework. *Journal of Marketing Theory and Practice*, 15(1), 7–23.
<https://doi.org/10.2753/MTP1069-6679150101>
- Soares, A. M., Pinho, J. C., & Nobre, H. (2012). From Social to Marketing Interactions: The Role of Social Networks. *Journal of Transnational Management*, 17(1), 45–62. <https://doi.org/10.1080/15475778.2012.650085>
- Solikhah, E. W., Fatmawati, I., Widowati, R., & Suyanto, M. (2022). The Effect E-Wom Website Attractiveness E-Trust and Innovation on Purchase Decision Online Sales. *Journal of Distribution Science*, 20(11), 61–69.
<https://doi.org/10.15722/jds.20.11.202211.61>
- Solomon, M. (2018). *Consumer Behavior Buying, Having, and Being Twelfth Edition* (12th ed.). Pearson Education Limited.
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). *Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model*.
<https://doi.org/10.1108/YC-03-2021-1288>
- Sosanuy, W., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). *SSRN-id3944079*. 1(10), 1–16.

- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Stephen, A. T., & Galak, J. (2012). The effects of traditional and social earned media on sales: A study of a microlending marketplace. *Journal of Marketing Research*, 49(5), 624–639. <https://doi.org/10.1509/jmr.09.0401>
- Strahilevitz, M., & Myers, J. G. (1998). Donations to charity as purchase incentives: How well they work may depend on what you are trying to sell. *Journal of Consumer Research*, 24(4), 434–446. <https://doi.org/10.1086/209519>
- Sukaris, S., Hartini, S., & Mardhiyah, D. (2020). The effect of perceived value by the tourists toward electronic word of mouth activity: the moderating role of conspicuous tendency. *Jurnal Siasat Bisnis*, 24(1), 1–17. <https://doi.org/10.20885/jsb.vol24.iss1.art1>
- Tashandra, N. (2024). *Baru 11 Persen Laki-laki Peduli dengan Perawatan Wajah*. Kompas.Com. <https://lifestyle.kompas.com/read/2024/09/19/112139720/baru-11-persen-laki-laki-peduli-dengan-perawatan-wajah>
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63(August), 102721. <https://doi.org/10.1016/j.jretconser.2021.102721>
- Varshneya, G., & Das, G. (2017). Experiential value: Multi-item scale development and validation. *Journal of Retailing and Consumer Services*, 34(September 2016), 48–57. <https://doi.org/10.1016/j.jretconser.2016.09.010>
- Varshneya, G., Das, G., & Khare, A. (2017). Marketing Intelligence & Planning

Article information : Experiential value : A Review and future research directions Abstract. *Marketing Intelligence & Planning*, 35(3).

Versace, C., & Abssy, M. (2022). *How Millennials and Gen Z Are Driving Growth Behind ESG*. Nasdaq.Com. <https://www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg>

Wang, Z. X., Chee, W. M., Jantan, A. H. Bin, Xia, Y. H., Xue, H., Ye, M. J., Zhang, Q., Wong, P. P. W., Gong, Y., & Wang, L. (2024). Impact of perceived value in virtual brand communities on purchase intention of domestic electric vehicles. *Acta Psychologica*, 248(June), 104371. <https://doi.org/10.1016/j.actpsy.2024.104371>

Wang, Zaman, H. M. F., & Alvi, A. K. (2022). Linkage of Green Brand Positioning and Green Customer Value With Green Purchase Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221102441>

Wu, Y. L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. *Internet Research*, 28(1), 74–104. <https://doi.org/10.1108/IntR-08-2016-0250>

Yahya, Y. (2022). Peran Green Marketing, Green Brand Image Terhadap Purchase Intention Dengan Green Trust Sebagai Variabel Intervening. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBis)*, 1(1), 17–38. <https://doi.org/10.24034/jimbis.v1i1.5131>

Yang, F., Tang, J., Men, J., & Zheng, X. (2021). Consumer perceived value and impulse buying behavior on mobile commerce: The moderating effect of social influence. *Journal of Retailing and Consumer Services*, 63(December 2020), 102683. <https://doi.org/10.1016/j.jretconser.2021.102683>

Yang, G., Chaiyasoothorn, W., & Chaveesuk, S. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector. *Acta Psychologica*,

249(July), 104415. <https://doi.org/10.1016/j.actpsy.2024.104415>

Yang, S., Zhou, Y., Yao, J., Chen, Y., & Wei, J. (2019). Understanding online review helpfulness in omnichannel retailing. *Industrial Management and Data Systems*, 119(8), 1565–1580. <https://doi.org/10.1108/IMDS-10-2018-0450>

Yang, X. (2022). Consumers' purchase intentions in social commerce: the role of social psychological distance, perceived value, and perceived cognitive effort. *Information Technology and People*, 35(8), 330–348.
<https://doi.org/10.1108/ITP-02-2022-0091>

Yang, & Zhao, X. (2019). Exploring the relationship of green packaging design with consumers' green trust, and green brand attachment. *Social Behavior and Personality: An International Journal*.

Yaylı, A., & Bayram, M. (2012). e-WOM: the effects of online consumer reviews on purchasing decisions. In *Int. J. Internet Marketing and Advertising* (Vol. 7, Issue 1).

Yin, R. K. (2018). *Case Study Research and Applications Design and Methods* (6th ed.). SAGE Publications.

Yustina. (2023). *Selamatkan Bumi dengan “Sustainable Beauty.”* Kompas.
<https://lifestyle.kompas.com/read/2023/05/03/120446820/selamatkan-bumi-dengan-sustainable-beauty?page=all>

Zeithaml, A. V. (1988). Persepsi Konsumen Nilai Sarana-Akhir : Kualitas , Sintesis Model dan Bukti. *Jurnal Asosiasi Pemasaran Amerika*, 52(3), 2–22.

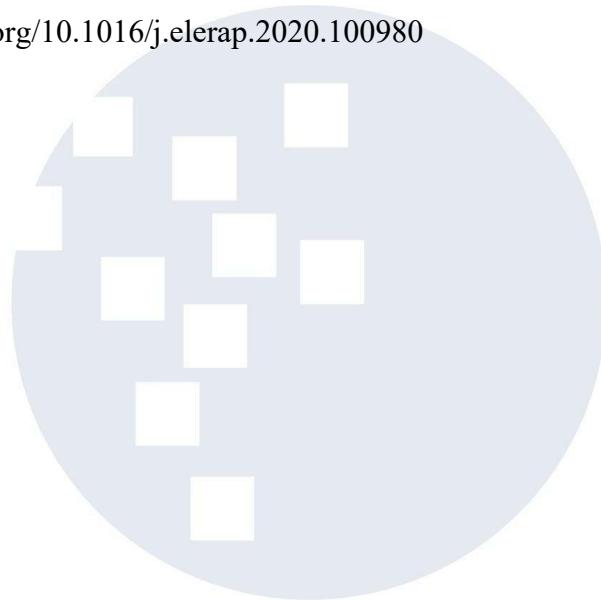
Zeithaml, V. A. (1988). Antithymocyte globulin reacts with many normal human cell types. *Blood*, 62(5), 1047–1054.
<https://doi.org/10.1182/blood.v62.5.1047.1047>

Zhang, Z., Chen, H., & Xiao, B. (2019). Understanding eWOM of Chinese Governments information service: a perceived value-based perspective.

Information Discovery and Delivery, 47(4), 251–258.

<https://doi.org/10.1108/IDD-08-2019-0058>

Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41(February), 100980.
<https://doi.org/10.1016/j.elerap.2020.100980>



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA