

THE INFLUENCE OF E-WOM, BRAND ATTITUDE, AND BRAND LOVE ON ONLINE CONSUMER PURCHASE INTENTIONS FOR HALAL SKINCARE PRODUCTS



Putri Silvia Istiqomah¹

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
b100210238@student.ums.ac.id

Anton Agus Setyawan^{2*}

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
anton.setyawan@ums.ac.id*

Abstract

This study investigates the influence of Electronic Word of Mouth (E-WoM), brand disposition, and brand affection on consumers' online purchase intentions specifically within the halal skincare product segment. Grounded in the Theory of Planned Behavior and the Affect Transfer Theory, this research explores how cognitive and emotional brand evaluations, combined with peer-generated online information, shape consumer decision-making in a faith-driven market. While prior studies predominantly emphasized affirmative word of mouth or examined these variables in isolation within conventional cosmetic contexts, this study integrates them in the emerging domain of halal skincare a sector where ethical alignment and perceived credibility are crucial. The research focuses on The Originote, a halal-certified skincare brand, with a purposive sample of 229 respondents including potential buyers, current users, and past consumers of the brand. This sampling method was selected to ensure participants had relevant exposure or intent toward halal skincare, though it limits broader generalization. Data were analyzed using SEM-PLS (version 3.2.9). Findings confirm that E-WoM, brand disposition, and brand affection each have a significant and positive effect on online purchase intention. Furthermore, the study highlights that various forms of E-WoM, such as customer reviews, product ratings, and influencer endorsements, differentially influence purchasing behavior, underscoring the strategic value of digital engagement in halal consumer markets.

Keywords: Brand Affection, Brand Disposition, E-WoM, Purchase Intention

INTRODUCTION

Indonesia, with its vast Muslim population, presents a unique and growing market for halal-certified products, particularly in the skincare sector. While the broader halal industry contributes significantly to national and global economies (SGIE, 2019/2020), this study narrows its focus to halal skincare, an industry marked by increasing consumer scrutiny and religious awareness. Skincare products, often containing complex ingredients, require a higher degree of trust from Muslim consumers who demand both efficacy and religious compliance.

Recent years have witnessed a surge in the local halal skincare market, with the number of registered businesses rising from 913 in 2022 to 1,010 in 2023, indicating a 21.9% growth (Limaseto, 2024). Despite this growth, concerns persist regarding the authenticity and transparency of halal claims, especially as the demand for certification intensifies in light of Law No. 33/2014 and MUI's halal assurance system (Thomas, 2019; Nadha, 2019). As a result, consumer trust plays a central role in shaping purchasing behaviors.

The expansion of social media platforms such as TikTok, Instagram, and Twitter has amplified the role of electronic word-of-mouth (E-WoM), where user-generated content, reviews, and testimonials influence brand perception and purchasing intentions (Puspita Sari & Ambardi, 2023). In halal skincare, E-WoM is especially relevant due to consumers' heightened sensitivity toward halal credibility. Reviews that mention halal certification, ingredients, and product experiences are not merely promotional—they help establish religious trustworthiness, making E-WoM both a marketing and trust-building tool (Minarto et al., 2021).

However, prior research often generalizes the influence of E-WoM without considering the distinct expectations of Muslim consumers in halal sectors. While several studies have examined E-WoM in food or general cosmetics, limited research has explored its impact on local halal skincare brands in Indonesia. This study addresses that gap by analyzing how E-WoM, brand attitude, and brand love influence online purchase intention in this niche market. It also examines the extent to which emotional attachment (brand love) and perceptions (brand attitude) mediate the influence of E-WoM on consumer behavior.

This research draws on the Theory of Planned Behavior (Ajzen, 1991) and Consumer Brand Relationship theory, emphasizing how beliefs (e.g., trust from halal claims), attitudes, and emotional bonds contribute to purchase intentions. By focusing on halal skincare, the findings aim to offer practical insights for local businesses such as designing tailored content strategies, optimizing halal messaging in online reviews, and leveraging consumer advocacy to build trust and loyalty in digital environments.

REVIEW OF LITERATURE

Electronic Word of Mouth (E-WOM)

E-WOM, or electronic word-of-mouth, represents consumer-generated content about products, services, or brands that circulates via digital platforms such as social media, forums, and review sites (Rosyid et al, 2023). As traditional advertising loses its effectiveness, E-WOM has become a vital promotional tool, especially in industries where trust and credibility are crucial (DAM, 2020). According to Kotler and Keller (2016), E-WOM can be both positive and negative, originating from credible sources such as experienced consumers or product users. In the context of halal skincare, E-WOM holds particular importance due to consumers' heightened sensitivity to ingredients and religious compliance. Halal skincare brands often leverage E-WOM through Islamic beauty bloggers, hijab-wearing influencers, and reviews emphasizing halal certification and ethical production. These messages resonate strongly with Muslim consumers who seek both quality and spiritual reassurance.

Munuella and Sander (2022) found that E-WOM significantly shapes brand attitudes by influencing consumers' perceptions. Tan (2020) and Febryan & Lahindah (2020) suggest E-WOM not only affects brand attitude but also cultivates emotional attachment (brand love), especially when trust in religious values is conveyed. In halal skincare, positive E-WOM often includes testimonials about product safety, compliance with Islamic principles, and endorsements by religious figures elements that strengthen trust and encourage purchase decisions. Thus, in this niche, E-WOM is not just persuasive but also a reflection of shared values, making it a unique driver of consumer behavior:

H1: E-WOM positively and significantly influences brand attitude.

H2: E-WOM positively and significantly influences brand love.

H3: E-WOM positively and significantly influences consumer purchase intention.

Brand Attitude

Brand attitude refers to consumers' overall evaluation of a brand, shaped by beliefs, trust, and prior experiences (Kudeshia & Kumar, 2017). In the halal skincare context, brand attitude encompasses perceptions of purity, compliance with Islamic standards, and product quality. Keller (2013) highlights that consumer attitudes often form the foundation for purchasing decisions, especially when trust and ethical considerations are involved.

Munuella and Sander (2022), as well as Nurmahendra and Setyawan (2023), found that positive brand attitudes significantly enhance purchase intention. In halal skincare, this is evident when consumers favor brands they perceive as safe, transparent, and authentically halal. Aspects such as brand familiarity, reputation for integrity, and certification credibility are particularly influential. Therefore, brand attitude in this market goes beyond product satisfaction, it reflects the consumer's alignment with religious and ethical values:

H4: Brand attitude positively and significantly influences consumer purchase intention.

Brand Love

Brand love is an emotional connection between consumers and brands, marked by passion, attachment, and satisfaction (Carroll & Ahuvia, 2006; Dam, 2020). In the halal skincare market, brand love often stems from a deep sense of trust in the brand's religious compliance and ethical standards. Consumers may feel emotionally bonded to a brand that aligns with their personal and spiritual values, reinforcing loyalty and repeat purchases (Pangestu & Kuswati, 2024).

Shirkhodaei and Nabizade (2011) suggest that brand love includes brand preference and emotional closeness. In the halal skincare context, this emotional bond is further intensified when the brand consistently meets expectations for safety, purity, and faith-based compliance. Tanamal et al. (2022) emphasize that brand love increases the likelihood of repeat purchases, an effect magnified in religious markets where trust and emotional reassurance are key. However, studies focusing specifically on brand love within the halal skincare industry remain limited, marking a critical gap this study seeks to address:

H5: Brand love positively and significantly influences consumer purchase intention.

Purchase Intention

Purchase intention reflects a consumer's likelihood or predisposition to buy a product (Kotler & Keller, 2012). This intention is often driven by a combination of rational assessment and emotional connection. In halal skincare, purchase decisions are influenced not only by product quality and pricing but also by the brand's ability to align with religious values and ethical standards. Consumers often research ingredients, look for halal certification, and follow recommendations from trusted figures in the Muslim community before deciding to purchase.

Schiffman and Kanuk (2013) argue that a favorable perception of a brand enhances the desire to purchase. In halal skincare, this is particularly true as consumer confidence depends heavily on perceived compliance with religious guidelines. This means that purchase intention is shaped collectively by E-WOM (external communication), brand attitude (internal evaluation), and brand love (emotional connection), each reinforcing the other in influencing buying behavior.

Halal Skincare Products

Halal skincare products refer to personal care items formulated without ingredients forbidden by Islamic law and manufactured according to Sharia-compliant processes (Syaifuddin & Aisyah, 2021). KEPMENEG RI No. 518 of 2001 defines halal products as those free from harmful or prohibited substances. Halal skincare often excludes alcohol, pork-derived ingredients, and other non-permissible materials, and is produced in facilities that ensure cleanliness and ethical handling.

Recent years have witnessed a rise in demand for halal beauty products, driven by increased religious awareness, global Islamic branding, and digital marketing (Annisa et al., 2024; Herianti et al., 2024). In Indonesia, a majority-Muslim country, consumers are increasingly prioritizing halal certification in skincare choices. This trend is mirrored globally as halal beauty becomes a mainstream preference in Muslim markets. Brands that align their messaging with these values and leverage platforms like E-WOM to communicate them are more likely to succeed. However, limited research explores the integration of

emotional and attitudinal constructs (brand love and brand attitude) with halal consumer behavior another gap this study aims to fill.

RESEARCH METHOD

This study adopts a quantitative research design to analyze consumer behavior toward *The Originote*, an emerging skincare brand. The quantitative approach is deemed appropriate as it enables the measurement of relationships between abstract constructs such as consumer attitudes, emotional attachment, and purchase intention using numerical data. This method allows for testing the strength and significance of hypothesized relationships, offering empirical insights into the decision-making processes of consumers.

Data were collected through a structured questionnaire utilizing a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." The questionnaire items were adapted from validated instruments in prior studies and adjusted to the context of halal skincare products. To ensure content validity and reliability, the instrument underwent expert review and pilot testing involving a small group of representative respondents.

The target population comprises individuals over 17 years of age who have used *The Originote* products, regardless of gender. A purposive sampling technique was applied to select participants meeting this criterion. The final sample consisted of 229 respondents, and the sample size was determined by referencing previous PLS-SEM studies and supported by statistical power analysis, ensuring sufficient power to detect medium effect sizes with an acceptable level of statistical confidence.

The variables investigated include:

1. Online reviews (e-WoM): measured through perceived credibility and informativeness.
2. Brand attitude: operationalized as the individual's overall evaluation of the brand based on affective and cognitive responses.
3. Emotional attachment: captured through items reflecting personal relevance, affection, and psychological closeness.
4. Purchase intention: measured by the likelihood of future product purchase and willingness to recommend.

To analyze the data, the study employs the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique using SmartPLS software. PLS is selected due to its suitability for complex models, formative and reflective constructs, small-to-medium sample sizes, and data that may not meet multivariate normality assumptions. This method enables simultaneous analysis of multiple dependent and independent variables, allowing for robust exploration of direct and indirect effects. The evaluation of the model will include outer model assessment (validity and reliability of constructs) and inner model assessment (path coefficients, R^2 , and mediating effects). Model fit will be assessed using Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) as key indicators.

RESULTS AND DISCUSSION

As shown in Table 1, the majority of respondents are female, accounting for 85.6% (196 individuals), while only 14.4% (33 individuals) are male. This gender imbalance may reflect broader consumer behavior patterns, as skincare products—especially halal skincare like The Originote are predominantly used by women. Prior research in the cosmetics industry has also indicated that female consumers are more engaged in skincare routines and product selection, which could explain the disproportionate gender distribution. However, this imbalance also presents a limitation in terms of generalizability. Since male consumers are underrepresented, the findings may not comprehensively reflect male perspectives or behavior regarding The Originote, warranting caution when interpreting gender-specific insights.

Table 1.
Respondent Identity

Category	Subcategory	Percentage
Gender	Male	14.4%
	Female	85.6%
Age	17 – 20 years	21%
	21 – 25 years	59.4%
	26 – 30 years	14.8%
	> 30 years	4.8%
Occupation	University Student	56.8%
	Entrepreneur	23.6%
	Civil Servant	0.4%

Latest Education	Other Occupations	19.2%
	High School (SMA)	69.4%
	Associate Degree (D3)	7%
	Bachelor's/Master's (S1/S2)	21%
	Other Educational Backgrounds	2.6%

Source: data processing 2025

Measurement Model Testing

Validity and Reliability Test

Convergent Validity Test

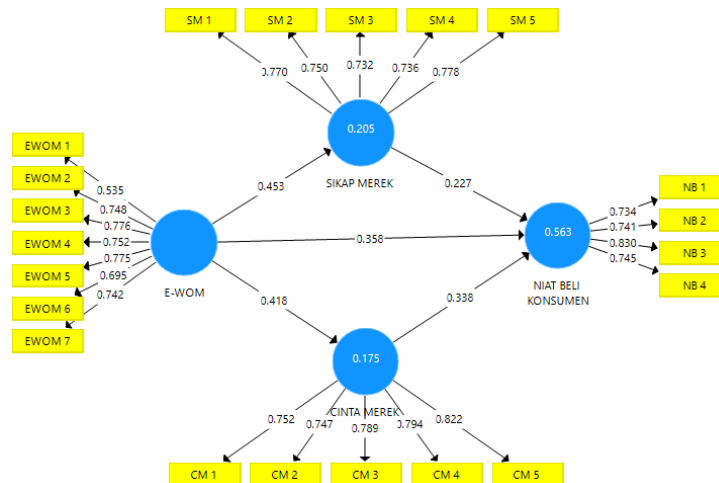


Figure 1.
Model Structure

In Figure 1, E-WOM indicators 1 and E-WOM 6 are removed from the model because they have factor loading values < 0.70 , namely 0.535 and 0.695. The following are the factor loading values after E-WOM indicators 1 and E-WOM 6 are removed:

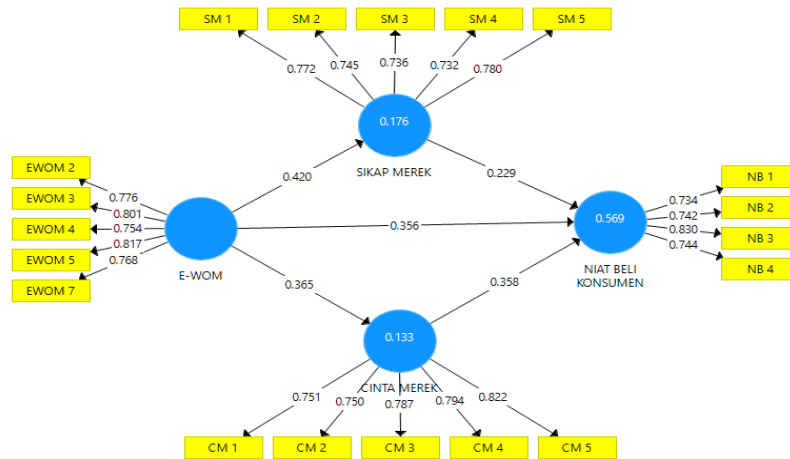


Figure 2.
Model Structure

Figure 2 illustrates that all indicators have factor loading values that exceed the benchmark of 0.7, thus confirming their validity.

Referring to Table 2, the AVE metric for each investigation variable is proven to exceed the benchmark of 0.5, thus meeting the criteria required for convergent validity (Hair et al., 2010)

Table 2.
Construct Reliability and Validity

	Cronbach's Alpha	Rho_A	CR	AVE
Brand Love	0.841	0.843	0.887	0.610
E-WOM	0.856	0.863	0.892	0.580
Purchase Intention	0.765	0.772	0.848	0.583
Brand Attitude	0.810	0.813	0.868	0.568

Source: data processing 2025

Reliability Test

To show that in this study, each variable is considered reliable if the composite reliability is more than 0.7 and Cronbach's alpha is more than 0.6. The composite reliability value of each variable is more than 0.7 and Cronbach's alpha is more than 0.6, which indicates that each variable can be considered reliable.

Discriminant Validity Test

Table 3.
Heterotrait-Monotrait Ratio (HTMT)

	Brand Love	E-WOM	Consumer Purchase Intention	Brand Attitude
Brand Love				
E-WOM	0,414			
Consumer Purchase Intention	0,750	0,696		
Brand Attitude	0,745	0,489	0,712	

Source: data processing 2025

To ensure discriminant validity between two reflective constructs, the HTMT value must be less than 0.9 (Henseler et al., 2015). Since each variable in Table 3 shows an HTMT value below 0.9, these variables can be considered valid.

Variance Inflation Factor (VIF) Test

Table 4.
Collinearity Statistics (VIF)

	Brand Love	E-WOM	Consumer Purchase Intention	Brand Attitude
Brand Love			1.640	
E-WOM	1.000		1.241	1.000
Purchase Intention				
Brand Attitude			1.726	

Source: data processing 2025

Multicollinearity issues are indicated when the Variance Inflation Factor (VIF) exceeds 5, whereas no multicollinearity concerns are present if the VIF value is below 5 (Ghozali et al., 2015). As shown in Table 4, all variables exhibit VIF values below 5, signifying the absence of multicollinearity issues in the model.

Structural Model Evaluation (Inner Model)

R-Square Test

Table 5.
R-Square

	R Square	R Square Adjust
Brand Love	0,133	0,129
Consumer Purchase Intention	0,569	0,563

Brand Attitude	0,176	0.172
----------------	-------	-------

Source: data processing 2025

Table 5 shows that Brand Love and Brand Attitude have R² values of 0.133 and 0.176, respectively, indicating weak explanatory power. These results suggest that other factors not included in the model likely play substantial roles in shaping these variables. On the other hand, the R² value for Consumer Purchase Intention is 0.569, signifying a moderate model fit. This implies that the model adequately captures the primary drivers of consumer intention, though nearly half of the variance remains unexplained.

F-Square Test

Table 6.
F-Square

	Brand Love	E-WOM	Consumer Purchase Intention	Brand Attitude
Brand Love			0,175	
E-WOM	0,168		0,213	0,231
Purchase Intention				
Brand Attitude			0,069	

Source: data processing 2025

As presented in Table 6, E-WOM demonstrates a moderate-to-strong influence on multiple constructs: Brand Love (F² = 0.168), Brand Attitude (F² = 0.231), and Consumer Purchase Intention (F² = 0.213). This highlights the strategic importance of digital word-of-mouth in consumer decision-making. For brands like The Originote, this means that online reviews, social media discussions, and peer recommendations significantly shape consumer perceptions, emotional attachment, and ultimately their buying behavior. The relatively low F² value of 0.069 for Brand Attitude’s influence on Purchase Intention indicates a weaker role but remains statistically meaningful, suggesting that rational evaluation complements emotional factors like Brand Love.

Hypothesis Testing

Table 7.
Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Wom -> Brand	0,420	0,425	0,055	7,668	0,000

Attitude					
E-Wom -> Brand Love	0,365	0,367	0,059	6,169	0,000
E-Wom -> Consumer Purchase Intention	0,356	0,353	0,046	7,738	0,000
Brand Attitude -> Consumer Purchase Intention					
Brand Love -> Consumer Purchase Intention	0,229	0,232	0,054	4,284	0,000
Brand Love -> Consumer Purchase Intention	0,358	0,361	0,056	6,348	0,000

Source: data processing 2025

Table 7 indicates that all five hypothesized relationships are statistically significant. Notably, E-WOM affects Brand Attitude ($t = 7.668$), Brand Love ($t = 6.169$), and Purchase Intention ($t = 7.738$). These findings reinforce the pivotal role of online discourse in modern brand management. Consumers increasingly rely on peer-generated content to form opinions and make purchase decisions. The significance of Brand Love ($t = 6.348$) and Brand Attitude ($t = 4.284$) toward Purchase Intention further supports the notion that both emotional and cognitive evaluations are essential in driving consumer loyalty and behavior.

The Influence of E-WOM on Consumer Purchase Intentions

The results indicate that E-WOM has a significant positive effect on consumer purchase intentions ($P = 0.000$, $t = 7.738$), suggesting that online reviews, social media discussions, and digital word-of-mouth significantly shape purchasing decisions. This finding aligns with previous studies by Hennig-Thurau et al. (2004) and Cheung & Thadani (2012), which underscore the persuasive power of peer-generated content in building consumer trust. In the context of halal skincare, where consumers prioritize ethical transparency and religious compliance, positive E-WOM enhances perceived product integrity and safety (Rahman et al., 2015). For brands like The Originote, this means investing in consumer review management, influencer collaborations with halal-certified advocates, and interactive campaigns that encourage organic sharing of product experiences. Ensuring prompt responses to consumer feedback and leveraging platforms such as TikTok and Instagram can further amplify the credibility of digital narratives.

The Influence of Brand Attitude on Consumer Purchase Intentions

Brand attitude also demonstrates a significant impact on purchase intentions ($P = 0.000$, $t = 4.284$), reinforcing that positive perceptions of a brand enhance consumer

willingness to buy. This corroborates Keller (1993) and Yoo & Donthu (2001), who emphasized that a favorable brand image leads to stronger purchasing behavior. In halal skincare, consumers often associate brand attitude with reliability, clarity of halal certification, and product safety (Aziz & Chok, 2013). To strengthen brand attitudes, The Originote should consistently highlight its halal certification in packaging and digital messaging, maintain transparency in ingredient sourcing, and implement educational marketing content that emphasizes its commitment to ethical beauty standards.

The Influence of Brand Love on Consumer Purchase Intentions

The study also confirms that Brand Love significantly influences purchase intentions ($P = 0.000$, $t = 6.348$), indicating that emotional bonds and admiration for a brand cultivate consumer loyalty and drive repurchase behavior. This aligns with Carroll & Ahuvia (2006) and Batra et al. (2012), who argue that brand love nurtures long-term consumer-brand relationships. Within the halal skincare context, this emotional connection is reinforced not just by product performance but by the brand's alignment with personal and spiritual values (Islam & Rahman, 2017). The Originote can foster deeper emotional connections by engaging in brand storytelling, spotlighting community values, and co-creating content with loyal consumers who view the brand as part of their identity. Campaigns that highlight real users and authentic testimonials can enhance emotional resonance.

CONCLUSION

This study concludes that Electronic Word of Mouth (E-WoM) significantly influences Brand Attitude, Brand Love, and purchase intention toward halal skincare products, with each variable contributing uniquely to consumer behavior. E-WoM acts as both a persuasive tool and a credibility enhancer, especially vital in halal contexts where peer recommendations foster trust. Brand Attitude, rooted in consumers' perceptions of product quality and ethical alignment, positively affects intention, but Brand Love, reflecting emotional attachment and identity, emerges as a more dominant predictor, indicating that affective bonds outweigh rational evaluation in driving purchase decisions. Thus, marketers should prioritize emotional engagement strategies such as authentic storytelling and personalized campaigns, while supporting them with informative halal education and

positive consumer reviews. Enhancing online convenience and interactive content on social media can further increase engagement and conversion. Methodologically, future studies could adopt experimental designs to better establish causality or mixed methods to integrate qualitative insights, such as personal motivations and cultural values, with quantitative findings. Although the quantitative approach efficiently measured relationships across a broad sample, it lacked depth in capturing psychological and cultural nuances—gaps that qualitative or ethnographic methods could fill. Limitations include a focus on the Originote brand, purposive sampling, and an emphasis on intention rather than actual behavior. Future research should broaden the scope by including variables like trust or religiosity, diversifying product categories, and examining post-purchase actions to gain a more holistic view of consumer behavior in the halal skincare sector.

REFERENCES

- Abadi, A. P., & Fitri, R. (2022). Peran citra merek sebagai mediasi electronic word of mouth terhadap minat beli skincare Avoskin. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 17(1), 20–29. <https://doi.org/10.32812/jibeka.v17i1.993>
- Alfinaldi, A. (2023). Pengaruh fashion influencer terhadap brand attitude dan niat beli konsumen. *Universitas Islam Indonesia Repository*. dspace.uui.ac.id/123456789/46151
- Angelika, F., & Setiawan, S. (2020). Pengaruh self-expressive brand terhadap e-loyalty dan e-WoM dengan mediasi brand love pada e-commerce Sociolla. *Journal of Accounting and Business Studies*, 5(2), 19–37. <https://doi.org/10.61769/jabs.v5i2.480>
- Annisa, S., Mukhsin, M., Study, P., Syariah, E., Ekonomi, F., Bisnis, D., Sultan, U., & Tirtayasa, A. (2024). Pengaruh sertifikasi halal dan harga terhadap keputusan pembelian pada produk skincare The Originote. *Jurnal Ekonomi Manajemen Dan Bisnis*, 1(5), 1–7. <https://doi.org/10.62017/jemb>
- Bimantari, C. (2019). Pengaruh kesadaran merek, kualitas yang dirasakan, dan brand attitude pada purchase intention Biskuit Oreo di Surabaya. *Jurnal Bisnis dan Manajemen*, 8(2). <https://doi.org/10.14414/jbb.v8i2.1548>
- Daud, M., Rosita, S., & Solikhin, A. (2021). Pengaruh budaya organisasi dan karakteristik individu terhadap motivasi kerja dan dampaknya terhadap kinerja pegawai pada Dinas Pendidikan Kabupaten Indragiri Hilir Riau. *Jurnal Ilmu Manajemen Terapan*, 2(6), 815–829. <https://doi.org/10.31933/jimt.v2i6.647>
- Febryan, K., & Lahindah, L. (2020). Pengaruh brand ambassador dan e-WoM terhadap brand love Tokopedia. *Journal of Accounting and Business Studies*, 5(2), 54–68. <https://doi.org/10.61769/jabs.v5i2.482>
- Farichatun Nisa', N. B. G., Damayanti, E. W., & Saragih, Y. F. M. (2024). Pengaruh customer relationship management dan kualitas pelayanan terhadap loyalitas konsumen. *Jurnal Riset Manajemen Dan Ekonomi (Jrime)*, 2(2), 52–63.

- <https://doi.org/10.54066/jrime-itb.v2i2.1490>
- Gustika, R., Firta, W., Mantaub, C. S., Fahrozi, M., & Sandi, D. K. (2021). *Journal of Social and Economics Research. Jurnal Sosial Dan Ekonomi*, 3(2), 123–138.
- Hidayah, A. (2020). Faktor-faktor pembentuk loyalitas merek trend fashion Muslim melalui brand love sebagai variabel intervening. *Skripsi Universitas Islam Negeri*.
- Hernando, F. D., & Wulansari, N. (2024). Pengaruh budaya organisasi dan organizational citizenship behavior (OCB) terhadap turnover intention di Marawa Beach Club Padang. *Fillgap in Management and Tourism*.
- Iswara, G. A. N., & Santika, I. W. (2019). Peran citra merek dalam memediasi pengaruh e-WoM terhadap minat beli sepatu merek Bata. *E-Jurnal Manajemen Universitas Udayana*, 8(8), 5182. <https://doi.org/10.24843/ejmunud.2019.v08.i08.p18>
- Katuuk, E. L., Mandey, S. L., & Poluan, J. G. (2022). Pengaruh e-WoM dan citra merek terhadap purchase intention produk kosmetik Wardah (Studi pada mahasiswi FEB Unsrat Manado penyimak beauty vlogger kosmetik Wardah). *Jurnal EMBA*, 10(3), 69. <https://doi.org/10.35794/emba.v10i3.41443>
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: Does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Maisam, S., & Mahsa, R. (2016). Positive word of mouth marketing: Explaining the roles of value congruity and brand love. *Journal of Competitiveness*, 8, 5–19. <https://doi.org/10.7441/joc.2016.01.02>
- Minarto, A. H., Felita, E., & Thio, S. (2021). Kepercayaan dan sikap konsumen terhadap minat pemesanan hotel di Traveloka. *Jurnal Manajemen Perhotelan*, 7(1), 1–9. <https://doi.org/10.9744/jmp.7.1.1-9>
- Nurmahendra, P., & Setyawan, A. A. (2023). Pengaruh electronic word of mouth terhadap brand attitude dan purchase intention merek pada produk Uniqlo di Surakarta. *Jurnal Informatika Ekonomi Bisnis*, 5, 1115–1120. <https://doi.org/10.37034/infv5i4.711>
- Palupi, D. (2022). Pengaruh label halal terhadap minat beli produk skincare dengan religiusitas sebagai variabel moderasi (Studi penelitian pada konsumen produk skincare Kota Bandar Lampung).
- Pangestu, Y., & Kuswati, R. (2024). The Role of Green Brand Love in Mediating Reliability, Attractiveness, and Informativeness toward Green Customer Citizenship Behavior. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 7(2), 3398-3415. <https://doi.org/10.31538/ijse.v7i2.5020>
- Pujadi, B. (2010). Studi tentang pengaruh citra merek terhadap minat beli melalui sikap terhadap merek (Kasus pada merek pasta gigi Ciptadent di Semarang).
- Puspita Sari, T., & Ambardi, A. (2023). Pengaruh electronic word of mouth, harga, dan citra merek terhadap keputusan pembelian produk skincare The Originote. *Jurnal Ilmu Manajemen Retail Universitas Muhammadiyah Sukabumi*, 4(2), 85–92. <https://doi.org/10.37150/jimat.v4i2.2252>
- Rosyid, M. A. ., Zuana, M. M. M. ., & Muawanah, M. (2023). The Influence of Halal Labels and Electronic Word of Mouth (E-WOM) on Purchase Decisions of Food and Beverage Products on the Shopee Online Site. *Majapahit Journal of Islamic Finance and Management*, 3(1), 15–31. <https://doi.org/10.31538/mjifm.v3i1.34>
- Setiawati, L., & Padmanty, S. (2024). The influence of behavioral intention and brand love

- on purchasing decisions for skincare products. *Ecopreneur*.12, 7(1), 35–46. <https://e-journal.umaha.ac.id/index.php/ecopreneur/index>
- Sinuraya, D., Iswiyanti, W., Wibowo, R., & Negsih, W. (2023). Pengaruh kualitas produk, citra merek dan electronic word of mouth (e-WoM) terhadap keputusan pembelian skincare Somethinc. *Jurnal Manajemen Dan Bisnis*, 6(1), 107–133.
- Sonia. (2023). Niat pembelian skincare halal: Pendekatan theory of planned behavior.
- Sulistianti, M., Riorini, S. V., Amanda, S., & Alamsyah, J. (2024). Dampak brand love terhadap brand loyalty dengan moderasi self-esteem pada merek besar di Indonesia.
- Tan, L. (2020). Prediksi e-WoM dan subjective norm terhadap purchase intention: Brand attitude sebagai variabel mediasi. *Jurnal Manajemen*, 2(3), 765–774.
- Tanamal, F., Fajarwati, D., & Hadi, D. (2022). Analisis pengaruh brand engagement dan brand love terhadap brand equity dan purchase intention handphone merek Samsung. *Sibatik Journal*, 1(12), 2739–2752. <https://publish.ojs-indonesia.com/index.php/SIBATIK>