

BRAND AUTHENTICITY, BRAND SUSTAINABILITY, AND BRAND EXPERIENCE ON SOMETHINC PURCHASE DECISIONS: AN ISLAMIC BUSINESS PERSPECTIVE

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ABSTRACT

The Indonesian cosmetics industry has experienced rapid growth, intensifying competition among local brands and encouraging companies to understand the factors influencing consumers' purchase decisions. This study examines the effects of brand authenticity, brand sustainability, and brand experience on the purchase decisions of Somethinc cosmetic products from an Islamic business perspective among Generation Z consumers in Bandar Lampung.

This quantitative study involved 100 respondents selected through purposive sampling. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicate that brand authenticity has no significant effect on purchase decisions, whereas brand sustainability and brand experience have positive and significant effects. Brand sustainability emerged as the strongest predictor of purchase decisions. The model explains 48% of the variance in purchase decisions, while the remaining 52% is influenced by other factors outside the research model.

Keywords: Brand Authenticity, Brand Sustainability, Brand Experience, Purchase Decision, Somethinc, Islamic Business.

INTRODUCTION

The cosmetics industry in Indonesia continues to experience significant growth and is one of the manufacturing sectors that has promising prospects. This growth is driven by increasing public awareness of the importance of self-care, lifestyle changes, and the development of digital technology that makes it easier for consumers to obtain information and purchase cosmetic products online. The Ministry of Industry of the

Republic of Indonesia noted that until 2025 there will be around 1,500 national cosmetics companies dominated by small and medium industries (SMEs), thus showing that the cosmetics industry not only contributes to national economic growth, but also creates increasingly competitive competition among various local and international cosmetic brands. This condition encourages every company to build a competitive advantage through marketing strategies that are able to increase

consumer trust and purchasing decisions (Ministry of Industry of the Republic of Indonesia, 2025)

The development of the cosmetics industry is also followed by an increasing demand for skincare products in Indonesia. Based on APAC News data, the skincare category is one of the categories with the highest sales growth on e-commerce platforms, which shows the high public interest in skincare products. In the midst of this competition, Somethinc has managed to become one of the local brands that is able to compete with various national and international brands. APAC News data shows that Somethinc has a market share of 3.4% and is included in the ranks of the best-selling local skincare brands in Indonesia. In addition, the results of observations on the Shopee platform in the Bandar Lampung area show that several Somethinc products, such as Niacinamide Serum, Sunscreen Hybrid SPF 50, Retinol Serum, and Cushion obtained a high sales rate accompanied by a consumer rating above 4.8 out of 5. This condition shows that Somethinc has strong competitiveness and has a fairly high level of consumer trust, especially among Generation Z (APAC News, 2025)

This phenomenon shows that the success of a brand is no longer only determined by product quality, but also influenced by the company's ability to build strong relationships with consumers. Generation Z

as the largest consumer group in the cosmetics industry is known to have more critical characteristics, actively seek information through digital media, and consider various aspects before making a purchase decision. In addition to paying attention to product quality, Generation Z also tends to judge the authenticity of the brand (*brand authenticity*), the company's commitment to environmental sustainability (*brand sustainability*), as well as the experience gained when interacting with a brand (*brand experience*). On the other hand, more and more companies claim to implement sustainability practices without being balanced with real implementation, raising consumer concerns about greenwashing practices. This condition causes consumer purchasing decisions to become increasingly complex and influenced by various interrelated factors (Szabo, S., 2021)

Brand authenticity (*brand authenticity*) is one of the factors that consumers increasingly consider in determining purchasing decisions. *Brand authenticity* refers to consumer perceptions of honesty, consistency, transparency, and the ability of a brand to maintain its value and identity. Brands that are able to show genuine character and honest communication will more easily gain consumer trust than brands that are only oriented towards promotional activities. Somethinc as one of the local

cosmetics brands seeks to build this perception through product innovation, open communication to consumers, halal certification, and the use of active ingredients that are published transparently. This condition is important considering that Generation Z tends to choose brands that have values and identities that match their beliefs and lifestyles. Research (Oenica & Maulida, 2024) shows that brand authenticity has a positive effect on brand trust, perceived value, and consumer loyalty so that it can improve purchase decisions.

In addition to brand authenticity, the company's commitment to sustainability is also the main concern of consumers, especially Generation Z. Increasing awareness of the issues of climate change, plastic waste, and environmental damage causes consumers to no longer only assess product quality, but also pay attention to the social and environmental responsibility carried out by the company. Somethinc shows this commitment through various sustainability programs, one of which is the Tree of Life program in collaboration with Protect Forests through mangrove planting activities in several coastal areas of Indonesia (Protect the Forest, 2021). The program shows that sustainability strategies are not only used as a means of promotion, but are also realized through activities that provide benefits to the environment. However, various studies show that

sustainability practices do not necessarily directly influence purchasing decisions because there are still consumers who doubt the credibility of a company's sustainability claims or consider it a form of greenwashing. (Fekete-Farkas, 2020) (Nisrina & Noegroho, 2025)

On the other hand, consumer experience of a brand also has an important role in shaping purchasing decisions. Brand experience is an experience that consumers feel through various forms of interaction with brands, both before, during, and after using the product. These experiences can be in the form of sensory, emotional, behavioral, and intellectual experiences obtained through product quality, packaging design, service, social media activities, and marketing communications carried out by the company. Somethinc actively builds this experience through collaboration with beauty influencers, interaction on social media, organizing beauty events, and the convenience of shopping through various digital platforms. Positive experiences felt by consumers are able to increase emotional closeness to the brand, thus encouraging consumers to make purchasing and repurchase decisions. Research (J. Josko Brakus, Bernd H. Schmitt, 2009) (Lova & Raharjo, 2024) Explains that brand experience has a positive influence on purchasing decisions through increasing consumer trust and attachment to the brand.

Although research on purchasing decisions in the cosmetics industry has been conducted, the results of previous research still show inconsistencies. Several studies have concluded that *brand sustainability* positive and significant effect on purchasing decisions, while other studies have found that these influences do not occur directly, but through mediating variables such as *brand image* and *brand trust* (Fekete-Farkas, 2020) (Nisrina & Noegroho, 2025). On the other hand, research that integrates *brand authenticity*, *brand sustainability*, and *brand experience* simultaneously in explaining the decision to purchase local cosmetic products is still relatively limited. In addition, studies that relate these three variables in an Islamic business perspective with a focus on Generation Z users of Somethinc products in Bandar Lampung City are also still rare. This condition shows that there is a research gap which is an important basis for the implementation of this research.

In addition to considering product quality, price, and brand image, consumers also pay attention to the conformity of products with Islamic values, such as halalism, honesty in information delivery, and corporate social and environmental responsibility. This is increasingly relevant because Generation Z has wide access to digital information so that it is easier to evaluate brand transparency, halal certification, ingredient composition, and

company business practices. Research (Sudarsono, H., Ikawati, R., Azizah, S. N., Sujono, R. I., & Fitriyani, 2025) shows that religiosity, halal knowledge, and halal certification have an effect on the intention to buy cosmetics in Generation Z in Indonesia. The findings are supported by (Sari & Susanti, 2025) which states that halal knowledge, religiosity, and halal awareness are factors that affect the purchasing decisions of Generation Z consumers for halal cosmetic products. In addition, (Afendi et al., 2024) It was also found that religiosity and halal awareness play an important role in shaping halal cosmetic purchasing decisions in Generation Z. Thus, consumer evaluations of cosmetic products are not only based on functional attributes, such as product quality and benefits, but also on their conformity with Islamic values. From an Islamic business perspective, honesty (*sidq*), trust, justice (*'adl*), and transparency is a basic principle that must be applied in marketing activities. The application of these principles encourages companies to convey product information honestly, avoiding practices *tadlis* (fraud) and *Gharar* (lack of clarity of information), as well as building consumer trust through ethical and responsible business practices (Amanu, 2025). Therefore, the Islamic business perspective is used in this study as a basis to analyze the influence of brand authenticity, brand sustainability, and brand experience

on the purchase decision of Something cosmetic products in Generation Z in Bandar Lampung City.

Bandar Lampung has a predominantly Muslim population, and Generation Z consumers increasingly consider halal compliance, ethical business practices, transparency, and environmental responsibility when evaluating cosmetic products. Therefore, examining purchase decisions from an Islamic business perspective provides a more comprehensive understanding of consumer behavior in this context.

THEORETICAL REVIEW

Theory of Planned Behavior (TPB)

In this study, *Theory of Planned Behavior* (TPB) submitted by (Ajzen, 1991) It is used as a grand theory to explain how consumer purchasing decisions are formed. This theory explains that a person's behavior is directly determined by the intention to perform the behavior, where the intention is influenced by three main determinants, namely attitude to behavior, subjective norms, and perceived behavioral control.

Brand Authenticity

Brand Authenticity or Brand Authenticity is a relationship in which the brand is seen by consumers as a product that is loyal to the brand itself, which means maintaining the authenticity, truth, and self-

image of the brand that will encourage consumers to dare to be honest that only this product is right and suitable for them. (Koyong et al., 2022) Brand authenticity can influence purchasing decisions and consumer preferences because it acts as a trigger for emotions, trust, and value alignment in an Islamic business perspective.

Brand Sustainability

Brand sustainability is the ability of a brand to integrate environmental, social, and economic sustainability principles into its strategy and brand identity to create long-term value for consumers and stakeholders. (Kumer et al., 2025) This concept emphasizes the long-term responsibility of brands in maintaining a balance between business profits and environmental and societal sustainability.

Brand Experience

Brand Experience is the subjective and personal experience that consumers perceive through all forms of their interaction with a brand, which involves sensations, feelings, cognition (thoughts), and behavioral responses to stimuli emanating from the brand. This experience is formed when consumers seek information, interact, buy, use, and dispose of products, both directly and through digital platforms such as social media. These brand stimuli include brand

identity, design, packaging, marketing communications, retail environments, digital experiences, as well as social interactions related to the brand. A positive brand experience is the foundation for building brand trust and encouraging consumer purchase intentions. (Isnubroto, R., & Ridanasti, 2025)

Purchase Decision

Purchase decisions are a complex psychological process that consumers carry out to evaluate various alternatives to choose the product or service that is considered most suitable for their needs. This process emphasizes that buying activity is not just a

RESEARCH METHODS

The type of research used in this study is quantitative research with a causal associative approach (*explanatory research*). This study aims to examine the cause-and-effect relationship between the variables of *brand authenticity*, *brand sustainability*, *brand experience*, and purchase decisions. The research instrument is in the form of a questionnaire that is compiled based on indicators from each research variable. Data collection was carried out online and offline to obtain respondents' perceptions of the statements submitted.

The data sources used in this study consist of primary data and secondary data. Primary data was obtained directly

from respondents through the distribution of questionnaires to Generation Z who live in the city of Bandar Lampung and have used Somethinc products at least twice. Secondary data is obtained from various relevant sources, such as scientific journals, reference books, academic articles, previous research reports, official company reports, and other documentation that supports theoretical studies, problem backgrounds, and discussion of research results.

final action, but the result of a series of internal individual considerations. (Nasution, 2023) Purchasing behavior in this study is defined as the real actions of Generation Z consumers in deciding to buy Somethinc cosmetic products, which are influenced by the perception of *brand authenticity*, *brand sustainability*, and *brand experience* offered by the brand. This purchasing behavior reflects the end result of complex psychological and social processes and is an indicator of the success of Somethinc's branding and marketing strategy.

The population in this study is all Generation Z who live in Bandar Lampung City and have used Somethinc products at least twice. Since the population size is not known for sure (*unknown population*), this study refers to

the recommendations (Hair, J.

F., Risher, J. J., Sarstedt, M., & Ringle, 2019) which states that in the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis, the sample size is determined based on the complexity of the research model and must be adequate to produce a stable parameter estimate. This research model consists of four latent constructs with a total of 40 indicators, so that the sample number of 100 respondents

RESULTS AND DISCUSSION

Convergent Validity

Convergent Validity is one of the tests that shows the relationship

is considered adequate for analysis using SmartPLS.

The sampling technique used is purposive sampling, which is a sample determination technique based on certain criteria, namely: (1) Generation Z who resides in Bandar Lampung City and (2) has used Somethinc products at least twice.

between reflective items and their latent variables. An indicator can be said to meet the criteria or valid if the loading factor value > 0.70 .

Table 1.
Convergent Validity Test

	<i>Brand Authenticity</i>	<i>Brand Sustainability</i>	<i>Brand Experience</i>	<i>Purchase Decision</i>
X1.1	0.902			
X1.2	0.871			
X1.3	0.877			
X1.4	0.884			
X1.5	0.869			
X1.6	0.890			
X1.7	0.840			
X1.8	0.934			
X1.9	0.906			
X1.10	0.923			
X2.1		0.819		

X2.2	0.759	
X2.3	0.766	
X2.4	0.802	
X2.5	0.796	
X2.6	0.755	
X2.7	0.800	
X2.8	0.788	
X2.9	0.716	
X2.10	0.721	
X3.1		0.752
X3.2		0.717
X3.3		0.786
X3.4		0.761
X3.5		0.725
X3.6		0.770
X3.7		0.724
X3.8		0.757
X3.9		0.789
X3.10		0.816
Y.1		0.757
Y.2		0.723
Y.3		0.746
Y.4		0.706
Y.5		0.804
Y.6		0.779
Y.7		0.861
Y.8		0.839
Y.9		0.834
Y.10		0.723

Source: *SmartPLS Output 4, 2026*

Based on table 1, it shows that the outer loading value of all variable indicators in this

Discriminant Validity

Discriminant validity assessment has become a generally accepted prerequisite squares, FornellLarcker criteria and cross-loading checks are the dominant

study, namely variables X1, X2, X3, and Y has a value greater than 0.70 so in this case it can be said to be valid.

for analyzing relationships between latent variables. For modeling variant-based structural equations, such as partial least approaches to evaluate discriminant validity.

Discriminant validity is the degree of differentiation of an indicator in measuring the construct of an instrument. To test discriminant validity, it can be done by examining Cross Loading, which is the correlation coefficient of the indicator to the association construct compared to the correlation coefficient with other

constructs. The value of the indicator's correlation construct should be greater against its association construct than any other construct. Such a larger value indicates the suitability of an indicator to explain its association constructs than to explain other constructs

Table 2. Fornell-Larcker Criterion Discriminant Validity

	Brand Authenticity	Brand Experience	Brand Sustainability	Purchase Decision
Brand Authenticity	0.890			
Brand Experience	-0.055	0.760		
Brand Sustainability	-0.104	0.521	0.773	
Purchase Decision	-0.065	0.594	0.614	0.779

Source: SmartPLS Output 4, 2026

From the results of table 2, it shows that the loading value of each indicator item against its construct is greater than the cross loading value. Thus, it can be concluded

that all constructs or latent variables already have good discriminant validity, where in blocks the construct indicators are better than other block indicators.

Composite Reliability

After testing the validity of the construct, the next test is the construct reliability test, the reliability can be seen from the value of Cronbach's alpha and the

value of composite reliability. To be able to say that a construct is realistic, Cronbach's alpha value must > 0.6 , the composite reliability value must > 0.7 and the AVE value must be > 0.5 .

Table 3. Composite Reliability

	Cronbach's alpha	Composite (rho_a)	reliability	Average variance extracted (AVE)
Brand				
Authenticity	0.977		0.732	0.792
Brand				
Experience	0.919		0.923	0.578
Brand				
Sustainability	0.925		0.928	0.597
Purchase				
Decision	0.927		0.932	0.606

Source: SmartPLS Output 4, 2026

Based on table 3, it shows that all research variables have Cronbach's alpha value > 0.6 and a composite reliability value of > 0.7 , which means that the indicators used in this research variable are said to be realistic. While the validity of using AVE values with a value of > 0.5 can be seen in the table above also shows that all variables have an AVE value of > 0.5 which means that all indicators and variables are declared valid.

R Square

The structural model is evaluated using R-square for dependent constructs. The R^2 value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence. R^2 results of 0.67, 0.33, and 0.19 indicate that the model is good, moderate and weak.

Table 4. R Square

Purchase Decision	0.480	0.464
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Source: SmartPLS Output 4, 2026

Based on table 4, an R Square value of 0.480 was obtained, which means that 48% of Purchase Decisions are influenced by Brand Authenticity, Brand Sustainability and Brand Experience, while the remaining 52% are explained by other reasons. So it can be said that the R Square in the above research variable is moderate or moderate.

Hypothesis Testing

In a study, whether or not a hypothesis is accepted or not it is necessary to test a hypothesis using the Bootstrapping function in SmartPLS 4.0, the hypothesis is accepted if the significance level is less than 0.05 or the t-value exceeds its critical value. The t-statistic value for the 5% significance level is 1.96. The following is an explanation of hypothesis testing in this study

Table 5. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Authenticity -> Purchase Decision	-0.001	0.031	0.100	0.009	0.993
Brand Experience -> Purchase Decision	0.376	0.376	0.102	3.667	0.000
Brand Sustainability -> Purchase Decision	0.419	0.424	0.092	4.533	0.000

Source: SmartPLS Output 4, 2026

From the path *coefficient data* in table 5, it

can be seen about the original value

of the sample, p values or t statistics which are used as a reference to make decisions about the accepted or rejected hypothesis.

The hypothesis is accepted if the data processing results show a t-statistics value $> t\text{-table}$ or p values < 0.05 .

a. *Brand Authenticity* on Cosmetic Product Purchase Decisions

Based on the results of data processing, the *t-statistics* value of Brand Authenticity on the Purchase Decision of Cosmetic Products was $0.009 < 1.96$ or can be seen at the *p-value* of $0.993 > 0.05$. The *original sample value* of -0.001 indicates the direction of the negative relationship between Brand Authenticity and Purchase Decision. Thus, it can be concluded that Brand Authenticity has no effect on the Purchase Decision of Cosmetic Products.

The results of this study show that brand authenticity has not been the main consideration of Generation Z in deciding to purchase Somethinc products. Consumers tend to consider product benefits, quality, price, and user experience more than perceptions of brand authenticity. In the perspective of the Theory of Planned Behavior (TPB), the perception of brand authenticity has not been able to

form attitudes (*attitude toward behavior*) and intention (*behavioral intention*) that are strong enough to drive purchasing decisions (Ajzen, 1991). From an Islamic business perspective, the values of *sidq* (honesty), trustworthiness, and transparency are principles that must be applied in marketing activities so that they are seen more as ethical obligations than competitive advantages that directly affect purchasing decisions. Honest and free from fraudulent marketing is part of the implementation of Islamic business ethics which aims to create trust and benefits for consumers. The results of this study are different from the (Intan Cahyani Rachman, Elvina, Halimatus Sa'diyah, 2025) which found that brand authenticity had a positive effect on purchase decisions and was strengthened by brand trust as a mediating variable. The difference in results is suspected to be due to the characteristics of the respondents and different research objects, where Generation Z of Somethinc users prioritize product benefits and user experience over perception of brand authenticity.

b. *Brand Sustainability* on Cosmetic Product Purchase Decisions

Based on the results of data processing, the *t-statistics* value of Brand Sustainability on the Purchase Decision of Cosmetic Products was $4.533 > 1.96$ or can be seen at the *p-value* of $0.000 < 0.05$. The *original sample* value of 0.419 shows the direction of a positive relationship between Brand Sustainability and Purchase Decisions. Thus, it can be concluded that Brand Sustainability has a positive and significant effect on Cosmetic Product Purchase Decisions.

The results of this study show that the better the company's commitment to implementing sustainability practices, the higher the consumer purchase decision for Somethinc products. This indicates that Generation Z not only considers product quality, but also pays attention to the company's responsibility towards the environment. In the perspective of the Theory of Planned Behavior (TPB), sustainability practices are able to form a positive attitude towards brands so as to increase consumer intention to make purchases (Ajzen, 1991). From an

Islamic business perspective, concern for the environment is a form of responsibility (*Mas'uliyah*) in preserving nature as a mandate from Allah SWT and in line with the principle of *maslahah*, which is to bring benefits to the community and the environment. The results of this study are in line with the research (Augtiah & Susila, 2022) which states that the implementation of green products, green advertising, and green brand image can improve consumer purchase decisions. In addition, research on Muslim consumer behavior also shows that green business practices are able to increase buying interest through the formation of green image and green trust.

c. *Brand Experience* on Cosmetic Product Purchase Decisions

Based on the results of data processing, the *t-statistics* value of Brand Experience on the Purchase Decision of Cosmetic Products was $3.667 > 1.96$ or can be seen at the *p-value* of $0.000 < 0.05$. The *original sample* value of 0.376 indicates the direction of a positive relationship between Brand Experience and Purchase Decision. Thus, it can be concluded that Brand Experience

has a positive and significant effect on Cosmetic Product Purchase Decisions.

The results of this study show that the positive experiences felt by consumers while interacting with the Somethinc brand are able to improve purchasing decisions. This experience can be obtained through product use, interaction on social media, services provided by the company, and the ease of obtaining products. In the perspective of the Theory of Planned Behavior (TPB), positive experiences form a better attitude towards the brand so as to increase the intention to make a purchase (Ajzen, 1991). From an Islamic business perspective, providing the best experience to consumers reflects the application of the principle of ihsan, which is to provide the best service, quality, and value as a form of moral responsibility to consumers. The results of this study are supported by research (Roberto, 2025) who found that experiential marketing had a positive and significant effect on the purchase decision of local cosmetics of the Somethinc brand. The findings show that the positive experience that brands provide to consumers can increase the

tendency to make a purchase, so it is in line with the results of this study which shows that brand experience has a positive effect on purchasing decisions.

Simultaneous Tests

Simultaneous hypothesis testing in *SmartPLS* can be seen in the results of the F value calculation using the formula:

$$F_{hit} = \frac{R^2(n - k - 1)}{(1 - r^2)k}$$

Where:

- k : number of free variables
- R² : coefficient of determination
- n : number of samples

Based on R-Square, R² is obtained at 0.480. The number of independent variables (k) is 3 and the number of research samples (n) is 100 with a significance level of α of 5%, then the F-calculation and F-table values can be obtained as follows:

$$\frac{0,480(100 - 3 - 1)}{(1 - 0,480)3}$$

$$F_{hit} = \frac{46,08}{1,56}$$

$$F_{hit} = 29,5385$$

Because the F-calculation is $29.5385 > F\text{-table is } 3.09$, H_4 is accepted and H_0 is rejected, which means that the *variables of Brand Authenticity, Brand Sustainability and Brand Experience* have a simultaneous effect on the Purchase Decision of Cosmetic Products.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the decision to purchase Somethinc cosmetic products in Generation Z in Bandar Lampung is not partially influenced by *brand authenticity*, but is significantly driven by *brand sustainability* and *brand experience* factors. This shows that young consumers are more interested in tangible evidence of a company's sustainability commitment and the quality of interaction or experience they feel directly during the shopping process, rather than just a narrative image of brand authenticity. However, when all three variables were tested simultaneously, it was proven that the integration between value authenticity, environmental responsibility and engaging user experiences was collectively capable of significantly influencing purchasing decisions. Therefore, for companies, strengthening the value of sustainability and improving the quality of the consumer experience through an interactive digital

strategy is a key step to win market competition amid the critical and environmentally conscious characteristics of Generation Z.

The implications of this study suggest that cosmetics manufacturers should shift their marketing strategies from simply building a brand authenticity narrative to strengthening concrete actions in environmental responsibility and optimizing customer experience, as these two aspects have proven to be key drivers of Generation Z's purchase intent. will have a more significant impact on sales conversions than abstract branding efforts. Meanwhile, for further research suggestions, it is recommended to explore other mediating variables that might strengthen the relationship between *brand authenticity* and purchasing decisions such as *brand trust* or *brand image* given their insignificant influence directly in this study. In addition, future research can expand the scope of demographics beyond the Bandar Lampung area to test the consistency of Generation Z behavior in a more heterogeneous cultural context and consider mixed methods to gain a deeper understanding of the paradox of consumer behavior related to *the issue of greenwashing*.

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