

DAFTAR PUSTAKA

- Addiarrahman, Siregar, E. S., & Andriyani, F. (2023). Pengaruh Label Halal, Citra Merek, Harga Dan Gaya Hidup Terhadap Keputusan Pembelian Pada Produk Kosmetik Yang Tidak Terdaftar BPOM. *Jurnal Sains Student Research*, 1(1), 586–599. <https://doi.org/10.61722/jssr.v1i1.198>
- Aeni, N., & Ekhsan, M. (2020). Pengaruh Brand Image Terhadap Keputusan Pembelian yang di Mediasi Brand Trust. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 4(1), 377–386. <https://doi.org/10.36778/jesya.v4i1.331>
- Alvina Hannah Ahmad, & Desy Prastyani. (2024). Pengaruh Kualitas Produk, dan Citra Merek, Terhadap Keputusan Pembelian Konsumen Melalui Ekuitas Merek Pada Produk Kecantikan Somethinc. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, 3(2), 194–210. <https://doi.org/10.58192/profit.v3i2.2107>
- Amin, A. M., & Yanti, R. F. (2021). Pengaruh Brand Ambassador, E-wom, Gaya Hidup, Country Of Origin Dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic. *Invest: Jurnal Inovasi Bisnis Dan Akuntansi*, 2(1), 1–14. <https://doi.org/https://doi.org/10.55583/invest.v2i1.111>
- Andini, R. I., Timoti, P., Ginting, K., Nabila, A., Mardalena, P., & Natasya, E. S. (2025). Pengaruh Brand Trust Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Daviena Skincare Di Kota Palembang. *Jurnal Ekonomi Bisnis Dan Manajemen*, 3(1), 40–53. <https://doi.org/10.59024/jise.v3i1.1039>
- Anggriani, D., & Efnita, Y. (2024). Pengaruh Product Quality dan Product Packaging terhadap Purchase Decision melalui Brand Trust pada Produk Kosmetik Make Over (Studi Kasus pada Perempuan Gen Z di Kota Pekanbaru). *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 18(1), 308–329. <https://doi.org/10.35931/AQ.V18I1.2994>
- Anisah, A., Khotimah, N., & Aryati, M. Y. (2022). The Factors That Influence The Purchasing Decisions Local Cosmetic Products. *Ilomata International Journal of Management*, 3(4), 501–512. <https://doi.org/10.52728/ijjm.v3i4.581>
- Anissa Arliandhini, F., & Resawati, R. (2023). The Effect of Product Quality and Promotion on Purchasing Decisions (Study on consumers of a beauty company in Bandung). *Jurnal Ekonomi, Bisnis & Entrepreneurship*, 17(2), 390–398. <https://doi.org/10.55208/gk8e1z58>
- Anjelina, N., & Andni, R. (2024). Faktor Penentu Keputusan Pembelian Dengan Kepercayaan Merek Sebagai Variabel Intervening Pada Kosmetik Halal. *MBR (Management and Business Review)*, 8(1), 24–42. <https://doi.org/10.21067/MBR.V8I1.10201>
- Apriani, S., & Khairul Bahrin, . (2021). Pengaruh Citra Merek, Kualitas Produk Terhadap Keputusan Pembelian Kosmetik Maskara Maybelline. *JURNAL MANAJEMEN MODAL INSANI DAN BISNIS (JMMIB)*, 2(1), 14–25. <https://doi.org/10.61567/JMMIB.V2I1.32>
- Armstrong, Gary., & Kotler, Philip. (2023). *Marketing: an introduction* (15th Edition). Pearson.
- Asiyah, S. (2023). The Role of Brand Image and Brand Love in Building Brand Trust (Case study of the BHS Sarong Brand in East Java). *The 4th*

- International Conference On Economics, Business and Information Technology*, 175–179. <https://doi.org/10.31967/prmandala.v4i0.746>
- Atulkar, S. (2020). Brand Trust And Brand Loyalty In Mall Shoppers. *Marketing Intelligence & Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Aurellia, D., & Sidharta, H. (2023). Pengaruh Brand Image Terhadap Keputusan Pembelian Melalui Brand Trust Sebagai Variabel Mediasi Pada Produk Skincare Lokal. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 8(1), 2023. <https://doi.org/10.37715/jp.v8i1.3054>
- Avoskin Beauty. (2020). *About Us - Avoskin Official | All About Your Beauty*. <https://www.avoskinbeauty.com/about-us>
- CNBC Indonesia. (2024, November 7). *Avoskin & Hanasui Laris Manis di Tengah Heboh Overclaim Skin Care*. <https://www.cnbcindonesia.com/research/20241107112826-128-586401/avoskin-hanasui-laris-manis-di-tengah-heboh-overclaim-skin-care>
- East Ventures. (2024, October 24). *Industri kecantikan Indonesia: Pasar yang sedang berkembang dengan potensi yang sangat besar - East Ventures*. <https://east.vc/id/berita/insights-id/industri-kecantikan-indonesia/>
- ERAKINI.ID. (2025, January 25). *Taruna Ikrar: Skincare Overclaim adalah Kejahatan | ERAKINI.ID*. <https://www.erakini.id/e-koran/era-yP1pF/taruna-ikrar--skincare-overclaim-adalah-kejahatan->
- Faizin, M., & Muslimah, N. (2024). Implikasi Hukum Ekonomi Syariah Dan Hukum Positif Terhadap Praktik Overclaim Industri Skincare: Analisis Hukum Dan Perlindungan Konsumen. *AL-BAY': Jurnal Hukum Ekonomi Syariah*, 3(1), 69–90. <https://doi.org/10.32505/albay.v3i1.10983>
- Fasha, A., Anggraini, R., Purwianti, L., & Ramadani, A. G. (2024). Transformation of Consumer's Coffee Consumption Behaviour in Batam. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 6(1), 135–150. <https://doi.org/10.35912/jakman.v6i1.3204>
- Fatmalawati, D. S., & Andriana, A. N. (2021). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Minat Pembelian Ulang Kosmetik PT. Paragon Technology and Innovation. *Jurnal Manajemen Dan Bisnis*, 10. <https://doi.org/10.31000/jmb.v10i1.4228.g2432>
- Faudji, N., Resmi, S., & Utami, A. M. (2024). Pengaruh Pendukung Selebriti, Citra Merek, Dan Kepercayaan Merek Terhadap Keputusan Pembelian Produk Somethinc. *Cakrawangsa Bisnis*, 5(2), 31–45. <https://doi.org/10.35917/cb.v5i2.523>
- Faudji, N., Resmi, S., Utami, A. M., Meyrizka Utami, A., Tinggi, S., Manajemen, I., & -Indonesia, Y. (2024). Pengaruh Pendukung Selebriti, Citra Merek, dan Kepercayaan Merek terhadap Keputusan Pembelian Produk Somethinc. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, 5(2), 31–45. <https://doi.org/10.35917/CB.V5I2.523>
- Fauziah, S., Rauf, A., & Utomo, E. N. (2024). The Influence Of Green Product, Brand Trust And Halal Label On Purchase Decision Of Avoskin Skincare Product. *International of Management Bussiness and Research*, 01(1), 205–217. <https://journal.iebrs.org/index.php/IMBR/article/view/15/13>

- Febryanty, I., & Suryowati, B. (2021). Faktor Psikologis Dan Kepercayaan Dalam Keputusan Pembelian Produk Kosmetik. *Jurnal Ilmiah Manajemen, Organisasi Dan Bisnis (KOMPLEKSITAS)*, 10. <https://doi.org/10.56486/kompleksitas.vol10no2.135>
- Feny, W. R., & Sutedjo, B. (2022). Pengaruh Celebrity Endorser, Citra Merek dan Kepercayaan Merek terhadap Minat Beli (Studi Pada Konsumen Skincare MS Glow Beautyhome di Demak). *SEIKO : Journal of Management & Business*, 5(1), 2022–2168. <https://doi.org/10.37531/sejaman.v5i1.1903>
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. CV. Penerbit Qiara Media.
- Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish. <https://www.researchgate.net/publication/329587407>
- Fitriana, F., Sudodo, Y., & Hakim, L. (2019). Pengaruh Gaya Hidup, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Kosmetik Oriflame. *Jurnal Manajemen Dan Bisnis*, 2(1), 407341. <https://doi.org/10.37673/jmb.v2i1.304>
- Hair, J. F. , Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd Edition). SAGE.
- Handayani, F., & Digidowiseiso, K. (2023). The Influence Of Product Quality, Brand Image, And Brand Trust On The Purchase Decision Of Avoskin Serum In National University Students. In *Syntax Admiration* (Vol. 4, Number 1). <https://doi.org/https://doi.org/10.46799/jsa.v4i1.823>
- Hasan, E. R., Haji, S. A., & Panigoro, S. (2024). Pengaruh Citra Merek Dan Celebrity Endorser Terhadap Keputusan Pembelian Dengan Kepercayaan Merek Sebagai Variabel Mediasi. *Jurnal Ekonomi Pembangunan (JEPA)*, 15(1), 1. <https://doi.org/10.60201/jepa.v15i1.8426>
- Hidayat, W. G. P. A. (2023). The Influence of Halal Label and Product Quality on the Purchasing Decision Process of Wardah Cosmetics by Using Brand Image as an Intervening Variable. *International Journal of Islamic Thought and Humanities*, 2(1), 139–155. <https://doi.org/10.54298/ijith.v2i1.87>
- Himmah, A. R., & Prihatini, A. E. (2021). Pengaruh Citra Merek Dan Electronic Word Of Mouth (E-Wom) Terhadap Keputusan Pembelian (Studi Pada Konsumen Pixy Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 10(2), 1153–1161. <https://doi.org/10.14710/JIAB.2021.31359>
- Hops.ID. (2024, September). *Yakin pakai serum Avoskin ini? Dokter Detektif review isi kandungan retinolnya ternyata cuma segini: Terbukti brandnya tidak... - Hops ID*. <https://www.hops.id/fit/29413643134/yakin-pakai-serum-avoskin-ini-dokter-detektif-review-isi-kandungan-retinolnya-ternyata-cuma-segini-terbukti-brandnya-tidak>
- Iklima, I., Putri, E., Teknologi, I., Bisnis, D., Malang, A., & Handoko, Y. (2022). The Influence of Product Quality and Brand Image on the Purchasing Decision of Dior Cosmetics in Malang City Through Brand Trust as an Intervening Variable. *Ecosia International Conference*, 48–54. <https://doi.org/10.32815/ECOSIA.VI.8>
- Irwansyah, R., Listya, K., Setiorini, A., Hasan, M., Utomo, K. P., & Triwardhani, D. (2021). *Perilaku Konsumen*. Penerbit Widina.

- Jalantina, D. I. K. (2022). The Role of Brand Trust as an Intervening Variable in Online Customer Purchase Decision Analysis of Beauty Products the Body Shop Indonesia in the City of Semarang. *Jurnal Ekonomi*, 11(1). <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/293>
- Keller, K. L., & Swaminathan, V. (2020). *Building, Measuring, and Managing Brand Equity Strategic Brand Management* (5th Edition, Ed.). Pearson.
- Kementerian Perindustrian. (2025, February 19). *Kemenperin Gadang Potensi Industri Kosmetik Semakin Gemilang*. <https://ikm.kemenperin.go.id/kemenperin-gadang-potensi-industri-kosmetik-semakin-gemilang>
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Kristiawan, T. A., & Keni, K. (2020). Pengaruh Packaging, Social Media Marketing dan Electronic Word of Mouth Terhadap Keputusan Pembelian Busana Brand Lokal. *DeReMa (Development of Research Management): Jurnal Manajemen*, 15(2). <https://doi.org/10.19166/derema.v15i2.2445>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *Principle of Marketing* (13th Edition). Cengage Learning, Inc.
- Leonardi, A. C., & Alfonsius, A. (2024). The Influence Of Advertising, Brand Image, And Product Quality On Purchase Decisions Of Skincare Beauty Products In Medan. *Business and Entrepreneurial Review (BER)*, 24(1). <https://doi.org/10.25105/ber.v24i1.20661>
- Lestari, D., Asriani, A., Ningsih, N. W., Rosilawati, W., & Amrina, D. H. (2022). Pengaruh Kualitas Produk, Fitur Produk dan Desain Produk Terhadap Keputusan Pembelian Produk Kosmetik Dalam Perspektif Manajemen Islam. *REVENUE: Jurnal Manajemen Bisnis Islam*, 3(1), 57–80. <https://doi.org/10.24042/REVENUE.V3I1.10321>
- Magpie Ecommerce Intelligence. (2025, April 25). *Dominasi Skintific & Skin1004 : Analisa Performa Toner & Mist di Marketplace Indonesia*. <https://www.vritimes.com/id/articles/18b82fa7-27d2-11ef-ae09-0a58a9feac02/ce70ba4f-2197-11f0-88b9-0a58a9feac02>
- Maharani, N. D., Puspaningrum, A., & Isharina, I. K. (2023). The Effect of Perceived Product Quality and Brand Image on Purchase Decision with Trust As Mediation. *Journal of Business and Management Review*, 4(4), 254–269. <https://doi.org/10.47153/jbmr44.6672023>
- Makhfudi. (2024). *Makhfudi 2024 (p.258)*. Penerbit Lakeisha.
- MIX Marcomm. (2024, October). *Satu Dekade, Avoskin Perkuat Positioning sebagai Brand Skincare Lokal yang Mengusung Inovasi dan Keberlanjutan - MIX Marcomm*. <https://mix.co.id/marcomm/news-trend/satu-dekade-avoskin-perkuat-positioning-sebagai-brand-skincare-lokal-yang-mengusung-inovasi-dan-keberlanjutan/>
- Monfort, A., López-Vázquez, B., & Sebastián-Morillas, A. (2025). Building Trust in Sustainable Brands: Revisiting Perceived Value, Satisfaction, Customer

- Service, and Brand Image. In *Sustainable Technology and Entrepreneurship* (Vol. 4, Number 3). Elsevier B.V. <https://doi.org/10.1016/j.stae.2025.100105>
- Montana, K., & Kurniawati, D. (2024). Pengaruh Label Halal, Brand Image, dan Price terhadap Buying Decision Produk Skincare Impor Melalui Brand Trust pada Generasi Z Kota Pekanbaru. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 18(1), 110. <https://doi.org/10.35931/AQ.V18I1.2999>
- Muryati, M., & Zebua, A. J. (2021). Analisis Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Wardah. *Jurnal Ilmiah Universitas Batanghari Jambi*, 21(2), 748. <https://doi.org/10.33087/jiubj.v21i2.1536>
- Nabila, Ayuningtyas, N., & Atmanto, D. (2024). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Online Kosmetik Perawatan Wajah Skintific. *Academy of Education Journal*, 15(2), 1191–1201. <https://doi.org/10.47200/AOEJ.V15I2.2388>
- Nadia Putri, L., Eka Saputra, S., & Yolanda Utami, H. (2023). The Influence of Brand Image, Promotion, Brand Trust and Lifestyle on Purchase Decisions Through Brand Trust as an Intervening Skincare Variable MS. Glow in the City of Padang. *Journal of Entrepreneurship and Business*, 1(1), 15–24. <https://doi.org/10.22202/jenesis.2023.v1.i1.7178>
- Ngabito, R. I. P. (2025). Analisis Pertanggungjawaban Hukum Terhadap Pengedaran Produk Skincare yang Terbukti Overclaim. *Law, Development and Justice Review*, 7(3), 284–301. <https://doi.org/10.14710/ldjr.7.2024.284-301>
- Nugroho, A., & Soliha, E. (2024). Keputusan Pembelian Konsumen Pada Produk Kecantikan: Peran Kualitas Produk, Citra Merek, Persepsi Harga dan Celebrity Endorsement. *Jesya*, 7(1), 226–242. <https://doi.org/10.36778/jesya.v7i1.1348>
- Oktaviany, V. V., & Padmantyo, S. (2025). Pengaruh Ekuitas, Citra Merek dan Kepercayaan Terhadap Minat Beli Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *JAFM: Journal of Accounting and Finance Management*, 6(1). <https://doi.org/10.38035/jafm.v6i1>
- Pakaila, J. R., Aydin, R. M., & Abbiyya, S. W. (2024). Tren Overclaim Dalam Iklan Industri Kecantikan: Analisis Etika Terapan Pada Produk Skincare Di Indonesia. *Kabillah: Journal of Social Community*, 9(2), 504–510. <https://doi.org/10.35127/kabillah.v9i2.424>
- Pangastuti, J., Sudjiono, S., & Prastiti, E. (2019). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah Pada Counter Wardah Di Borobudur Kediri. *JIMEK: Jurnal Ilmiah Mahasiswa Ekonomi*, 2(1), 69. <https://doi.org/10.30737/jimek.v2i1.424>
- Pertiwi, G. R., Risnita, & Jailani, M. S. (2023). Jenis Jenis Penelitian Ilmiah Kependidikan. *Jurnal Pendidikan, Sosial & Humaniora (QOSIM)*, 1(1). <https://doi.org/10.61104/jq.v1i1.59>
- Pradisty, A. A., & Soepatini, S. (2025). Pengaruh Citra Merek Terhadap Kecintaan Merek Yang Dimediasi Oleh Sikap Dan Kepercayaan (Studi Empiris Pada Produk Skincare Ramah Lingkungan). *Jurnal Lentera Bisnis*, 14(2), 2039–2055. <https://doi.org/10.34127/jrlab.v14i2.1572>

- Pramestidewi, C. A., Lasmi, N. W., Syafruddin, Taroreh, S. R. A., Zaena, R. R., Azizan, A. Z., Yakup, Muhartono, D. S., & Suharyati. (2025). *Dasar-Dasar Manajemen Pilar Utama Kemajuan Organisasi*. Penerbit Lakeisha.
- Putri, P. M., & Marlien, R. A. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 25–36. <https://doi.org/10.36778/jesya.v5i1.510>
- Rachmawati, A. F., & Laily, N. (2024). Pengaruh Kualitas Produk, Citra Merek, dan Kepercayaan Merek Terhadap Keputusan Pembelian (Studi Pada Konsumen Uniqlo di Surabaya). *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 13.
- Rohmah, Z., & Sukaris. (2024). Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Keputusan Pembelian Wardah Kosmetik. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 7(1), 37–48. <https://doi.org/10.36407/JMSAB.V7I1.1164>
- Sakinah, Y. P., & Putra, M. F. D. (2025). Purchase Decision on Shopee E-Commerce Platform : The Influence of Product Quality, Brand Image, and Price through Trust as an Intervening Variable. *International Journal of Economics and Management Research*, 4(1), 358–368. <https://doi.org/10.55606/ijemr.v4i1.300>
- Saragih, G. S. (2024). *Manajemen Pemasaran Tradisional vs Digital*. Penerbit Lakeisha.
- Sari, M. B., & Soebiantoro, U. (2022). Pengaruh Kualitas Produk, Persepsi Harga Dan Citra Merek Terhadap Keputusan Pembelian Produk Teh Gelas Di Kota Surabaya. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(2), 851–858. <https://doi.org/10.37676/ekombis.v10i2.2663>
- Selvia, M., & Tumbel, A. L. (2022). The Effect Of Price And Product Quality On The Purchase Decision Of Scarlett Whitening Products On Students Of The Faculty Of Economics And Business Sam Ratulangi Manado University. *Djemly 320 Jurnal EMBA*, 10(4), 320–330. <https://doi.org/10.35794/emba.v10i4.43797>
- Sepfiani, P., Lathief, M., Nst, I., & Harahap, M. I. (2023). Impact Of Electronic Word-of-mouth, Product Quality, And Brand Image On Purchasing Decisions In The Skincare Industry. *Journal of Enterprise and Development (JED)*, 5(1), 2023. <https://journal.uinmataram.ac.id/index.php/jed/article/view/7927>
- Sianturi, A. A. G., Pudjoprastyono, H., & Azhar, R. M. (2024). Pengaruh Kualitas Produk, Kepercayaan Merek Dan Social Media Marketing Terhadap Keputusan Pembelian Lipstik Wardah di Kota Surabaya. *Journal of Management Small and Medium Enterprises (SME's)*, 17(3). <https://doi.org/10.35508/jom.v17i3.17471>
- Solomon, M. R. (2020). *Consumer Behavior Buying, Having, and Being Thirteenth Edition* (13th Edition). Pearson. www.pearson.com/mylab/marketing
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (M. Dr. Ir. Sutopo. S.Pd, Ed.). ALFABETA.
- Sumaryanto, Widajanti, E., & Irma Susanti, N. (2022). Pengaruh Harga, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Produk Kosmetik

- Wardah. *Bisnis Dan Pendidikan*, 9(1), 93–110. <https://doi.org/10.36587/exc.v9i1.1256>
- Tiffany, M., & Singagerda, F. S. (2025). Faktor Customer Review dan E-Service Quality terhadap Keputusan Pembelian Shopee. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 6(2), 497–508. <https://doi.org/10.35912/jakman.v6i2.3981>
- Wardhana, A. (2024). *Brand Management in The Digital Era*. CV. Eureka Media Aksara.
- Wikantari, M. A. (2022). The Effect of Social Media Marketing on Purchase Decisions Moderated by Product Quality. *Indonesian Interdisciplinary Journal of Sharia Economics (IJJSE)*, 5(2), 2621–606. <https://doi.org/10.31538/ijse.v5i2.2149>
- Wikantari, M. A. (2024). *Manajemen Pemasaran Tradisional vs Digital*. Penerbit Lakeisha.
- Willdanny, P. Z., & P.Sukma, R. (2024). The Influence of Digital Marketing and Product Quality on Purchasing Decisions Through Brand Trust at the Wardah Store in Buaran Mall. *Jurnal Ekonomi Dan Bisnis*, 23(2). <https://doi.org/10.32722/eb.v23i2.6833>
- Winda Sari, P., & Martiyanti, D. (2025). Pengaruh Label Halal dan Citra Merek terhadap Keputusan Pembelian melalui Kepercayaan Merek. *FORUM EKONOMI: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 27(1), 73–84. <https://doi.org/10.30872/JFOR.V27I1.2657>
- Wulandari, M. Y., & Zakka, F. (2024). The Ethics of Presenting Content on Social Media in the Perspective of Hadith Strong Reprimand for Lying: An Overclaim Case Study. *Wardah*, 25(2), 151–168. <https://doi.org/10.19109/r4e60924>
- Wulansari, O. A., & Hayuningtias, K. A. (2023). Pengaruh Kualitas Produk, Persepsi Harga, dan Citra Merek Terhadap Keputusan Pembelian (Studi Kasus pada Kosumen Maybelline Super Stay Matte Ink di Kota Semarang). *J-MAS (Jurnal Manajemen Dan Sains)*, 8(1), 241. <https://doi.org/10.33087/jmas.v8i1.968>
- Yuliani, Z., Nursal, M. F., & Sumantyo, F. D. S. (2025). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Skincare Azarine Melalui Minat Beli (Studi Kasus Mahasiswa Prodi Manajemen Angkatan 2021 Universitas Bhayangkara Jakarta Raya). *SINERGI: Jurnal Riset Ilmiah*, 2(3), 1143–1157. <https://doi.org/10.62335/sinergi.v2i3.996>
- Zuraidah, Z., Nesma, A., & Putri, Y. (2020). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Skin Care. *ISTITHMAR : Journal of Islamic Economic Development*, 4(2). <https://doi.org/10.30762/ISTITHMAR.V4I2.11>