

DAFTAR PUSTAKA

- Allyoung.co.id. (2019). Waspada, ini bahayanya gonta-ganti skincare. Retrieved from 1 Oktober website: <https://www.allyoung.co.id/blogs/beauty-tips/waspada-ini-bahayanya-gonta-ganti-skincare>
- Aurier, et al. (2012). Impacts of perceived brand relationship orientation on attitudinal loyalty: An application to strong brands in the packaged goods sector. *European Journal of Marketing*, 46(11), 1602–1627. <https://doi.org/10.1108/03090561211260004>
- Chen. (2019). The effects of logo frame design on brand extensions, Yu Shan Athena Bei, Lien Ti. *Journal of Product and Brand Management*, 1, 97–113. <https://doi.org/10.1108/JPBM-12-2017-1698>
- Chinomona. (2016). *African Journal of Economic and Management Studies*.
- Cillo, et al. (2019). *Tips to use partial least squares structural equation modelling (PLS-SEM) in knowledge management*. <https://doi.org/10.1108/JKM-05-2018-0322>
- Dessart, L., Aldás-manzano, J., Veloutsou, C., Dessart, L., & Veloutsou, C. (2019). *Unveiling heterogeneous engagement-based loyalty in brand communities*. <https://doi.org/10.1108/EJM-11-2017-0818>
- Euromonitor International. (2016). The Beauty and Personal Care Market: Global and Regional Overview, Euromonitor International. Retrieved from www.euromonitor.com
- Hair, et al. (2017). *Multivari data analysis*.
- Han, et al. (2019). *Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase: Full-service vs low-cost carriers in South Korea*.
- Jain, N. K. (2018). *Examining consumer-brand relationships on social media platforms*. 36(1), 63–78. <https://doi.org/10.1108/MIP-05-2017-0088>
- Khan, R. (2016). *E-tail brand experience's influence on e-brand trust and e-brand loyalty: The moderating role of gender Imran*.
- Ledikwe, A., Roberts-Lombard, M., & Klopper, H. B. (2019). The perceived influence of relationship quality on brand loyalty: An emerging market

- perspective. *African Journal of Economic and Management Studies*, 10(1), 85–101. <https://doi.org/10.1108/AJEMS-04-2018-0113>
- Lee, H. (2016). *The impacts of brand asset of domestic screen golf playing systems upon brand trust and brand loyalty*.
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review, ahead-of-p*(ahead-of-print), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
- Mehmet. (n.d.). PARTIAL LEAST SQUARES APPROACH TO STRUCTURAL EQUATION MODELING FOR. In *Advances in Hospitality and Leisure* (Vol. 8). [https://doi.org/10.1108/S1745-3542\(2012\)0000008007](https://doi.org/10.1108/S1745-3542(2012)0000008007)
- Melewar. (2018). *Integrating identity, strategy and communications for trust, loyalty and commitment*.
- Mikhriani, M. (2012). Analisis Segmentasi Pasar Perawatan Kulit Wajah Natasha Skin Care Yogyakarta. *Jurnal Dakwah*, 13(1), 105–136. Retrieved from <http://ejournal.uin-suka.ac.id/dakwah/jurnaldakwah/article/view/321/299>
- Obiegbu. (2019). Co-constructing loyalty in an era of digital music fandom: An experiential-discursive perspective. *European Journal of Marketing*, 53(3), 463–482. <https://doi.org/10.1108/EJM-10-2017-0754>
- Omoriegie. (n.d.). Factors influencing consumer loyalty: evidence from the Ghanaian retail banking industry. 2019.
- Part, R. C. (2010). 기사(Article) 와 안내문(Information) [. (Unit 07), 1–5.
- Ringle, et al. (2019). *Predictive model assessment in PLS-SEM: guidelines for using PLSpredict*. <https://doi.org/10.1108/EJM-02-2019-0189>
- Ruparelia, et al. (2010). *Drivers of brand trust in internet retailing*. <https://doi.org/10.1108/10610421011059577>
- Ryu. (2019). Instagram fashionistas, luxury visual image strategies and vanity. *Journal of Product and Brand Management*, (July). <https://doi.org/10.1108/JPBM-08-2018-1987>
- Sugiyono. (2014). *Metode Penelitian & Penulisan Karya Sastra*.
- Tena, et al. (2018). Younger and older trust in a crisis situation. *International Journal of Bank Marketing*, 36(3), 456–481. [Universitas Internasional Batam](https://doi.org/10.1108/IJBM-</p>
</div>
<div data-bbox=)

01-2017-0018

Thomsen. (2018). Reviewing corporate social responsibility communication: a legitimacy perspective. *Corporate Communications*, 23(4), 492–511.

<https://doi.org/10.1108/CCIJ-04-2018-0042>

Tirto.id. (2018). Pria Muda Milenial Makin Sadar pada Penampilan. Retrieved from 24 September website: <https://tirto.id/pria-muda-milenial-makin-sadar-pada-penampilan-c1o5>

Veloutsou, C. (2015). *Brand evaluation , satisfaction and trust as predictors of brand loyalty: the mediator- moderator effect of brand relationships.*

(February 2014). <https://doi.org/10.1108/JCM-02-2014-0878>

Zahy Ramadan, et al. (2018). *The gamification of trust: the case of China's "social credit."*

Zap Beauty Index. (2018). Hasil Survey 17.889. *Skincare.*