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The Influence of Electronic Word of Mouth and Influencer Marketing on Purchase Intention of Facetology Skincare Products on TikTok: A Study on Generation Z in Bandar Lampung

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ABSTRACT

This study aims to determine the effect of Electronic Word of Mouth (E-WOM) and Influencer Marketing on the purchase intention of Facetology skincare products on TikTok among Generation Z. The method used is descriptive research with data collection through questionnaires to 170 respondents, then analyzed using multiple linear regression. The results of the study indicate that the Electronic Word of Mouth (EWOM) variable on TikTok social media has a positive and significant effect on the purchase intention of Facetology products among Generation Z in Bandar Lampung, which means the better the consumer's perception of the information shared, the higher their interest in purchasing. In addition, Influencer Marketing is also proven to have a positive and significant effect indicating that the quality of promotion, credibility, attractiveness, and the ability of influencers to convey product value are important factors that motivate consumers to make purchases. The implications of this study are expected to contribute to business actors to be more competent in integrating appropriate promotional strategies using E-WOM and Influencer marketing.

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INTRODUCTION

In the modern period, digital technology has transformed communication, education, industry, and healthcare. Schwab (2016) notes in The Fourth Industrial Revolution that technological advancement changes employment and social and economic institutions. Despite the advantages, such innovations need human resources to continually adapt and gain digital capabilities, particularly in fast-changing industries like the economics. Indonesian internet penetration has expanded steadily from 2018 to 2024, indicating a sharp increase in online users. This spike has boosted social media adoption. Social media has developed from communication tools into digital commerce and

marketing platforms. Social media platforms like Instagram, Facebook, and WhatsApp are used for promotion, sales, and consumer involvement. We Are Social (2024) claim that over 60% of Indonesian internet users seek goods and services on social media, underlining their potential to boost e-commerce. In Indonesia, TikTok regularly ranks among the top five social media apps in terms of users.

ByteDance introduced TikTok in 2016 to let users create, edit, and share 15-second to 10-minute videos. The For You Page (FYP), duet collaborations, and TikTok Shop make it a strong platform for content personalisation, community involvement, and direct transactions (Sensor Tower, 2023; Malimbe et al., 2021). Rapid worldwide popularity, especially in Indonesia, has made the platform a crucial digital marketing medium. To compete in this congested digital market, businesses must innovate constantly. Beauty and skincare brands have used TikTok for advertising. Around 66% of Indonesians choose e-commerce for cosmetics, surpassing minimarkets, supermarkets, and hypermarkets. Shopee was the most popular cosmetics marketplace, with 98% of respondents purchasing from it. This data shows shifting customer purchase behavior and the increased importance of online reviews, digital marketing, and interactive content in purchasing choices.

Facetology, with over 867,000 followers on @facetologyofficial, has carefully used TikTok. The account serves as a brand catalog and channel for consumer interaction. To increase purchase intentions, Facetology must use marketing methods that appeal to customer demands and preferences in the competitive beauty industry. Electronic word of mouth (e-WOM) and influencer marketing are efficient digital commerce methods. Electronic word of mouth (e-WOM) is digital customer feedback on goods and services. Thurau et al. (2004) describe e-WOM as the credibility and confidence people place in online information, sources, and people. Consumer awareness, belief, informativeness, information-seeking, skepticism, and trust are e-WOM indicators (Franco et al., 2014). Facetology has favorable and bad TikTok reviews. Some consumers have complained that product results did not match advertising promises, producing negative publicity that may dissuade purchases. E-WOM may strongly affect purchase intention because consumers trust peer-generated information like testimonials, reviews, and comments more than conventional advertising.

Along with e-WOM, influencer marketing is crucial to engaging millennial and Gen-Z customers. Influencer marketing uses social media influencers to promote businesses and services, according to Kotler (2018). Honesty, competence, attractiveness, and message delivery are influencer efficacy

indicators (Tambunan & Hikmah, 2024). By targeting specialized audiences, influencer marketing helps firms penetrate markets faster than conventional methods. Facetology has worked with Indonesia's top beauty influencer Tasya Farasya.

Facetology's influencer marketing initiatives relied on Tasya Farasya's TikTok videos. She promoted Facetology's Triple Care SPF40 PA+++ sunscreen in a video that garnered great feedback. Consumer confidence in the company has increased due to her beauty expertise and millions of TikTok and Instagram followers. This supports studies indicating that beauty influencers' sincere, thorough product evaluations may significantly impact customer perceptions and purchase intentions (Lutfiah, 2019). Facetology chose Tasya Farasya to boost its brand image with her fame and reach. TikTok comments on Tasya's promotional material demonstrating influencer marketing and e-WOM. Many buyers gave excellent reviews of its effectiveness, while some were skeptical or ambivalent, especially on fragrance. This interaction shows how e-WOM strengthens influencer-driven brand reputation and influences customer views via critical conversation. Thus, influencer credibility and user-driven communication are crucial to digital marketing techniques that promote purchase intention.

Most studies on e-WOM, influencer marketing, and purchase intention have focused on multinational businesses and platforms like Instagram and YouTube. On Instagram, there is a clear link between good e-WOM and beauty product purchase intention. YouTube influencer marketing increased brand awareness and Korean skincare product purchases. Few empirical studies have examined these processes in the TikTok ecosystem and in connection to local skincare businesses like Facetology, especially among Bandar Lampung Gen-Z customers. Gen-Z is a digitally native group that is particularly susceptible to social media promotions and suspicious of deceptive marketing practices. This study examines how e-WOM and influencer marketing affect their purchase intentions.

RESEARCH

Research Type and Design

Quantitative research uses statistical approaches to objectively investigate variable connections (Ahyar et al., 2020). The survey method is used to collect data from a group of respondents using structured questionnaires or interviews to assess their opinions, attitudes, behaviors, and attributes. Rashid (2022) states that surveys may be conducted by telephone, email, internet, or in-person to gather vast volumes of quantitative data from large populations in a short time.

Data are processed and analyzed statistically to find patterns, generalisations, and research ideas. Thus, a quantitative survey approach allows this research to offer systematic, trustworthy, and generalizable findings on how electronic word of mouth and influencer marketing affect Generation Z purchase intention in Bandar Lampung.

Data Sources and Data Collection Methods

This study uses primary and secondary data, however primary data is the major emphasis. We collect primary data by distributing questionnaires via online media, and secondary data by reviewing and analyzing academic journals, books, company profiles, official documents, and news reports that support the study. A questionnaire developed to assess each study variable is the main data collecting technique, according to Sugiyono (2018). To quantify participants' sentiments, this research uses a closed-ended Likert scale questionnaire from 1 (strongly disagree) to 5 (strongly agree). As a supplement, library studies and references from papers, journals, and books are used to strengthen the research (Sugiyono, 2022).

Population, Sample, and Sampling Techniques

Sahir (2022) defines a population as a set of people, objects, or events to whom a study's conclusions are generalised. All TikTok Facetology users are included in this study. According to Sugiyono (2018), the sample is a subset of the population from which data are gathered to generalize conclusions. This research randomly picks respondents without considering demographic strata, guaranteeing equal opportunities for everyone and eliminating sampling bias (Sugiyono, 2022). Facetology users, Generation Z (born 1997–2012), and TikTok buyers are the sample criteria. Hair et al. (2010) recommend multiplying the number of indicators by 5 to 10 to get the representative sample size. With 17 indications, this produces 170, thus 153 respondents are needed.

Operational Definitions of Variables

This research uses a Likert scale to examine respondents' views on e-WOM, influencer marketing, and purchase intention. Consumers may exchange and obtain information that impacts decision-making via online word of mouth (X1) (Armstrong, 2018). The indicators include reading online reviews to identify products or brands with positive impressions, consulting reviews to ensure purchasing accuracy, relying on reviews to select Facetology products, collecting information from reviews before purchase, feeling doubt or anxiety when reviews are absent, and gaining confidence in making purchasing decisions after considering online feedback.

Influencer marketing (X2) uses persuasive people to change customers' behavior and preferences (Wibowo, 2019). This construct's indicators include

Tasya Farasya's TikTok reviews' honesty and transparency, her credibility in fostering consumer trust, her knowledge and expertise in presenting facetology products, and her attractiveness and appearance that attract consumers. Additional metrics assess how her attractiveness influences purchasing choices, how her communications meet customer demands, and how her delivery provides product insights. purchase intention (Y) is customers' eagerness and inclination to purchase, especially cosmetics (Kotler, 2018). It measures intent to seek for Facetology information, intent to buy following influencer exposure, and repurchasing based on influencer marketing.

Data Analysis Methods

This study uses data analysis to investigate the correlations between the occurrences, answer the research hypotheses, and offer practical and academic conclusions. Factor analysis was used in SPSS 26 for Windows to analyze data. According to Ghazali (2018), factor analysis is a statistical tool used to evaluate the interdependence of several variables concurrently to simplify connections by reducing many observable variables into fewer, more relevant factors. This method shows data structure and variable relationships without differentiating independent and dependent variables. Factor analysis determines the questionnaire's validity in assessing the targeted constructs. Sugiyono (2022) states that validity measures how well an instrument measures its target notion. This approach estimates factors using just common variance and the correlation matrix's communalities. A variable is valid if its Kaiser-Meyer-Olkin (KMO) value and factor loading exceed 0.50 (Hair et al., 2010). Cronbach's Alpha assesses construct item internal consistency for reliability testing. According to Ghazali (2018), Cronbach's Alpha values vary from 0 to 1, with $\alpha > 0.70$ considered appropriate for social research. This guarantees steady, error-free readings from the instrument.

In addition to component analysis, this study uses multiple linear regression to assess the predictive correlations between independent and dependent variables. Many utilize multiple regression to predict dependent variable changes based on two or more independent variables. Purchase intention (Y) is the dependent variable, whereas electronic word of mouth (X1) and influencer marketing (X2) are independent variables. Ghazali (2018) states that this strategy provides a complete picture of customer behavior by measuring the impact of each independent variable separately and collectively. The regression model is: $Y = a + b_1(X_1) + b_2(X_2) + e$, where Y is purchase intention, an is the constant, b_1 and b_2 are regression coefficients, and e is the error term. This model helps researchers assess if e-WOM and influencer marketing affect customer purchase intention and their strength and direction.

The study also reveals more complicated patterns, such as independent variable interactions that may affect buying behavior based on surrounding conditions.

The research uses the partial t-test (t-test) to evaluate regression coefficient significance to test hypotheses. This test determines whether each independent variable affects the dependent variable statistically. Ghazali (2018) states that each variable's estimated t-value is compared to the t-distribution table's critical value. If the estimated t-value exceeds the table value or the significance threshold is below the selected alpha (α), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, suggesting a significant effect. H_0 is accepted and H_a is rejected if the estimated t-value is less than the table value or the significance threshold is more than α , indicating that the variable does not substantially affect the dependent variable. The t-test shows if electronic word of mouth and influencer marketing affect purchase intention separately. These processes, together with factor analysis, reliability testing, and regression modeling, assure robust, valid, and reliable findings that shed light on how social media dynamics effect consumer buying behavior.

RESULT AND DISCUSSION

Respondent Characteristics

This research used questionnaires to obtain data from Generation Z in Bandar Lampung who used Facetology products. From July 25 to August 15, 2025, Google Forms captured replies for data management and analysis. With 170 replies, SPSS Version 26 was used to analyze respondent characteristics that met study goals. Respondents have to be Bandar Lampung Generation Z. Descriptive analysis showed respondents gender, age, education, employment, and monthly spending. Only 16% of responses were male, while 84% were female. Women still use beauty products more, emphasizing their dominance in the skincare business.

Most respondents were in late adolescence and early adulthood, with 3% between 13-15 years, 35% between 16-20 years, and 62% between 21-28 years. This shows that young individuals, with more spending power and interest in beauty trends, are the main consumers. Due to their financial stability, young adults are more selective when buying beauty items than teenagers. 45% of respondents had senior high school degrees, 44% had bachelor's degrees, and 10% had diplomas, supporting these findings. The majority of respondents were middle-to-higher educated, which educated customers are more critical of product quality and safety. This shows that education influences beauty product market awareness and decision-making.

The results are contextualised by occupation and spending. Student responses made up 76%, followed by private workers and others (9% each), entrepreneurs (4%), and public officers (2%). Students predominate because they are young and involved in social media-driven beauty trends. Most respondents spent less than Rp. 1,000,000 per month (61%), 26% spent between Rp. 1,000,000 and Rp. 1,900,000, and few spent more. These results match occupation statistics, since most students have reduced financial capabilities (Maryani et al, 2024). The descriptive data shows that Facetology's Bandar Lampung customers are educated, young female students with low disposable cash who purchase beauty products.

Validity and Reliability Test

To verify research instrument accuracy and consistency, validity and reliability tests were performed. Validity testing, according to Sekaran and Bougie (2017), analyzes how effectively a questionnaire measures the target variables, whereas construct validity using factor analysis checks indicators fit with theoretical notions. The instruments were validated since all items in Electronic Word of Mouth (X1), Influencer Marketing (X2), and Purchase Intention (Y) had factor loadings over 0.50, satisfying Hair et al. (2010)'s criteria. The Cronbach's Alpha reliability test showed good internal consistency, with X1 scoring 0.898, X2 0.743, and Y 0.717, all above the required 0.60. All items are valid and reliable, making the questionnaire eligible for further research in this study.

Descriptive Analysis of Responses

Responses show that Electronic Word of Mouth (E-WOM) influences Generation Z in Bandar Lampung's purchasing intentions for Facetology goods. Table 14 shows that respondents strongly agreed that internet reviews impact their purchase choices. The mean E-WOM score was 4.25. Items one and six had the highest averages of 4.28, indicating that respondents read product reviews to learn user sentiments and feel more confident when buying online. This shows that peer-to-peer recommendations influence purchase intention via trust and confidence. Peer reviews may strongly affect consumer sentiment, supporting the idea that Generation Z relies on E-WOM to make decisions.

The second-highest averages of 4.26 were found in items three and five, demonstrating that buyers use reviews to choose Facetology products and feel anxious while making purchases without them. These comments show that consumers use shared experiences to validate their purchases. The comparatively high mean of 4.24 for item four, which emphasizes product knowledge before purchasing, implies that buyers are reasonable and examine peer evaluations before purchasing. While reviews are important, they are just

one of many factors that influence final choices, as seen by the lowest mean, 4.23, for using reviews to establish product appropriateness. The findings show that E-WOM dominates confidence and risk reduction in Facetology product decisions on TikTok.

A mean of 4.39 shows for influencer marketing, indicating a significant agreement that Tasya Farasya's impact favorably influences respondents' purchase intentions. Item one had the highest mean score of 4.59, with 62% strongly agreeing and 32% agreeing that her evaluations were honest and straightforward. This implies that honesty is the most important trait of an influencer, supporting the claim that authenticity in influencer marketing builds trust and emotional relationships. Item eight, with a mean of 4.50, emphasizes message conveyance. Her ability to explain product information was valued by 57% of respondents and 36% of agreeable respondents, increasing Facetology customer trust. Honesty and good communication enhance influencer reputation, according to these studies.

The following findings demonstrate additional influencer attractiveness factors. Item two, with a mean of 4.46, shows that honest Tasya Farasya evaluations make respondents more likely to buy Facetology goods. Item seven, with a mean of 4.38, emphasizes how product communications meet customer demands, which influences purchasing choices. Items six and five, with means of 4.36 and 4.35, show that influencers' personal appeal and visual presentation affect purchase intentions. This shows that influencer efficacy goes beyond product knowledge and communication to include branding and image. Although item four (mean 4.25) and item three (mean 4.26) have significantly lower means, they remain high, demonstrating that influencer skills and product comprehension are still important, although secondary, aspects. These results demonstrate that influencer marketing's persuasive effectiveness depends on credibility, relevance, and personal branding.

The mean purchase intention for Facetology goods on TikTok is 4.55, indicating significant demand. The biggest signal, with a mean of 4.61, was that respondents actively sought product information, showing that buyers research before buying. Precise and complete information minimizes perceived risk, making educated decision-making vital in online customer behavior. The mean of 4.56 for item two shows that consumers form purchase plans after interacting with influencer material, demonstrating that influencer marketing is crucial to converting consumer curiosity into purchase intentions. Ajzen's (1991) Theory of Planned Behavior states that attitudes, subjective norms, and perceived behavioral control determine behavioral intentions, and material influencers reinforce these three parts.

Item three shows that influencer marketing increases first purchases, customer loyalty, and repeat purchases with a mean of 4.48. The score is significantly lower than other indicators, but it still shows a considerable effect, demonstrating that although influencer advertisements initially inspire buyers, product satisfaction and brand trust may also influence repeat purchases. Recurrent purchase behavior is typically a consequence of marketing methods and customer pleasure, therefore influencer marketing needs to be paired with pleasant product experiences to maintain loyalty. This shows that influencer marketing boosts first-time purchases and indirectly retains customers.

The descriptive research shows that Generation Z in Bandar Lampung is influenced by E-WOM and influencer marketing while purchasing Facetology goods. E-WOM builds customer trust via peer validation and credibility lity, whereas influencer marketing builds trust through authenticity, communication, and personal branding. These characteristics lead to strong purchase intentions, especially for information-seeking, planning, and first purchases, with potential for recurring purchases. These findings confirm that peer influence and trusted digital personalities influence consumer decision-making in the digital marketplace, especially on platforms like TikTok, reinforcing the importance of integrating E-WOM and influencer strategies into marketing practices targeting young, digitally active demographics.

Multiple Linear Regression Test

Multiple linear regression analysis was used to assess the impact of E-WOM and influencer marketing on TikTok customer purchase intention for Facetology goods with 170 respondents and a 95% (5%) significant level. Regression analysis yielded $Y = 16.112 + 0.119X1 + 0.733X2 + e$. Even without E-WOM (X1) and influencer marketing (X2), customers have a baseline purchase intention of 16,112. If influencer marketing stays constant, a one-unit increase in E-WOM increases purchase intention by 0.119. This shows that while E-WOM has a small but positive impact, online reviews and consumer testimonials continue to build consumer trust and aid early decision-making.

Table 1.
Multiple Linear Regression Test

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | t | |
| 1 | (Constant) | 16.112 | 6.180 | | 2.607 | .010 |
| | EWOM.X1 | .119 | .042 | .175 | 2.833 | .005 |
| | InfluencerMarketing.X2 | .733 | .076 | .595 | 9.608 | .000 |

a. Dependent Variable: NiatBeli.Y

Influencer marketing's regression coefficient was 0.733, indicating that a one-unit increase in this variable increases purchase intention by 0.733 units when E-WOM is maintained constant. This coefficient shows that influencer marketing influences customer behavior more than E-WOM, highlighting the power of credibility, attractiveness, and relatability. Recent research shows that influencer endorsements establish better emotional ties and brand loyalty than peer evaluations. Thus, although E-WOM remains an essential driver, influencer marketing dominates purchase intention in the TikTok environment, highlighting its strategic value in digital marketing tactics targeting younger populations.

Simultaneous and Partial Test

EWOM and influencer marketing were tested for their effects on purchase intention using the partial hypothesis testing (t-test). With a significance threshold of 5% ($\alpha = 0.05$) and a t-table value of 1.974, EWOM (X1) showed a t-value of 2.833 and a significance of 0.005. Due to the high t-value and low p-value, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_a) accepted, demonstrating that EWOM positively and significantly influences purchase intention. Consumer testimonials, online reviews, and digital platform recommendations boost purchase intention by providing trustworthy and accessible references.

The influencer marketing (X2) test showed significantly greater effects, with a t-value of 9.608 above the t-table value and a significance of 0.000, far below 0.05. These findings support the second premise that influencer marketing greatly influences purchase intention. The high statistical value shows that influencers may impact customer behavior more than EWOM because of their trustworthiness, attractiveness, and relatability. This reveals that influencer marketing dominates brand impressions and purchase choices among younger audiences that use TikTok.

Table 2.
Hypothesis Summary

| Variable | t-count | t-table | Sig | Description |
|---|---------|---------|-------|-------------|
| H1 = Electronic Word of Mouth has a positive effect on purchase intention | 2.833 | 1.974 | 0.005 | H1 accepted |
| H2 = Influencer Marketing has a positive effect on purchase intention | 9.608 | 1.974 | 0.000 | H2 accepted |

Beyond the partial test, the simultaneous hypothesis testing (F-test) assessed the combined impact of EWOM and influencer marketing on purchase intention. The research showed that both independent variables impact

purchase intention with an F-table value of 3.05 and an F-calculated value of 74.669 at 0.000. This supports the idea that while EWOM builds trust and credibility, influencer marketing strengthens it, increasing customer readiness to buy Facetology items on TikTok. Thus, to capture Generation Z customers' interests and behavior, marketing should use digital word-of-mouth and influencer-driven efforts.

Coefficient of Determination Test (R²)

The coefficient of determination (R²) test assessed the impact of Electronic Word of Mouth (X1) and influencer marketing (X2) on purchase intention (Y). The R² value of 0.472 indicates that both independent factors collectively account for 47.2% of customer purchase intention for Facetology items on TikTok. This statistic shows that EWOM and influencer marketing supply approximately half of the predictive knowledge needed to understand customer behavior. This research does not analyze customer trust, brand image, product quality, price, or external effects like peer recommendations or market trends, which account for 52.8% of the variance. EWOM and influencer marketing drive purchase intention, but future studies should include other factors for a more complete model.

The Influence of Electronic Word of Mouth on TikTok Social Media on Purchase Intention for Facetology Products Among Generation Z in Bandar Lampung

Electronic word of mouth (E-WOM) (X1) positively and significantly influences Facetology product purchase intention (Y) among Generation Z in Bandar Lampung, according to simple linear regression analysis. Consumer purchase intention increases when TikTok E-WOM quality improves, according to the positive regression coefficient. The alternative hypothesis (H1) is statistically supported by the t-test significance value below 0.05. More positive TikTok reviews, testimonials, and recommendations boost customer interest in Facetology goods. TikTok's interactive, fast-paced, and visual nature boosts E-WOM legitimacy and makes provided information simpler to receive. This impact is especially strong among Generation Z, digital natives who use social media to research purchases. Credible and relevant E-WOM minimizes uncertainty and boosts product value for this group. TikTok content's mix of fun and knowledge makes commercial messaging memorable and convincing.

The Influence of Influencer Marketing on TikTok Social Media on Purchase Intention for Facetology Products Among Generation Z in Bandar Lampung

Influencer marketing, a digital strategy that uses social media influencers to influence consumer behavior (Kotler & Keller, 2016), positively and significantly influences the facetology of product purchase intention among

Generation Z in Bandar Lampung. The basic linear regression analysis shows that TikTok influencer marketing engagement increases customer purchase intention at a significance level below 0.05. This supports the alternative idea that influencer-driven marketing shapes favorable customer impressions and interest. Influencers effectively connect Facetology with its Bandar Lampung Gen Z audience, proving the practicality of influencer marketing. Influencer marketing is important because Generation Z trusts social media influencers. Influencer product reviews, lessons, and testimonials boost Facetology product credibility. Honesty, product expertise, and appropriate delivery strengthen emotional bonds with audiences, increasing purchase behavior.

CONCLUSION

The study and discussion support the hypothesis that e-WOM and influencer marketing influence Facetology product purchase intention on TikTok. The study found that e-WOM on TikTok positively impacts Generation Z customers' purchasing intention in Bandar Lampung. This shows that Facetology product purchases increase with users' positive impressions of online reviews, interactions, and suggestions. These studies show that internet discussions influence customer trust and decision-making. TikTok influencer marketing favorably and substantially influences purchase intention. This shows that influencers' reputation, attractiveness, and persuasive communication abilities, especially in communicating product values, drive customer interest and buying behavior.

Following these findings, numerous suggestions are made. Future studies could include factors with lower mean values, such as influencers' promotional messaging and customers' review reading to validate product compatibility. Investigating these factors may reveal how influencer skill and review quality affect repeat purchase intention. Adding numerous digital platforms to the study would allow for a more comprehensive comparison of influencer marketing and e-WOM techniques across social media. To further understand customer buying behavior, future research should include mediating factors such as consumer trust, loyalty, and brand image. Such techniques will enhance marketing tactics by providing real information for organizations seeking to increase customer engagement, purchase intention, and repeat purchases.

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