

The Influence of Consumer Perception and Consumer Experience on Purchasing Decisions Through Purchase Intention as a Mediating Variable on Pond's Skincare Products in Palangka Raya City

Mahrai^{1*}, Lelo Sintani², Vivy Kristinae³, Meitiana⁴

^{1,2,3,4} University of Palangka Raya, Indonesia

* Corresponding Author: mahrai.mahrai01@gmail.com

Article History

Received: 12-06-2026

Revised: 16-06-2026

Published: 30-06-2026

Keywords: Consumer Perception, Consumer Experience, Purchase Intention, Purchasing Decision, Pond's Skincare

ABSTRACT

This study aims to analyze the influence of consumer perception and consumer experience on purchasing decisions for Pond's skincare products through purchase intention as a mediating variable among consumers in Palangka Raya City. This research employed a quantitative approach, with data collected through an online questionnaire distributed via Google Forms to 100 users of Pond's skincare products in Palangka Raya City. The sample was determined using purposive sampling based on specific criteria and obtained through a snowball sampling approach. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software. The results indicate that consumer perception and consumer experience have a positive and significant effect on purchase intention. In addition, consumer experience and purchase intention have a positive and significant effect on purchasing decisions. However, consumer perception does not have a significant direct effect on purchasing decisions. The findings also reveal that purchase intention mediates the influence of consumer perception and consumer experience on purchasing decisions. These findings suggest that purchasing decisions for Pond's skincare products can be enhanced through strengthening positive consumer perceptions, improving consumer experience, and developing marketing strategies that effectively increase consumers' purchase intention.

INTRODUCTION

Guard health skin is one of the aspect important in support health and appearance somebody (Guyton & Hall, 2021; Tortora & Derrickson, 2017). Current skincare products This No only functioning as maintenance skin, but also has become part from behavior consumption modern society influenced by change style life and growth attention to appearance (Kotler & Keller, 2016). Social media as an internet based platform that allows

users create and share content also plays a role in influence perception, attitude, and behavior consumer through distribution fast and extensive information (Kaplan, AM, & Haenlein, 2010).

In a number of year lastly, industry cosmetics and products maintenance skin in Indonesia shows sufficient growth significant and become one of the sectors that have potential big in support economy national (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2024). Increase this is also marked with increase amount perpetrator business in the sector cosmetics that are partly big dominated by industry small and medium enterprises (SMEs) (tvonenews.com Team, 2024).

Improvement use Skincare products are also affected by changes behavior consumers, especially among generation young people who have awareness tall to health and appearance skin. part big Indonesian people use skincare products regularly with various type product like cleaner face , moisturizer, screen sunscreen and facial serum (Populix, 2025).

One of A long known skincare brand in Indonesia is Pond's, marketed by Unilever . This available in various variants maintenance designed skin For fulfil need different consumers (Unilever, 2023). However thus , in context increasing market competition strict, decision purchase consumer No only determined by availability product, but is also influenced by factors psychological like perception and experience consumers.

Phenomenon The use of skincare also occurs in Palangka Raya City along with with increasing access to product beauty through various channel distribution, both offline and online. However however , still found circulation cosmetics without permission circulation that shows existence challenge in security consumed products public (Palangka Raya Media Center, 2025; Central Kalimantan Regional Police, 2023). Conditions This make consumer become more selective in determine decision purchase.

Based on study previously known that various factor such as electronic word of mouth, quality information , image brands and innovation product own influence to interest purchase and decision purchase consumer (Anjani & Rivai, 2025; Marliya, 2024; Nityasewaka, 2023; Sabrina, 2025). However however , still there is gap research, especially related testing influence perception consumers and experiences consumer to decision purchase through interest buy as variables mediation on Pond's skincare products in Palangka Raya City.

Therefore that, research This propose an analytical model that tests influence perception consumers and experiences consumer to decision purchase through interest buy as variables mediation with use approach quantitative and Structural Equation Modeling – Partial Least Squares (SEM-PLS) methods. Research This expected can give contribution theoretical in development knowledge behavior consumer as well as contribution practical for company in formulate a better marketing strategy effectiv.

RESEARCH METHODS

Research methods used in study This is method quantitative with approach *explanatory research*. Quantitative methods is method research based on philosophy positivism, used For

research population or sample specific, data collection uses instrument research, and data analysis is statistics For test hypothesis that has been set (Sugiyono, 2013). Approach *explanatory research* used For explain connection causal between variables study (Sekaran & Bougie, 2016).

Study This analyze influence perception consumers (X1) and experience consumers (X2) towards decision purchase (Y) through interest buy (Z) on Pond's brand skincare products in Palangka Raya City. Behavior consumer understood as studies about How individual selecting, purchasing, using , and evaluating product or service For fulfil need they (Kotler & Keller, 2016). Perception consumer interpreted as an individual process in selecting, organizing, and interpreting information (Kotler, P., & Armstrong, 2017), whereas experience consumer is experiences that are formed from interaction consumer with products that influence emotions and behavior (Schmitt, 1999). Purchase interest is trend consumer For do purchase after the evaluation process (Schiffman, LG, & Wisenblit, 2015).

The research population was all consumers who had used or purchased Pond's brand skincare products in Palangka Raya City. Because the population size was not known with certainty (*infinite population*), this study used a *non-probability sampling technique*. The sample was determined by *purposive sampling* , namely the selection of respondents based on certain criteria (Sekaran & Bougie, 2016; Sugiyono, 2013) , namely consumers who had used Pond's skincare products for at least two months to more than one year, domiciled in Palangka Raya City, and aged 17–65 years. The questionnaire distribution process was carried out online via Google Form which was shared through WhatsApp groups and respondents' social networks with a *snowball sampling approach* , namely initial respondents helped recommend or forward the questionnaire to other respondents who met the research criteria (Babbie, 2016). The number of samples was determined based on the SEM-PLS *rule of thumb* of 5–10 times the number of indicators (Hair et al., 2017) , resulting in 100 respondents. Respondent characteristics analyzed included gender, age, education, occupation, and duration of Pond's skincare product use. The research data consisted of primary data obtained through questionnaires and secondary data from books, journals, and previous research. Variables were measured using a five-point Likert scale (Likert, 1932).

data analysis technique uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with help SmartPLS . SEM-PLS is used For analyze connection complex between latent variables without requires normally distributed data (Hair et al., 2017). Analysis done through outer model evaluation (validity convergence, reliability construct , validity discriminant) and inner model (R-Square, model fit, testing hypothesis, and mediation test). Testing hypothesis done using bootstrapping with criteria t-statistics > 1.96 and p-values < 0.05 (Hair et al., 2021).

RESULTS AND DISCUSSION

This study analyzes the influence of consumer perception and consumer experience on purchasing decisions for Pond's skincare products in Palangka Raya City, with purchase intention as a mediating variable. Pond's is a skincare brand under Unilever that is globally

recognized and widely used by the Indonesian people (Unilever Indonesia, 2024). This product range includes a range of facial treatments such as *facial foam*, serum, and *moisturizer*, including the *Pond's Age Miracle variant* which focuses on anti-aging (Unilever, 2021).

This study uses a quantitative approach with the SEM-PLS technique to test the relationship between variables based on data obtained from 100 respondents who use Pond's skincare.

Characteristics respondents describe profile Pond's skincare users in Palangka Raya City based on type gender, age, occupation, income, education, and duration of use product . Research results show that respondents dominated by women (73%) and are in the age group productive 17–40 years (63%).

Respondents also came from from various background behind job, level income, as well as level education, which shows that Pond's products are used by various segment society . In addition, the majority respondents has use product for 2 months up to 1 year (59%), whereas the rest more from 1 year (41%).

In a way overall, results This show that Pond's skincare users in Palangka Raya City have diverse characteristics.

Based on the results of the descriptive analysis, all research variables are in the good category, namely Consumer Perception (X1) with an average value of 4.05, Consumer Experience (X2) of 3.99, Purchase Intention (Z) of 3.95, and Purchase Decision (Y) of 3.90. These results indicate that respondents have positive perceptions and experiences of Pond's skincare products, and show a tendency to have high purchase interest and purchase decisions. The majority of respondents gave answers in the neutral to strongly agree category, so it can be concluded that Pond's products received positive responses from consumers on all variables studied. However, there are still several indicators with relatively lower average values compared to other indicators, which indicates variations in assessments among respondents.

Evaluation of Measurement Model (Outer Model)

1. Convergent Validity

Table 1. Outer Loading Values of Research Variables

Outer Loadings - Matrix					
No		X1	X2	Y	Z
1	X1.1	0.872			
2	X1.2	0.913			
3	X1.3	0.872			
4	X1.4	0.865			
5	X1.5	0.911			
6	X2.1		0.928		
7	X2.2		0.953		
8	X2.3		0.823		
9	X2.4		0.946		
10	X2.5		0.909		
11	Y1			0.926	
12	Y2			0.898	
13	Y3			0.885	
14	Y4			0.940	
15	Y5			0.955	
16	Z1				0.955
17	Z2				0.901
18	Z3				0.896
19	Z4				0.939

Source: SmartPLS Processed Data, 2026

All indicators for each variable had outer loading values above 0.70, ranging from 0.823 to 0.955. The highest outer loading values were found in the Purchase Decision (Y) and Purchase Intention (Z) variables, each at 0.955, while the lowest value was found in the Consumer Experience (X2) variable at 0.823. These results indicate that all indicators have met the convergent validity criteria because they have outer loading values above the recommended minimum limit of 0.70 (Hair et al., 2021). Thus, all indicators are declared valid and able to reflect the constructs measured in this study.

2. Reliability Test

Table 2. Results of Reliability and Convergent Validity Tests

No	Variables	Cronbach's Alpha	Composite Reliability rho_c	AVE	Information
1	X1	0.932	0.948	0.786	Reliable and valid
2	X2	0.950	0.962	0.834	Reliable and valid
3	Y	0.955	0.965	0.848	Reliable and valid
4	Z	0.942	0.958	0.852	Reliable and valid

Source: PLS Output, 2026

The AVE values also showed good results, with X1 being 0.786, X2 being 0.834, Y being 0.848, and Z being 0.852. All AVE values were greater than 0.50, thus concluding that each construct met the convergent validity requirements (Hair et al., 2021) . This means that the indicators in each variable have a good ability to explain the construct being measured.

Based on Cronbach's Alpha and Composite Reliability values, all variables had values above 0.70. This indicates that the research instrument has excellent internal consistency

(Hair et al., 2021) . In other words, respondents' answers to each indicator in variables X1, X2, Z, and Y are stable and reliable for use in testing the structural model.

3. Discriminant Validity Test

Table 3. Discriminant Validity-Fornell-Larcker-Criterion

No	Discriminant Validity-Fornell-Larcker-Criterion				
	Variables	X1	X2	Y	Z
1	X1	0.887			
2	X2	0.918	0.913		
3	Y	0.849	0.905	0.921	
4	Z	0.905	0.901	0.889	0.923

Source: PLS Output, 2026

Based on the Fornell-Larcker criteria (Hair et al., 2021) , discriminant validity is met if the square root of the AVE value for each construct is greater than its correlation value with other constructs. The test results show that the root of the AVE value for variable X1 is 0.887, X2 is 0.913, Y is 0.921, and Z is 0.923. These values are higher than the correlation between constructs, so it can be concluded that all constructs have met discriminant validity and are able to differentiate themselves well from other constructs.

Inner Model Evaluation Results

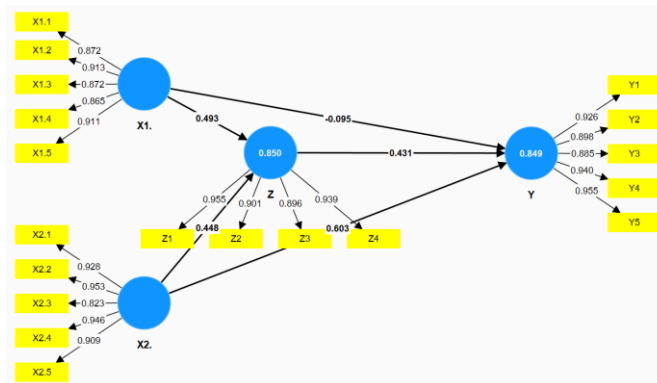


Figure 1. SEM-PLS Structural Model

Source: PLS Output, 2026

1. R Square (R²) and R-Square Adjusted

Table 4. Results of R-Square and Adjusted R-Square

No	Endogenous Variables	R-Square	R-Square Adjusted	Interpretation
1	Purchase Interest (Z)	0.850	0.848	Very strong
2	Purchase Decision (Y)	0.849	0.844	Very strong

Source: PLS Output, 2026

The Purchase Intention variable has an R-Square value of 0.850 and an Adjusted R-Square of 0.848, which indicates that 84.8% of the variation in Purchase Intention can be

explained by exogenous variables in the study, while the remaining 15.2% is influenced by other factors outside the model. Meanwhile, the Purchase Decision variable has an R-Square value of 0.849 and an Adjusted R-Square of 0.844, which means that 84.4% of the variation in Purchase Decision can be explained by exogenous variables and mediating variables, while the remaining 15.6% is explained by other factors outside the study. Based on the R-Square value, the research model is included in the strong category because all R-Square values are above 0.75 (Hair et al., 2017) .

2. Fit Model

Table 5. Fit Model

No	Fit Model		
		Saturated Model	Estimated Model
1	SRMR	0.046	0.046
2	d_ ULS	0.403	0.403
3	d_ G	0.854	0.854
4	Chi-square	456,548	456,548
5	NFI	0.841	0.841

Source: PLS Output, 2026

The SRMR value of 0.046 is below the 0.08 threshold, indicating a good fit for the model. Furthermore, the NFI value of 0.841 also supports a fairly good fit for the model. Therefore, the research model can be considered to have good goodness of fit and is suitable for explaining the relationships between variables in this study (Hair et al., 2021) .

Results of the Direct Effect Hypothesis Test

Table 6. Results of the Direct Effect Hypothesis Test

No	Hypothesis	Variable Relationship	Coefficient	T-Statistics	P-Values	Decision
1	H1	Consumer Perception X1 → Purchase Interest Z	0.493	4,849	0,000	Accepted
2	H2	Consumer Experience X2 → Purchase Interest Z	0.448	4,403	0,000	Accepted
3	H3	Consumer Perception X1→ Purchase Decision Y	-0.095	0.636	0.525	Not accepted
4	H4	Consumer Experience X2 → Purchase Decision Y	0.603	3,607	0,000	Accepted
5	H5	Purchase Interest Z → Purchase Decision Y	0.431	3,170	0.002	Accepted

Source: PLS Output, 2026

H1: Influence Perception Consumer on Purchase Interest

Test results show that Perception Consumer influential positive and significant on Purchase Interest ($\beta = 0.493$; $t = 4.849$; $p = 0.000$), so H1 is accepted. Findings This show that the more positive perception consumer to quality, benefits, safety, and image Pond's brand, then the more tall interest consumer For buy product The results of the research This support theory (Kotler & Keller, 2016) which states that perception is an individual process in selecting, organizing, and interpreting information so that form evaluation to something

products and influence behavior consumers . Findings this also indicates that good perception capable create belief a driving start emergence desire For do purchase . Research results This consistent with Study previous which shows that factors that form assessment and attitude consumer influential positive on purchase intention for skincare products (Sabrina, 2025) .

H2: Influence Experience Consumer on Purchase Interest

Test results show that Experience Consumer influential positive and significant on Purchase Interest ($\beta = 0.448$; $t = 4.403$; $p = 0.000$), so H2 is accepted . Findings This show that experience positive results obtained consumer during use Pond's products can increase interest and desire For do purchase . According to (Schmitt, 1999) , experience consumers created through aspects of sense, feel, think, act and relate are capable build involvement emotional between consumers and products . When consumers get a pleasant and appropriate experience hope , they tend own more interest big For buy and use return product The results of the research This strengthen findings study (Florita, 2024) which states that experience positive consumer can increase repurchase intention.

H3: Influence Perception Consumer on Purchasing Decisions

Test results show that Perception Consumer No influential significant on Purchasing Decisions ($\beta = -0.095$; $t = 0.636$; $p = 0.525$), so H3 is rejected. Findings This show that perception positive against Pond's yet capable push consumer For do purchase in a way direct.

In context skincare products, decisions purchase generally involves a more in-depth evaluation process complex, such as consider compatibility product with condition skin , experience use previous, price, promotion, recommendation from other people, as well as a growing trend in society. According to (Kotler & Keller, 2016), decision purchase is results from the retrieval process decision consumers consisting of from a number of stage, namely introduction problem, search information, evaluation alternative, decision purchases, and behavior post purchase. This is show that decision purchase No only influenced by perception beginning to product, but also through a more thorough evaluation process comprehensive to various available alternatives.

This result indicates that perception consumer more play a role as factor the beginning that forms interest to product compared to as factors that are direct determine decision purchase. Findings This different with study (Anjani & Rivai, 2025) who found that perception quality and image brand influential positive to response consumers . Differences the possible Because existence difference characteristics respondents, objects research, as well as variables dependents used.

H4: Influence Experience Consumer on Purchasing Decisions

Test results show that Experience Consumer influential positive and significant on Purchasing Decisions ($\beta = 0.603$; $t = 3.607$; $p = 0.000$), so H4 is accepted . Findings This show that the more Good felt experience consumer during use Pond's products , increasingly big possibility consumer take decision For buying . Experience positive capable increase trust and confidence consumer to product so that reduce doubt in the process of taking decision. According to (Schmitt, 2011), the experience gained consumer through interaction with product can influence response emotional and behavioral purchase . The largest coefficient value in the study This show that Experience Consumer is the most dominant factor in influence purchasing decisions. Research results This in line with study (Florita, 2024) which

shows that experience positive consumer contribute to improvement behavior purchase repeat.

H5: Influence of Purchase Interest on Purchase Decisions

Test results show that Purchase Interest has an effect positive and significant on Purchasing Decisions ($\beta = 0.431$; $t = 3.170$; $p = 0.002$), so H5 is accepted. Findings This show that the more tall interest buy what you own consumers, increasingly big possibility consumer do purchase Pond's products . According to (Schiffman, LG, & Wisenblit, 2015), interest buy is trend somebody For do purchase after through the evaluation process to something product. With Thus, interest buy can viewed as the preceding stage formation decision purchase. Research results This support findings (Sabrina, 2025) which shows that purchase intention has role important in push behavior purchase consumers.

Mediation Test Results

Table 7 Mediation Test Results

NO	Hypothesis	Indirect Relationship	Coefficient	T-Statistics	P-Values	Decision
1	H6	$X1 \rightarrow Z \rightarrow Y$	0.213	2,654	0.008	Accepted
2	H7	$X2 \rightarrow Z \rightarrow Y$	0.193	2,599	0.009	Accepted

Source: PLS Output, 2026

H6: The Role of Purchase Intention in Mediating Influence Perception Consumer on Purchasing Decisions

Mediation test results show that Perception Consumer influential No direct and significant on Purchasing Decisions through Purchase Interest ($\beta = 0.213$; $t = 2.654$; $p = 0.008$), so H6 is accepted. Findings This show that perception positive against Pond's no in a way direct push decision purchase, but moreover formerly increase interest buy later push consumer For do purchase. This result clarify findings previously that Perception Consumer No own influence significant direct on Purchasing Decisions. In other words, Purchase Intention plays a role as bridging mechanism connection between Perception Consumers and Purchasing Decisions. Findings This support theory (Kotler & Keller, 2016) which explains that factor psychological influence behavior purchase through formation intention or interest consumers. Research results this is also consistent with (Royani, 2024) who found that influence factor psychological to behavior consumer can happen through variables mediation.

H7: The Role of Purchase Intention in Mediating Influence Experience Consumer on Purchasing Decisions

Mediation test results show that Experience Consumer influential No direct and significant on Purchasing Decisions through Purchase Interest ($\beta = 0.193$; $t = 2.599$; $p = 0.009$), so H7 is accepted. Findings This show that experience positive results obtained consumer capable increase interest buy the next one strengthen decision purchase. According to (Schmitt, 1999), experience consumer can form response emotional influences intentions and behavior purchase. With So, good experience No only push decision purchase in a way directly, but also through improvement interest buy consumers . Research results This support findings (Marliya, 2024) which shows that influence something factor marketing to decision purchase can happen through variables mediation.

Overall, the research results show that consumer experience is the most dominant factor influencing purchasing decisions for Pond's skincare products. Meanwhile, consumer

perception plays a larger role in shaping purchase intention, which subsequently drives purchase decisions. Furthermore, purchase intention has been shown to function as a mediating variable, bridging the influence of consumer perception and consumer experience on purchasing decisions.

CONCLUSION AND SUGGESTIONS

Conclusion

Study This show that perception consumers and experiences consumer influential to interest purchase and decision purchase Pond's skincare products in Palangka Raya City. In general general , second variables the capable explain formation behavior purchase consumer through mechanism psychological in the form of interest buy .

The research results also prove that that experience consumer own the most dominant influence to decision purchase compared to variables others . This is show that experience direct consumer in use product become factor important in push decision purchase .

In addition , interest buy proven play a role as variables significant mediation in connection between perception consumers and experiences consumer to decision purchase . With Thus , the perception consumer No give influence significant direct to decision purchase , but rather moreover formerly form interest buy later push occurrence decision purchase .

In a way overall , can concluded that improvement decision purchase Pond's skincare products do not only determined by the formation positive perceptions and experiences good use , but also very dependent on reinforcement interest buy consumer as factor connector main in the process of taking decision .

Suggestion

Based on results research , there are some suggestions that can submitted as following :

1. Suggestions for Companies

Pond's Company is recommended For optimize marketing strategies that are not only focused on the formation perception positive consumers , but also in efforts improvement interest buy. This is can done through improvement experience use more products fun, educational benefit product in a way effective, attractive promotions, and utilization testimoni user.

Research result show that perception consumer No influential direct to decision purchase, so that company need emphasize strategies that are capable of change perception become interest buy, which in the end push decision purchase in a way real.

2. Suggestions for Consumer

Consumer recommended For more selective in choose skincare products with notice quality, safety, content, and suitability product with condition skin. In addition, consumers are also advised For look for information from trusted source before do purchase so that decisions are taken more right and appropriate need.

3. Suggestions for Study Furthermore

Study furthermore recommended For develop models with add other potential variables influence decision purchases, such as image brand , quality product, satisfaction consumers, trust consumers, prices, promotions, and social media influence.

In addition, research next can expand research objects and areas, increasing amount samples, as well as compare a number of skincare brands for results study more comprehensive and has level more generalization high. Use method different analyses are also suggested For enrich study about behavior consumer in decision purchase skincare products.

BIBLIOGRAPHY

- Anjani, RA, & Rivai, AR (2025). ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF GLAD2GLOW SKINCARE PRODUCTS. *MEA Scientific Journal (Management, Economics, and Accounting)*, 9 (2), 3037–3050.
- Babbie, E.R. (2016). *The Practice of Social Research* (14 ed.). Cengage Learning.
- Florita, EH (2024). *THE ROLE OF SOCIAL MEDIA MARKETING IN INCREASING REPURCHASE INTENTION OF ELSKIN BEAUTY CARE* [Sultan Agung Islamic University].
<https://scholar.google.com/scholar?q=PERAN+SOCIAL+MEDIA+MARKETING+ELSKIN+FLORITA+2024>
- Guyton & Hall. (2021). *Textbook of Medical Physiology*. Elsevier.
<https://shop.elsevier.com/books/guyton-and-hall-textbook-of-medical-physiology/hall/978-0-323-59712-8>
- Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage* (2nd ed.). SAGE Publications.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3 ed.). SAGE Publications.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons* .
- Coordinating Ministry for Economic Affairs of the Republic of Indonesia. (2024). *HM.4.6/40/SET.M.EKON.3/02/2024*
<https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung>
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing* (17th ed.). Pearson Education.
[https://openlibrary.org/works/OL20096214W/Principles_of_Marketing_\(17th_Edition\)?edition=key:/books/OL27276256M](https://openlibrary.org/works/OL20096214W/Principles_of_Marketing_(17th_Edition)?edition=key:/books/OL27276256M)
- Kotler & Keller. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology* , 140, 1–55. <https://psycnet.apa.org/record/1933-01885-001>
- Marliya, S. (2024). *Purchase Decision Model with Brand Image as Mediator (Study on Somethinc Skincare)* [Mercu Buana University]. <http://lib.mercubuana.ac.id/id>
- Palangka Raya Media Center. (2025). *705 illegal cosmetics from the Palangka Raya Food and Drug Administration (BBPOM) in 2025*. Palangka Raya Media Center.
<https://mediacenter.palangkaraya.go.id/?s=705+illegal+cosmetics+from+BBPOM+Palangka+Raya+2025>
- Nityasewaka, A. (2023). *The Influence of Electronic Word of Mouth, Influencer Credibility, and Homophily on Parasocial Interactions and Skincare Purchase Intentions* [Mercu Buana]. <https://repository.mercubuana.ac.id/82380/>
- Central Kalimantan Regional Police. (2023). *Central Kalimantan Regional Police*

- successfully secured thousands of pieces of evidence related to the illegal cosmetics case* . Tribrata News Polri. <https://tribratanews.polri.go.id/blog/hukum-4/polda-kalimantan-tengah-berhasil-amankan-ribuan-barang-bukti-terkait-kasus-kosmetik-ilegal-66829>
- Populix. (2025). *Populix Reveals Gen Z and Millennial Skincare Trends* . Populix. <https://info.populix.co/articles/tren-skincare-gen-z-dan-milenial>
- Royani, I. (2024). *The Influence of Environmental Concern, Altruistic Values Orientation, and Perceived Behavioral Control on Attitude and Its Implications for Green Purchase Intention of Environmentally Friendly Skincare* [Mercu Buana University]. <https://lib.mercubuana.ac.id/>
- Sabrina, AN (2025). *Determinants of purchase intention for innovative skincare products on TikTok Shop: The role of viral marketing, product innovation, consumer innovativeness, and attitude toward behavior* . Ma Chung University.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed). Pearson Education.
- Schmitt, B. H. (1999). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands* . Free Press.
- Schmitt, B. H. (2011). Experience Marketing: Concepts, Frameworks and Consumer Insight. *Foundations and Trends in Marketing*, 5 (2). <https://doi.org/https://doi.org/10.1561/17000000027>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. In *Wiley* (7th ed.). Wiley.
- Sugiyono. (2013). *Quantitative, Qualitative and R & D Research Methods*. In *Bandung: Alfabeta*. ALFABETA.
- tvonenews.com Team. (2024, November 28). Deputy Minister of Industry Says Indonesian Cosmetics Industry Has Great Opportunity for Development. *tvonenews.com*. <https://www.tvonenews.com/ekonomi/272679-wamenperin-sebut-industri-kosmetik-indonesi-punya-peluang-besar-untuk-berkembang>
- Tortora & Derrickson. (2017). *Principles of Anatomy and Physiology* (15th ed.). Wiley.
- Unilever. (2021). *POND'S Skin Institute: Our heritage* . Unilever. <https://www.unilever.com/>
- Unilever. (2023). *brand history from the Unilever website*. Unilever. <https://www.unilever.com/brands/beauty-wellbeing/ponds/>
- Unilever Indonesia. (2024). *Pond's Indonesia*.