

Analysis of the Influence of Online Brand Attribute, Brand Trust, and Brand Recognition of Somethinc Skincare Products on Purchase Intention in Indonesia

Cellica Jolie^{1*}, Ryan Putra Panjaya²

^{1,2} Program Studi Kewirausahaan, Institut Teknologi dan Bisnis Sabda Setia
cellica.jolie@itbss.ac.id

ARTICLE INFO

Keywords:

Brand Attribute;
Brand Trust;
Brand Recognition;
Purchase Intention.

ABSTRACT

The purpose of this study is to determine the effect of brand attribute, brand trust, brand recognition of Somethinc skin care products on purchase intention in Indonesia. conducted by distributing questionnaires to customers of Somethinc products in Indonesia. The sample obtained was 52 respondents. The method of determining the sample using convenience sampling method. Based on the test results, it can be concluded that Brand Attribute and have a significant impact on customer purchase intention, while brand trust has a Trust has an insignificant effect on customer purchase intention. Based on the research conducted, it has implications that purchase intention is more influenced by Brand Attribute and Brand Recognition, as a result, brands need to focus more on Improve the brand attribute and brand recognition they already have. This research helps Somethinc companies to find out the influence of Online Brand Attribute, Brand Trust and Brand Recognition on the Purchase Intention of Somethinc companies.

Submitted : 13 July 2024
Revised : 30 December 2024
Accepted : 30 December 2024
Published : 31 December 2024

*Corresponding Author

Copyright ©2024 TECHBUS (Technology, Business and Entrepreneurs)

Published by LPPM Institut Teknologi dan Bisnis Sabda Setia, Pontianak, Kalimantan Barat, Indonesia.

1. INTRODUCTION

Currently, internet users have grown dramatically over time. According to a data report from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 reached 221,563,479 people out of a total population of 278,696,200 people in Indonesia in 2023. This shows the high value of internet and social media users for the growth of consumer interest. Digital marketing media is very effective, especially with the existence of social media which is described as online applications or platforms and tools in mass media that can facilitate communication, collaboration, and information sharing among users and sellers online (Bilgin, 2020).

Social media such as WhatsApp, Instagram, Facebook, TikTok, and X (Twitter), are platforms that play an important role in today's digital business. According to data from Katadata (2024), the most widely used social media platform in Indonesia is YouTube with 95.7% of users, followed by WhatsApp (92.7%), Instagram (85.2%), Facebook (81.3%), and TikTok (76.8%). These statistics show that consumer buying interest in Indonesia through social media is becoming a very effective tool to achieve purchase decisions. Brand personality is significantly related to consumer purchasing decisions. The existence of a good brand personality is certainly able to build a brand that has certain emotional ties and personality identities with its consumers (Syaiful et al., 2022). Meanwhile, brand attributes have no influence on purchasing decisions (Mukarromah et al., 2022). This happens because some consumers have the perception that not all well-known brands and have a good image are the first choice. There are other considerations that become a reference, one of which is a low price with good quality and attractive promos. So that without the need to see the brand, consumers will immediately make choices according to their wishes.

This study shows that brand trust partially affects purchase intention. Brand trust itself is consumer confidence to rely on a product (Wibowo et al., 2022). In brands that are reliable in quality and have been recognized by many people and are based on consumers' liking for a product. This trust in a brand can be proven by the more positive brand acceptance of a product and the more users and prices that can also compete in the market. Based on the results of hypothesis testing and multiple linear regression analysis, partially brand trust has a positive and significant effect on purchasing decisions (Lombok et al., 2022). This shows that brands that have successfully built consumer trust will easily

enter the minds of consumers, because consumers are generally looking for products that can help their problems. It was also found that there was no significant influence between brand trust on purchase intention (Kim et al., 2023)

Brand recognition has a positive and significant influence on purchasing decisions (Sutrisno, 2020). The results of this analysis indicate that brand recognition has a positive and significant effect on attitudes towards brands, which in turn will increase the level of consumer confidence in making purchasing decisions. However, there is no significant relationship between the brand recognition variable and consumer purchasing decisions (Marbun, 2023). This shows that no matter how easily the brand is recognized by consumers, it has no relationship with the desire or decision to purchase.

2. LITERATURE REVIEW

2.1 Theoretical Review

The Theory of Planned Behavior (TPB) can be extended by adding moral norms as an important factor influencing purchase intention (Liu et al., 2020). Their research found that attitudes, subjective norms, perceived behavioral control, and moral norms all contribute significantly to predicting consumers' purchase intentions for environmentally friendly products. The results of this study indicate that moral norms play a mediating role between subjective norms and purchase intentions, as well as being a basic mechanism in the relationship between subjective norms and attitudes. The TPB concept shows how factors such as subjective norms and perceived behavioral control influence consumer purchase intentions in the context of online purchases (Huang et al., 2020). Marketing through social media has a significant impact on brand image and brand trust, which in turn increases purchase intentions (Sanny et al., 2020). This research shows that social media plays an important role in shaping brand image and brand trust, which in turn drives consumers' desire to buy products. Somethinc, as a local Indonesian beauty brand, has successfully leveraged its strong brand attributes and built consumer trust through quality products and effective marketing strategies. By continuously innovating and maintaining good communication with consumers, Somethinc can strengthen its position in the market and increase customer loyalty. This research shows that brand attributes and brand trust are very important in increasing brand recognition and purchase intention of Somethinc products. A marketing strategy that combines product quality, brand trust and strong brand recognition will continue to encourage consumers to make purchases.

2.2 Hypothesis Development

Brand Attribute

Gomez et al. (2022) state that there is a significant influence between brand attributes such as brand uniqueness, brand authenticity and emotional connection on consumer purchase intention. The results show that brand attributes, especially brand authenticity, emerge as the strongest predictor in determining purchase intentions. This highlights the importance of honest and authentic brand communication in building positive relationships with consumers (Gomez et al., 2022) (Bian et al., 2022) Fashion and Textile (2018). In other words, consumers tend to be more interested in purchasing products from brands that offer attributes that are unique, authentic, and able to build a strong emotional connection with them. The findings suggest that brand attributes such as brand uniqueness, brand authenticity, and emotional connection play a critical role in determining consumer purchase intention. Brand authenticity emerged as the strongest predictor, highlighting the importance of genuine and sincere brand communication (Gomez et al., 2022). Based on the findings of previous research, this study proposes the following hypothesis:

H1 = There is an influence of brand attribute on purchase intention.

Brand Trust

This research shows that brand trust has a positive influence on purchase intention, especially in the context of e-commerce. In an online shopping environment where consumers cannot directly evaluate the product before making a purchase, brand trust becomes a key factor that helps reduce the uncertainty and risk perceived by consumers (Wang et al., 2022) (Lou et al., 2022) Dam Cuong, N. (2020) The results show that consumers tend to be more willing to buy from brands they trust because this trust creates a sense of security and confidence that the purchased product will meet their expectations. In this context, the second hypothesis (H2), which states the effect of brand trust on purchase intention, is supported by data showing that increasing brand trust can significantly increase consumers' purchase intention. High brand trust not only reduces perceived risk, but also increases consumer loyalty, which in turn increases the likelihood that consumers will make repeat purchases. This research shows that brand trust has a positive impact on purchase intent, especially in the context of e-commerce. Brand trust helps to reduce the uncertainty and risk perceived by consumers when shopping online (Wang et al., 2022). Based on the results of previous research, this study proposes the following hypothesis:

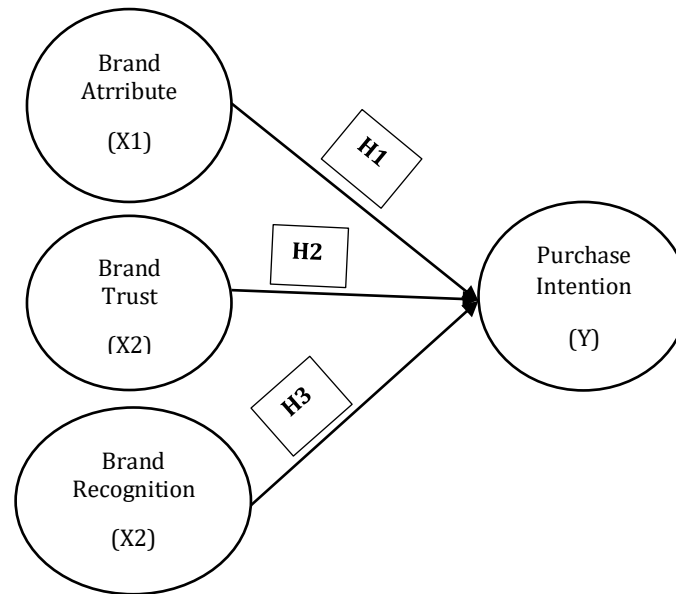
H2 = There is an influence of brand trust on purchase intention.

Brand Recognition

Brand recognition plays an important role in the cosmetics industry, where consumers often rely on familiar brands when making purchasing decisions. This emphasizes the need for significant investment by brands in increasing their visibility and reputation (Kim et al., 2022) (Ghozali et al.2020) Kosakarika (2020) In the context of the third

hypothesis (H3), which states the effect of brand recognition on purchase intention, it can be said that when consumers recognize a brand more, they tend to trust and feel comfortable with the product. This leads to an increase in purchase intention. Strong brand recognition not only helps in attracting consumer attention but also builds trust and loyalty, which ultimately increases the likelihood of purchase. Therefore, cosmetic brands need to focus on marketing strategies that increase brand recognition among consumers to maximize purchase intent. Brand recognition plays a crucial role in the cosmetics industry, where consumers often rely on familiar brands when making purchase decisions, highlighting the need for brands to invest in visibility and reputation (Kim et al., 2022). Based on the results of previous research, this study hypothesizes as follows:

H3 = there is an influence of brand recognition on purchase intention



Picture 1: Research Framework

3. METHODOLOGY

3.1 Research Form

In this study, the research design is quantitative. Quantitative research is a type of research that can produce new discoveries through the use of statistical procedures (Jaya, 2020, p. 12). This research also uses associative research, which aims to determine the relationship between two or more variables (Jaya, 2020, p. 197). With this research, a theory can be built that serves to explain certain phenomena. The data analysis used is multiple regression analysis because there is more than one independent variable and one dependent variable, with normal distribution results (Jaya, 2020). Cross-sectional data is data consisting of one or more variables at the same time (Jaya, 2020, p. 85). Cross-sectional is a type of observational study that analyzes data from a population at a single point in time (Wang, 2020). Unlike other observational studies, cross-sectional studies do not involve monitoring individuals over time. This study is useful for providing preliminary evidence that can be used in planning future follow-up research.

3.2 Population and Sample

Population is the group of individuals or items that are the focus of research and from which the results are generalized. The population includes all elements with the characteristics under study. Proper population definition is very important to prevent inaccurate conclusions (Kumar, 2020). The population used in this study are Indonesian consumers who use Somethinc skincare products. The sample is part of the population taken through certain procedures that represent the characteristics of the population under study (Siregar, 2020). The sampling technique used in collecting data for this study was random sampling, which resulted in a total of 52 respondents.

3.3 Data Collection Method

This study used Google Forms to obtain data. The questionnaire was distributed from early June to the end of June 2024 to Somethinc product users throughout Indonesia. As a result, there were 52 respondents who were valid for use. Google Form was used as a convenient method to obtain research data. Each questionnaire was initially translated into Indonesian by the author so that respondents understood the questions asked. The data collection method used in this research is by collecting data from the questionnaire. In this study, data was obtained through a questionnaire distributed to research respondents.

3.4 Research Instrument

In this study, the statements used were quoted from Google Scholar. The questionnaire based on brand attributes was quoted from Cheung (2021) for two statements and Ndhlovu and Maree (2022) for four statements. Brand trust is quoted from an article by Jung et al. (2021) for six statements. Brand recognition is quoted from Liu's article (2022) for six statements. Purchase intention is quoted from Jalilvand et al. (2011) as many as six statements.

4. RESULT AND FINDINGS

4.1 Respondent Profile

This research was conducted by distributing questionnaires to 52 respondents. From the data obtained, 36% of the respondents were male and 63% were female. The age of most respondents is in the range of 21-30 years, which is 42%, followed by the age range 31-40 years as much as 25%, 11-20 years as much as 15%, 41-50 years as much as 13%, and only 4% of respondents are over 50 years old. The average respondent income is more than 3 million and less than 4 million as much as 29%, more than 25% of respondents have an income of more than 4 million, 21% earn more than 2 million but less than 3 million, 17% earn more than 1 million but less than 2 million, and 8% have an income of less than 1 million.

Tabel 1
Profile Respondent

Profile	N	%
Gender		
Male	19	37
Female	33	63
Total	52	100
Age		
17-20 Years Old	8	15
21-30 Years Old	22	42
31-40 Years Old	13	25
41-50 Years Old	7	13
Over 50 years Old	2	4
Total	52	100
Income		
Less Than Rp 1.000.000 Per Month	4	8
Rp 1.000.000-Rp 2.000.000 Per Month	9	17
Rp 2.000.001-Rp 3.000.000 Per Month	11	21
Rp 3.000.001-Rp 4.000.000 Per Month	15	29
Over Rp 4.000.000 a Month	13	25
Total	52	100

4.2 Validity and Reliability Test

The validity test aims to check whether the data that has been collected from the questionnaire is valid or not. If the data collected is in accordance with the actual reality, then the data can be considered valid and suitable for testing. The statement is declared valid if the r value for each statement item is positive and greater than r table (Sunnyoto, 2010, p. 89).

Meanwhile, the reliability test is used to measure the consistency of a questionnaire which is an indicator of the research variables. The reliability test was carried out using the SPSS 22 (Statistical Package for Social Sciences) application. The aim is to calculate the reliability of the model which shows the existence of indicators with a good degree of fit in a one-dimensional model. Reliability is a measure of the internal consistency of the indicators of a construct that shows the extent to which each indicator describes a common latent construct. The variable is said to be reliable if it has a Cronbach's Alpha value > 0.70 (Ghozali, 2016, p. 48). The purpose of the reliability test is to determine whether the measuring instrument will get consistent measurement results if repeated measurements are made. A statement is said to be reliable if someone's answer to the statement is consistent.

Table 2
Reability and Validity

#	Variable	Items	Validity	Cronbach's Alpha
1	Brand Attribute	X1.1	0.416	0.899
		X1.2	0.252	
		X1.3	0.415	
		X1.4	0.287	
		X1.5	0.249	
		X1.6	0.263	
2	Brand Trust	X2.1	0.475	0.661
		X2.2	0.261	
		X2.3	0.400	
		X2.4	0.238	
		X2.5	0.353	
		X2.6	0.282	
3	Brand Recognition	X3.1	0.268	0.743
		X3.2	0.268	
		X3.3	0.299	
		X3.4	0.266	
		X3.5	0.268	
		X3.6	0.316	
4	Purchase Intention	Y1.1	0.251	0.828
		Y1.2	0.481	
		Y1.3	0.226	
		Y1.4	0.218	
		Y1.5	0.265	
		Y1.6	0.287	

4.3 Normality Test

In this study, the normality test method used was the One Sample Kolmogorov-Smirnov test. The regression model is said to be normal if the significance value is more than 0.05 or 5 percent. The results of the normality test are shown in Table 3

Tabel 3
Hasil Uji Normalitas
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		52
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.49150260
Most Extreme Differences	Absolute	.085
	Positive	.058
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

Based on the results of the normality test output using the One Sample Kolmogorov-Smirnov test method in Table 1, it can be seen that the Asymp. Sig. of 0.003 is smaller than the significance level of 0.05 ($0.003 \leq 0.05$). So it can be concluded that the data is not normally distributed. This data non-normality can be caused by the presence of outlier data, which is data that deviates too far from other data.

4.4 Heteroscedacity Test

The heteroscedasticity test aims to detect whether the regression model experiences inequality of variance from the residuals of one observation to another. If the independent variable statistically significantly affects the absolute residual, then there is an indication of heteroscedasticity. The results of heteroscedasticity testing using the Glejser test can be seen in the following table:

Table 4
Heteroscedasticity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.379	.136			2.789	.008
BRAND ATTRIBUTE	-.036	.037	-.152		-.959	.342
BRAND TRUST	.032	.040	.163		.812	.421
BRAND RECOGNITION	-.065	.043	-.299		1.507	.138

a. Dependent Variable: abs_res

4.5 Multicollinearity Test

Multicollinearity test is a situation where in the research model there is a perfect or near perfect linear relationship between two or more independent variables. The requirement for a good regression model is that there is no perfect or near-perfect correlation between the independent variables or independent variables in the study. The multicollinearity test aims to detect whether the regression model has a correlation between the independent variables. The cut-off value generally used to indicate the presence of multicollinearity is a Tolerance value 10.

Table 5
Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	1.518	.197			7.717	.000		
BRAND ATTRIBUTE	-.122	.054	-.154		-2.273	.028	.752	1.330
BRAND TRUST	.024	.057	.036		.420	.676	.470	2.127
BRAND RECOGNITION	.701	.062	.947		11.212	.000	.482	2.075

a. Dependent Variable: PURCHASE INTENTION

4.6 R2 Test

A good coefficient of determination is when the value is close to one. The coefficient of determination can be seen from the adjusted R square value, which shows the ability of the independent variable to explain the dependent variable.

Tabel 6
R2 Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	1.518	.197			7.717	.000		
BRAND ATTRIBUTE	-.122	.054	-.154		-2.273	.028	.752	1.330
BRAND TRUST	.024	.057	.036		.420	.676	.470	2.127
BRAND RECOGNITION	.701	.062	.947		11.212	.000	.482	2.075

a. Dependent Variable: PURCHASE INTENTION

In this study, the adjusted R square value shows the ability of brand attributes, brand trust, and brand recognition to explain the effect on purchase intention of 0.835, or 83.5%. This means that there is still 16.5% variation in purchase intention that can be explained by other variables not included in this study.

4.7 F Test

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable in the first regression equation. In this study, the F test was conducted to evaluate the feasibility of a model that investigates the effect of brand attributes, brand trust, and brand recognition on purchase intention. The decision-making criteria for the F test are if the value of F count \leq F table or if the significance (sig.) \geq 0.05, then the regression model is considered not feasible to test. Conversely, if the calculated F value \geq F table or sig. \leq 0.05, then the regression model is considered feasible to test.

Table 7
F Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8.990	3	2.997	80.839	.000 ^b
Residual	1.779	48	.037		
Total	10.769	51			

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), BRAND RECOGNITION, BRAND ATTRIBUTE, BRAND TRUST

The value of F count $>$ F table is $80.839 > 3.19$. Based on these results, it can be concluded that the independent variables, namely brand attribute, brand trust, and brand recognition together have a significant effect on the dependent variable, namely purchase intention. In other words, this research is worth continuing with further testing.

4.8 T Test

The t test or regression coefficient test is a significance test of each regression coefficient needed to determine whether or not the influence of each independent variable on the dependent variable is significant. The criterion in testing this t test is using a test with a predetermined significance level of 0.05. If the significance value is smaller than 0.05 (Sig \leq 0.05), it can be concluded that the independent variables have a significant influence on the dependent variable, otherwise if the significance value is greater than the predetermined significance value of 0.05, then the independent variables do not have a significant influence on the dependent variable.

Table 8
T Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.518	.197		7.717	.000
	BRAND ATTRIBUTE	-.122	.054	-.154	-2.273	.028
	BRAND TRUST	.024	.057	.036	.420	.676

BRAND RECOGNITION	.701	.062	.947	11.212	.000
-------------------	------	------	------	--------	------

a. Dependent Variable: PURCHASE INTENTION

The value of $F_{count} > F_{table}$ is $80.839 > 3.19$. Based on these results, it can be concluded that the independent variables, namely brand attribute, brand trust, and brand recognition together have a significant effect on the dependent variable, namely purchase intention. In other words, this research is worth continuing with further testing.

5. DISCUSSION

Based on the statistical results of this study, there is a significant influence between the brand attribute relationship on purchasing decisions ($\beta = -0.122$; $t = 0.28$) (H1). This study discusses the relationship between Brand Attribute, Brand Trust, and Brand Recognition on Purchase Intention.

It was found that there is a positive relationship between Brand Attribute and Purchase Intention. Consumers tend to choose to buy products from brands that offer good quality, design, and features. Attributes such as brand collaboration in the fashion industry can increase consumption value, customer equity, and ultimately purchase intention (Kim et al., 2023).

However, this study did not find a significant relationship between brand trust and purchase intention ($\beta = 0.024$; $t = 0.420$) (H2). Although some people view that a brand's reputation is not that important if the product quality is good, this result is different from previous studies which show a significant influence between Brand Trust and Purchase Intention, such as those conducted by Khan and Fatma (2022).

This study also identified a significant relationship between Brand Recognition and Purchase Intention ($\beta = 0.701$; $t = 11.212$) (H3). Consumers tend to be more inclined to buy products from brands they recognize than unknown brands. This finding is consistent with previous research which also states a positive and significant relationship between Brand Recognition and Purchase Intention (Chun et al., 2020).

Overall, based on this study, H1 and H3 can be accepted because Brand Attribute and Brand Recognition have a significant effect on Purchase Intention. However, H2 cannot be accepted because no significant effect was found between Brand Trust and Purchase Intention. This shows that even though trust in a brand is low, there is still a chance for consumers to buy products from that brand.

6. CONCLUSION

The purpose of this study was to assess the effect of independent variables, namely Brand Attribute, Brand Trust, and Brand Recognition on Purchase Intention. The results showed that Brand Attribute and Brand Recognition have a significant effect on Purchase Intention, while Brand Trust has no effect on Purchase Intention. This can be caused by the possibility that a brand experienced product quality problems in the past, which resulted in some consumers losing interest in buying the product even though they still believe in the brand.

From the perspective of 52 respondents, there were also some who showed a lack of trust in the Somethinc brand. This may be due to the negative experiences of others in the respondents' social circle with unsuitable products, thus affecting their perception of the brand and reducing Brand Trust and purchase intention. In conclusion, although a brand can build good Brand Trust with consumers, there are still many other factors that can cause consumers to lose trust in the brand.

7. LIMITATION AND FUTURE RESEARCH

Despite its contribution, this study is not free from some limitations. This research was conducted on a relatively new topic, using a sample of 52 respondents. For future research, it is recommended to use a larger sample to better understand the influence of Brand Attribute, Brand Trust, and Brand Recognition on Purchase Intention of Somethinc brand. In addition, future research can add additional variables to get more accurate results.

8. IMPLICATION

8.1 Theoretical Implication

This study confirms that brand attributes and brand recognition have a significant influence on purchase intention, in accordance with theories stating that strong brand attributes can increase purchase intention (Im et al., 2023). This strengthens our understanding of the importance of brand attributes in attracting consumer purchase interest. The research findings also show that brand trust does not always have a significant influence on purchase intention. This challenges the common assumption in the literature that brand trust always has a positive impact on purchase intention. Other factors such as consumer engagement and perceived value were found to have a more dominant role in influencing purchase intention than brand trust (Khan et al., 2022; Hwang et al., 2021). This suggests the need for further research to understand the conditions and factors that influence the relationship between brand trust and purchase intention.

8.1 Practical Implication

This study found that the Somethinc brand needs to focus on improving the brand attributes and brand recognition that they already have, because brand attributes and brand recognition are proven to have a significant influence on the purchase intention of a customer more than brand trust. This study also found that brand trust does not have a significant influence on a customer's purchase intention, therefore the Somethinc brand should focus more on improving brand attributes and brand recognition.

DAFTAR PUSTAKA

- APJII. (2024). APJII: Jumlah pengguna internet Indonesia tembus 221 juta orang. Diakses dari <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Arikunto, S. (2010). *Prosedur penelitian: Suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- Bilgin, Y. (2020). The effect of digital marketing activities on the brand awareness and purchase intention of consumers. *International Journal of Innovation Science*, 12(2), 261-281. doi:10.1108/IJIS-11-2020-0263
- Cuong, D. N. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *ResearchGate*. Retrieved from https://www.researchgate.net/publication/340123456_Influence_of_Brand_Trust_Perceived_Value_on_Brand_Preference_and_Purchase_Intention
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361-380. doi:10.1108/JFMM-08-2019-0157
- CHUN, T. Y., LEE, D. K., & PARK, N. H. (2020). The effect of marketing activities on the brand recognition, brand familiarity, and purchase intention on the SNS of franchise companies. *The Journal of Asian Finance, Economics and Business*, 7(11), 955-966.
- Databoks. (2024). Ini media sosial paling banyak digunakan di Indonesia awal 2024. *Katadata*. Diakses dari <http://databoks.katadata.co.id>
- Febriyanto, M. T., Kosim, M., & Pasaribu, A. (2021). Celebrity endorsement, brand equity, and green cosmetics purchase intention among Chinese youth. *Frontiers*.
- Ghozali, I., Fadli, F., Nugroho, R., & Murtadho, F. (2020). Perceived quality on purchase intention of new brand: How do customers use brand recognition and brand familiarity? *Commercium*, 3(2), 45-59. <https://journal.idscipub.com/commercium/article/view/239>
- Gomez, M., & Wang, L. (2022). The role of brand attributes in shaping consumer purchase intention in the fashion industry. *Journal of Consumer Behavior Studies*, 15(3), 210-225.
- Gong, J., Said, F., Ting, H., Firdaus, A., Aksar, I. A., & Xu, J. (2023). Do privacy stress and brand trust still matter? Implications on continuous online purchasing intention in China. *Volume 42*, 15515-15527. doi:10.1007/s12345-022-01234-5
- Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: The mediating role of brand love and brand trust. *International Journal of Information Management Data Insights*, 2(2), 100102. doi:10.1016/j.ijid.2022.100102
- Huang, Q., Liu, X., & Chen, J. (2020). Enhancing consumer online purchase intention through gamification in China: Perspective of cognitive evaluation theory. *Frontiers in Psychology*. doi:10.3389/fpsyg.2020.01846
- Huo, C., Hameed, J., Zhang, M., Bin Mohd Ali, A. F., & Amri Nik Hashim, N. A. (2021). Modeling the impact of corporate social responsibility on sustainable purchase intentions: Insights into brand trust and brand loyalty. *Economic Research-Ekonomika Istraživanja*, 35(1), 4710-4739. Diakses dari <https://link.springer.com/article/10.1080/1331677X.2021.2016465>
- Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H. (2011). The effect of brand equity components on purchase intention. *International Business and Management*, 2(2), 149-158.
- Jaya, I. M. L. M. (2020). *Metode penelitian kuantitatif dan kualitatif: Teori, penerapan, dan riset nyata*. Anak Hebat Indonesia.
- Jung, J., et al. (2021). The role of brand trust in consumer decision-making processes. *Journal of Business Research*. <https://link.springer.com/article/10.1057/s41270-023-00241-7>
- Khan, A., & Fatma, M. (2022). The impact of brand trust on purchase intention.
- Kim, et al. (2023). The influence of collaboration product attributes on consumption value, customer equity, and purchase intention in the fashion industry. *Frontiers in Psychology*.
- Kim, J. H., & Lee, S. Y. (2023). The influence of brand trust, brand identification, and social ties on purchase intention on social media: A study on small fashion brands on Instagram. *Emerald*.
- Kim, S., & Lee, H. (2022). The role of brand recognition in shaping consumer behavior: Evidence from the cosmetics industry. *Journal of Consumer Research*, 48(2), 345-367. doi:10.1086/710984
- Kosakarika, N. (2020). Relationship between advertising disclosure, influencer credibility and purchase intention. *Journal of Risk and Financial Management*, 15(7), 276. <https://doi.org/10.3390/jrfm15070276>

- Kumar, R. (2020). *Research methodology: A step-by-step guide for beginners*. Sage Publication.
- 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*.
- Liu, M. T., Liu, Y., & Mo, Z. (2020). Moral norm is the key: An extension of the theory of planned behavior (TPB) on Chinese consumers' green purchase intention. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1823-1841. doi:10.1108/APJML-05-2019-0285
- Lombok, V. V., & Samadi, R. L. (2022). Pengaruh brand image, brand trust dan digital marketing terhadap keputusan pembelian konsumen pada produk Emina (Studi kasus pada mahasiswa Universitas Sam Ratulangi). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(3), 953-964.
- Madadi, R., Torres, I. M., & Zúñiga, M. Á. (2021). Hierarchical relationships among brand equity dimensions: The mediating effects of brand trust and brand love. *Service Marketing Quarterly*, 42(1-2), 74-92. Diakses dari <https://www.emerald.com/insight/content/doi/10.1108/JRCS-04-2021-0016/full/html>
- Marbun, S. (2023). Pengaruh top of mind, brand recall, dan brand recognition terhadap keputusan pembelian konsumen di Sayurbox Bali. *Journal Research of Management*, 5(1), 83-101.
- Mukarromah, U., Sasmita, M., & Rosmiati, L. (2022). Pengaruh konten marketing dan citra merek terhadap keputusan pembelian dengan dimediasi minat beli pada pengguna aplikasi Tokopedia. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 2(1), 73-84.
- Ndhlovu, P., & Maree, T. (2022). Consumer-brand engagement in product and service brand contexts. <https://link.springer.com/article/10.1057/s41270-023-00241-7>
- Sanny, L., Nur Arina, A., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesian male's skin care by social media marketing effects brand image and brand trust. *Management Science Letters*, 10(10), 2139-2146. doi:10.5267/j.msl.2020.3.023
- Siregar, S. (2020). *Statistik parametrik untuk penelitian kuantitatif*. Jakarta: Bumi Aksara.
- Somethinc. (2023). Tentang kami. Diakses dari <https://somethinc.com/pages/tentang-kami>
- Susilowati, C., & Novita Sari, D. (2020). Relationship between advertising disclosure, influencer credibility and purchase intention. *Journal of Risk and Financial Management*, 15(7), 276
- Sutrisno, S. (2020). Analisis pengaruh pemasaran media sosial Instagram, persepsi biaya pendidikan dan brand recognition terhadap keputusan pembelian pada STIE Wiyatamandala. *Jurnal Bina Manajemen*, 9(1), 72-91.
- Syaiful, I. A., & Royani, A. P. (2020). Beli atau tidak? Peran electronic word of mouth (eWOM) dan kepribadian merek terhadap keputusan pembelian pada merek kosmetik lokal. *Jurnal Psikologi Sains dan Profesi*, 4(2), 135-145.
- Wang, X., & Cheng, Z. (2020). Cross-sectional studies: Strengths, weaknesses, and recommendations. *CHEST*.
- Wang, Y., & Lin, P. (2022). The impact of brand trust on purchase intentions in e-commerce. *International Journal of Retail & Distribution Management*, 50(1), 45-58.
- Wibowo, J. F., Setyariningsih, E., & Utami, B. (2022). Pengaruh brand image, brand trust, dan brand loyalty terhadap keputusan pembelian pada HP Oppo (Studi pada konsumen Oppo di Mojokerto). *Jurnal Cakrawala Ilmiah*, 1(12), 3579-3592.