

The Influence of AVO's Sustainability Campaign (Recycle, Reuse, Reduce) on AVO Skincare's Brand Image and Customer Loyalty

Urni Dhea Arda Riyanti^{1*}, Fhena Annisa²

¹Communication Science Study Program, Universitas 'Aisyiyah Yogyakarta, Special Region of Yogyakarta, Indonesia

²Communication Science Study Program, Universitas Tanjungpura, West Kalimantan, Indonesia

*Corresponding Author: fhena@fisip.untan.ac.id

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ABSTRACT

The rapid growth of the skincare industry has raised environmental concerns, particularly related to packaging waste. In response to this issue, PT Avo Innovation Technology, an Indonesian cosmetics company, launched the #Avosustainableliving campaign (Recycle, Reuse, Reduce) as part of its sustainability initiative. This study aims to analyze the impact of the campaign on customer loyalty and brand image. Using a descriptive quantitative approach, data were collected through questionnaires distributed to 398 purposively selected AVO skincare users who follow the brand's Instagram account (@Avolife). The results of simple linear regression analysis show that the campaign has a significant positive effect on customer loyalty ($p < 0.001$, $R^2 = 0.882$) and brand image ($p < 0.001$, $R^2 = 0.830$). In line with the Triple Bottom Line framework, these findings indicate that sustainability-oriented social campaigns can serve as effective strategic tools to strengthen consumer trust, enhance loyalty, and improve brand image within the competitive cosmetics industry.

Keywords: Social Campaign; Customer Loyalty; Brand Image; Skincare Industry

INTRODUCTION

In recent years, the skincare industry has experienced significant growth, both in terms of production and consumer demand. The increasing public awareness of self-care and skin health has encouraged people to use skincare products more intensively. This growth is reflected not only in the wide variety of products available, such as facial wash, toner, essence, and serum, but also in the expanding market segmentation that reaches various consumer groups. Data from the

Central Statistics Agency (BPS) shows that the chemical, pharmaceutical, and traditional medicine industries grew by 5.59% in the first quarter of 2020 and continued to increase by 7% in 2021, indicating the rapid development of the skincare sector.

The rapid expansion of the skincare market, however, is accompanied by environmental challenges. The high consumption of beauty products contributes to packaging waste, particularly plastic waste, which is difficult to decompose. Materials commonly used in cosmetic packaging, such as plastic, mica, and glass, have long decomposition periods and may negatively impact the environment (Utami et al., 2022). It is estimated that 61% of cosmetic packaging in Indonesia is made of plastic (Hardianti et al., 2021). In line with increasing public interest in self-care, plastic use in this sector has also increased, contributing to long-term environmental concerns (Kasman et al., 2018). Data from the National Waste Management Information System (SIPSN) in 2022 indicates that 18.1% of unmanaged waste consists of plastic, highlighting the urgency of more responsible production and consumption practices.

In response to these environmental issues, eco-friendly consumption has become a global trend. Consumers are increasingly aware of sustainability and expect companies to adopt environmentally responsible practices (Pop et al., 2020). Many skincare brands now claim to implement sustainable principles, such as using natural ingredients and recyclable packaging (Fadhilah et al., 2024). Beyond product innovation, companies also utilize social media to communicate their sustainability values and build stronger relationships with consumers. Social media plays an important role in shaping consumer attitudes and encouraging environmentally conscious behavior (Pop et al., 2020).

One of the companies in Indonesia that actively promotes sustainability is PT Avo Innovation Technology. Through the #Avosustainableliving Recycle, Reuse, Reduce campaign, the company encourages consumers to participate in environmental protection efforts. This campaign introduces the use of Rebox, a technology-based collection tool that facilitates the return of used cosmetic packaging for recycling. The collected waste is processed by waste management partners to be recycled into products with extended value and life cycles. In addition, the company

implements environmentally friendly practices internally, such as replacing plastic-based packaging materials with paper alternatives, as part of its green and blue beauty commitment.

Although sustainability campaigns are increasingly common in the beauty industry, it remains important to examine whether such campaigns truly influence consumer perceptions and behavior. Specifically, the extent to which an environmentally oriented social campaign can strengthen customer loyalty and improve brand image requires empirical investigation. Based on the background above, it is important to examine whether sustainability based social campaigns can influence consumer perceptions and behavior. Therefore, the research questions addressed in this study are (1) Does the #Avosustainableliving campaign influence customer loyalty? And (2) Does the campaign influence the brand image of PT Avo Innovation technology? Therefore, this study aims to analyze the influence of the #Avosustainableliving Recycle, Reuse, Reduce campaign on customer loyalty and brand image of PT Avo Innovation Technology

RESEARCH METHODS

This study applies a quantitative explanatory approach with a correlational design to examine the influence of the #Avosustainableliving: Recycle, Reuse, Reduce campaign on customer loyalty and brand image. Unlike descriptive research, which only provides an overview of a phenomenon, this study aims to test the relationship and the effect between variables through hypothesis testing. Therefore, the analysis focuses on measuring the influence of the independent variable on the dependent variables using inferential statistical techniques.

Data were collected through the distribution of questionnaires to predetermined respondents. The questionnaire consisted of statements related to the #Avosustainableliving: Recycle, Reuse, Reduce campaign, customer loyalty, and brand image of PT Avo Innovation Technology.

The population in this study consisted of 82,300 followers of the Instagram account @Avolife (Darmawan et al., 2024). Since it was not possible to survey the entire population, purposive sampling was used as the sampling technique (Lenaini, 2021). This method was selected

because only respondents who met specific research criteria were included in the study. The sampling criteria were: (1) users of PT Avo Innovation Technology skincare products (Lacoco, Oasea, Avoskin, Glow Better, and Looke); (2) followers of the @Avolife Instagram account; and (3) at least 14 years old, considering that the products can be used starting from this age.

The questionnaire was distributed through an online Google Form link shared via social media platforms and online communities related to AVO skincare users. To ensure that respondents met the research criteria, several screening questions were included at the beginning of the questionnaire, such as whether the respondent had used AVO skincare products and whether they followed the @Avolife Instagram account. Only respondents who met these criteria were allowed to proceed with the questionnaire. This approach was used to ensure that the collected data accurately represented the target population relevant to the study.

$$n : \frac{N}{1+N \cdot e^2}$$

information:

n = sample size

N = total population

e = margin of error (margin of error, in decimal, e.g. 0.05 for 5%)

$$n : \frac{82.300}{1+82.300 (0,05)^2}$$

$$n : \frac{82.300}{1+82.300 \cdot 0,0025}$$

$$n: \frac{82.300}{1+205,75}$$

$$n : \frac{82.300}{206.75}$$

$$n : 397.89$$

The collected data were analyzed using regression analysis to measure the effect of the campaign on customer loyalty and brand image. Hypothesis testing was conducted using the t-test with a significance level of 0.05 to determine whether the influence between variables was statistically significant.

RESULTS AND DISCUSSION

Results

Respondent Overview

Respondents in this study were individuals aged at least 14 years old who used *skincare products* from PT AVO Innovation Technology and also followed the PT AVO Innovation Technology Instagram account, with a target of 398 respondents. The sampling technique in this study used *purposive sampling*, the population was determined by predetermined criteria in order to facilitate the research. Data collection was carried out through the distribution of questionnaires online and offline which were shared through the *Google Form platform*.

Validity and Reliability Test Result

This research conducted a validity test using the SPSS (*Statistical Product and Service Solution*) program with the method used being *correlation. Pearson product moment*. Where in this test is carried out to determine whether the instrument on each variable can be said to be valid or invalid by comparing the calculated *r* value with the table *r* value. Statement items are considered valid and can be used as objects of further analysis if they show a positive value and the calculated *r* value > table *r* value with the number of respondents (*n*) = 30 and a significance level of 5%.

Table 4.1 Validity Test of X1, Y1 and Y2

Variables	Item	r-count	r-table	Sig. (2-tailed)	Information
Social campaign CSR (X1)	Q1	0.834	0.361	0,000	Valid
	Q2	0.778	0.361	0,000	Valid
	Q3	0.793	0.361	0,000	Valid
	Q4	0.685	0.361	0,000	Valid
	Q5	0.681	0.361	0,000	Valid
	Q6	0.817	0.361	0,000	Valid
	Q7	0.737	0.361	0,000	Valid
Loyalty Customer (Y1)	Q1	0.766	0.361	0,000	Valid
	Q2	0.833	0.361	0,000	Valid
	Q3	0.815	0.361	0,000	Valid
	Q4	0.862	0.361	0,000	Valid
	Q5	0.779	0.361	0,000	Valid
	Q6	0.774	0.361	0,000	Valid

<i>Brand Image</i> (Y2)	Q1	0.790	0.361	0,000	Valid
	Q1	0.864	0.361	0,000	Valid
	Q3	0.875	0.361	0,000	Valid
	Q4	0.757	0.361	0,000	Valid
	Q5	0.723	0.361	0,000	Valid

Source: primary data processed by researchers, 2025

The results of the validity test on all items in variable X (Social campaign), variable Y1 (Customer loyalty) and variable Y2 (Brand image). It was shown that all items had a calculated r -value $> r$ -table with a value > 0.361 , with a significance value < 0.05 , namely 0.000. These results indicate that all the results of this research instrument meet the validity criteria.

Reliability testing is used to assess the consistency of data held over a specific period of time, namely to determine the extent to which the measurements used are reliable or trustworthy. The technique used in this study is *Cronbach's Alpha* (α), namely, a construct or variable is said to be reliable if it produces a *Cronbach's Alpha value* > 0.7 . To facilitate calculations in this reliability test, a computer tool is used with the SPSS program.

Table 4.2 Reliability test of X1, Y1 and Y2

Variables	Item	Cronbach's Alpha	Criteria	information
<i>Social campaign / CSR</i> (X1)	7	0.872	0.7	Reliable
Customer Loyalty (Y1)	6	0.888	0.7	Reliable
<i>Brand image</i> (Y2)	5	0.855	0.7	Reliable

Source: primary data processed by researchers. 2025

Based on the results of data processing in the reliability test above, it shows that all variables have Cronbach's Alpha > 0.7 , so all items are declared reliable.

Data Analysis Techniques

Table 4.3 Descriptive Statistics of Variables X1, Y1 and Y2

	N	Minimum	Maximum	Mean	Standard Deviation
CSR	398	14.00	35.00	27.4171	4.53110
Loyalty Customer	398	15.00	30.00	23.7663	3.76691
<i>Brand image</i>	398	10.00	25.00	19.7211	3.14952

Valid (listwise)	N	398				
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Source: primary data processed by researchers, 2025

The calculation of the average standard deviation of the output data above is as follows:

1. Social campaign

The results of the descriptive analysis of the social campaign variable show that the value (N) is 398, the minimum value is 14.00. The maximum value is 35.00, the average value is 27.4171, and the standard deviation is 4.53110.

2. Customer Loyalty

The results of the descriptive analysis of the customer loyalty variable show that the value (N) is 398, the minimum value is 15.00, the maximum value is 30.00, the average value is 23.7663, and the standard deviation is 3.76691.

3. Brand image

The results of the descriptive analysis of *the Brand image variable* show that the value (N) is 398, the minimum value is 10.00. The maximum value is 25.00, the average value is 19.7211, and the standard deviation is 3.14952.

Classical Assumption Test

The normality test was conducted using the Kolmogorov-Smirnov test (with Lilliefors correction and Monte Carlo simulation) on the residuals. The results showed the significance value (Monte Carlo Sig. 2-tailed) for the model of the social campaign's influence on customer loyalty was 0.058 and on brand image was 0.331. Since both values are > 0.05 , it is concluded that the residuals are normally distributed.

Based on the scatterplot analysis between standardized predicted values and standardized residuals for both models (loyalty and brand image), the data points were randomly scattered above and below zero without forming a specific pattern. This indicates no heteroscedasticity problem in the regression model.

Simple Linear Regression Analysis with Two Separate Models

The analysis was conducted separately for the two dependent variables.

a. Influence of Social Campaign (X) on Customer Loyalty (Y1)

Regression Equation: $Y1 = 2.364 + 0.781X$

The constant (2.364) indicates that when the social campaign variable is assumed to be zero, the predicted customer loyalty score is 2.364. The regression coefficient of 0.781 shows a positive relationship, meaning that every one-unit increase in the social campaign score increases customer loyalty by 0.781 units.

The t-test result shows a t-value of 54.335 with a significance value of 0.000 ($p < 0.01$). This result indicates that H_0 is rejected and H_a is accepted, meaning that the social campaign has a significant positive influence on customer loyalty.

The coefficient of determination (R^2) is 0.882, which means that 88% of the variation in customer loyalty can be explained by the social campaign variable, while the remaining 12% is influenced by other factors outside the model. Although this value indicates a very strong explanatory power, it should be interpreted carefully. In social research, a very high R^2 may reflect the possibility of common method variance, since all variables were measured using a single questionnaire distributed at the same time to the same respondents. This condition may increase the strength of the relationship between variables.

b. Influence of Social Campaign (X) on Brand Image (Y2)

Regression Equation: $Y2 = 2.360 + 0.633X$

The constant (2.360) indicates that when the social campaign variable is assumed to be zero, the predicted brand image score is 2.360. The regression coefficient of 0.633 shows a positive relationship, meaning that every one-unit increase in the social campaign score increases the brand image score by 0.633 units.

The t-test result shows a t-value of 43.959 with a significance value of 0.000 ($p < 0.01$). This indicates that H_0 is rejected and H_a is accepted, meaning that the social campaign has a significant positive influence on brand image.

The coefficient of determination (R^2) is 0.830, which means that 83% of the variation in brand image is explained by the social campaign variable, while 17% is influenced by other factors. Similar to the previous model, this relatively high R^2 value suggests strong explanatory power. However, future research is encouraged to consider using multiple data sources or different measurement approaches to reduce potential bias and to validate the robustness of the findings.

Discussion

This study aims to analyze the impact of the #Avosustainableliving campaign: Recycle, Reuse, Reduce on customer loyalty and the brand image of PT Avo Innovation Technology. The results show that the campaign has a significant and positive influence on both variables. However, the important point is not only that the influence exists, but also why and how the campaign is able to produce such an effect.

The Influence of Social Campaigns on Customer Loyalty

The findings indicate that the social campaign significantly affects customer loyalty. This means that the more positively consumers perceive the campaign, the higher their level of loyalty toward the brand. However, this influence can be understood more deeply when viewed from the perspective of consumer perception and engagement.

The #Avosustainableliving campaign carries the message of environmental responsibility through Recycle, Reuse, and Reduce. In the current skincare market, environmental awareness has become increasingly relevant. Consumers are no longer concerned only with product quality, but also with the values represented by the brand. When consumers see that a company consistently communicates environmental commitment, they may feel that the brand shares similar values with them. This sense of alignment can strengthen emotional attachment and encourage long-term loyalty.

This finding supports Maharani et al. (2023), who state that green marketing has a significant influence on customer loyalty. In this study, the influence may be stronger because the campaign is delivered through Instagram, which allows interactive communication. Social media does not only function as a promotional channel but also as a space for interaction. According to

Gupta et al. (2018), social campaigns increase customer engagement, and engagement plays an important role in building loyalty. When consumers feel involved and connected, they are more likely to repurchase and recommend the brand to others.

In addition, Alalwan (2018) explains that authentic and responsive communication through social media increases trust. Trust is an important foundation of loyalty. Consumers tend to stay loyal to brands that they perceive as honest and consistent in their actions. Therefore, the significant result in this study suggests that the campaign is not seen as merely promotional content, but as a reflection of the company's real commitment.

However, it should also be understood that sustainability campaigns do not automatically create loyalty. If the message is not supported by real action, consumers may become skeptical. The strong influence found in this study indicates that consumers perceive the #Avosustainableliving campaign positively and consider it credible. This perception strengthens their relationship with the brand. Thus, the influence of the social campaign on customer loyalty can be understood as the result of value alignment, active engagement, and trust built through consistent communication.

The Influence of Social Campaigns on Brand Image

The results also show that social campaigns have a significant and positive influence on brand image. This finding is in line with Kartikasari et al. (2017), who found that social, environmental, and economic factors contribute significantly to brand image formation. Similar results were also found by Lestari & Astono (2023) and Hidayati & Wijayanto (2018), who explain that social campaigns positively affect brand perception.

In this study, the environmental message of Recycle, Reuse, and Reduce strengthens the company's positioning as a brand that cares about sustainability. When consumers are repeatedly exposed to consistent sustainability messages, they begin to associate the brand with responsibility, awareness, and ethical values. Over time, these associations shape a positive brand image.

This can also be understood through the Triple Bottom Line concept introduced by John Elkington (1997), which emphasizes the balance between profit, people, and planet. In this context, the campaign reflects the "planet" aspect through environmental responsibility. This commitment

influences the “people” aspect, namely consumer perception and loyalty. In the long term, a positive perception strengthens brand image, which becomes an important intangible asset that supports company competitiveness and profitability.

Cham et al. (2020) explain that transparent and sustainable social initiatives strengthen public trust and shape positive brand perception. Likewise, Dwivedi et al. (2020) state that consistent interaction on social media improves brand credibility. In this study, Instagram plays an important role in delivering sustainability messages continuously and interactively, which reinforces brand associations in the minds of consumers.

Nevertheless, the success of sustainability campaigns in building brand image depends on consistency and authenticity. If environmental messages are not supported by real action, they may fail to create a positive impression. The significant results of this study indicate that the #Avosustainableliving campaign is perceived as genuine and relevant, which strengthens the brand image of PT Avo Innovation Technology.

Implications

This study shows that social campaigns, especially those related to sustainability, do not only function as promotional tools but also as strategic communication efforts that influence relationships and perceptions. The findings confirm that sustainability communication can strengthen customer loyalty and shape brand image when it is delivered consistently and credibly. For public relations and marketing practitioners, several important points can be considered: (1) Sustainability campaigns must be supported by real and consistent corporate actions, (2) Social media should be used to build interaction and engagement, not only to deliver information, (3) Environmental values should become part of long-term brand positioning, and (4) Evaluation of campaign success should include loyalty and brand perception indicators, not only sales.

CONCLUSION

The results of this study indicate that the #Avosustainableliving Recycle, Reuse, and Reduce social campaign has a significant and positive influence on customer loyalty and brand image. The t-test results show that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted for both variables. This means that the implementation of sustainability-based social campaigns contributes meaningfully to strengthening customer loyalty and improving brand image. Engaging consumers through environmental initiatives encourages stronger emotional connections and leaves a positive impression that enhances brand recall.

However, this study has several limitations that should be acknowledged. First, the research uses a cross-sectional design, which means the data were collected at one point in time. Therefore, the findings cannot fully establish a long-term cause-and-effect relationship between social campaigns, customer loyalty, and brand image. Second, the use of purposive sampling limits the generalizability of the results, as the sample only represents specific respondents who meet the research criteria. Third, because the data were collected using self-reported questionnaires, there is a potential risk of common method bias. Lastly, this study focuses only on one brand, PT Avo Innovation Technology, so the findings may not automatically apply to other brands or industries.

Based on these limitations, future research is recommended to use different research designs, such as experimental methods to better test causal relationships, or longitudinal studies to observe changes over time. Further studies could also compare sustainability campaigns across different brands to provide broader insights. Expanding the research scope to other industries may also enrich understanding of how social campaigns influence consumer behavior in different market contexts.

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