



The Influence of Beauty Influencers, Electronic Word of Mouth, and Brand Image on Purchase Intention of Skintific Products in Bandar Lampung

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Abstract: This study investigates the influence of Beauty Influencers, Electronic Word of Mouth, and Brand Image on the Purchase Intention of Skintific products in Bandar Lampung. Skintific, a Canadian skincare brand, has gained popularity in Indonesia, especially among younger consumers, through social media-based digital marketing. The research employs a quantitative method with a descriptive approach. The population includes individuals in Bandar Lampung who are aware of and intend to purchase Skintific products. A purposive sampling technique was used to obtain 126 respondents. Data were gathered using a Likert-scale questionnaire and analyzed through multiple linear regression with SPSS software. The findings reveal that Beauty Influencer, Electronic Word of, and Brand Image each have a positive and significant effect on Purchase Intention, both partially and simultaneously. Among these variables, Electronic Word of has the most dominant influence, followed by Beauty Influencer and Brand Image. The coefficient of determination (R^2) is 0.512, indicating that the three variables explain 51.2% of the variance in purchase intention, with the remaining 48.8% influenced by other factors. These results highlight the effectiveness of digital marketing through credible influencers, positive online reviews, and a strong brand image in driving consumer purchase intention.

Keywords: Beauty Influencer; Electronic Word of Mouth; Brand Image; Purchase Intention; Skincare; Digital Marketing; Consumer Behavior

1. INTRODUCTION

Modern life is being transformed by the seamless integration of human needs and technology in the digital age. Internet usage has changed how individuals communicate, research, and shop. Internet use in Indonesia rose from 64.8% in 2018 to 79.5% in 2024, according to APJII statistics. E-commerce enterprises may profit from this rapid expansion, especially via digital marketing tactics that reach customers effectively and cheaply. Digital marketing uses interactive technology like websites, email, social media, and mobile communication to promote faster and more effectively, according to Kotler and Armstrong (2010). Influencer marketing uses prominent individuals to push items to specific audiences. Beauty influencers are extremely effective in promoting skincare products.

Beauty influencers provide product reviews, personal experiences, and product use. Consumers seeking beauty product advice trust them due to their reputation and relatability. Skincare is one of the most rated product categories by beauty influencers. These influencers establish trends and model behaviour, impacting public opinions of cosmetic products, according to Shierlly (2023). By posting on Instagram, TikTok, and YouTube, beauty influencers engage their fans. They can convince followers to try suggested items because to their experience, visual attractiveness, and reliability, according to Basuki and Prabandari

(2020). Skintific, a Canadian skincare brand that entered the Indonesian market in 2021, garnered success via viral social media video.

Skintific, founded in 1957 by Kristen Tveit and Ann-Kristin Stokke, uses TTE (Trilogy Triangle Effect) technology to provide specific skincare formulas that strengthen the skin barrier. The company has solutions for acne, dryness, sensitivity, and premature aging. According to blibli.com, Skintific lip serums cost IDR 85,500 and foundation IDR 188,300, making them affordable. The company collaborates with famous beauty influencers like Tasya Farasya, Rachel Vennya, and Jhana Bhagwani in its aggressive digital marketing campaign. These influencers, with millions of TikTok and Instagram followers, affect Indonesian consumers' attention and buy intentions. Digima (2024) found that beauty brands work with influencers most on Instagram (85.3%), followed by Facebook (80.6%) and TikTok (73.5%).

Beauty influencers provide product information in short videos or photos with reviews and testimonials. These efforts are supported by Electronic Word of Mouth, a critical part of digital marketing communication. Consumer-generated material like online reviews, ratings, and social media comments may favorably or adversely impact purchase choices (Fakhrudin et al., 2021). Tasya Farasya's excellent evaluations of Skintific's Retinol Serum and Ceramide Moisturizer boost customer trust and company reputation. User remarks on Female Daily show customer happiness and encourage others to buy the same goods. These peer-generated ratings pique prospective consumers' interest and purchase intent, according to Susilowati and Santoso (2021). This dynamic emphasizes Electronic Word of Mouth's effectiveness in digital marketing.

Another important influence in customer behavior is brand image. Consumer views of a brand are formed by their product and service experiences. A positive brand image may boost product uptake and loyalty. Huda (2020) argues that brand image increases customer readiness to buy. In a competitive market, brand image helps customers recognize the company's distinctive value offer. Zia et al. (2021) say good branding reinforces purchase intents, whereas Alrwashdeh et al. (2019) say it boosts market share and positioning. According to Compas Market Insight (2024), Skintific's excellent brand equity led to Q1 2024 sales of over IDR 70 billion, including IDR 64 billion from its official shop. Digital techniques and brand positioning helped the brand outperform MS Glow and The Originote.

Although Bandar Lampung is not a metropolis, its market is rising and consumer behavior is changing. Skintific's market influence in this area shows how rising cities react to multinational skincare companies. Refine marketing strategies beyond Indonesia's big cities by understanding local tastes and reactions. Kazmi and Mehmood (2016) define purchase

intention as a consumer's deliberate decision to buy a product or brand. It predicts future purchase behavior and is influenced by external and internal factors. Thus, investigating how beauty influencers, Electronic Word of Mouth, and brand image affect purchase intention provides a comprehensive picture of how digital marketing factors affect consumer decision-making in a changing regional context. Previous studies corroborate this research's theory. Credible beauty influencers affect brand recognition, image, and customer attitudes, which boost buy intention, according to Sherlly (2023). Basuki and Prabandari (2020) showed that Tasya Farasya's endorsement increased Make Over product interest. Alrwashdeh et al. (2019) found a considerable association between Electronic Word of Mouth and purchase intention for smartphone purchases, although brand image did not. Despite substantial research on these factors, contradictions encourage more study. Thus, this research is named “The Influence of Beauty Influencers, Electronic Word of Mouth, and Brand Image on Skintific Product Purchase Intention in Bandar Lampung.” This study examines these aspects in an emerging market to fill the gap.

2. LITERATURE REVIEW

Marketing

Marketing involves identifying and meeting human and societal needs via value-driven interactions. Kotler and Chernev (2022) define marketing as producing, conveying, providing, and exchanging value for consumers, clients, partners, and society. Kotler and Keller (2016) underline that marketing success is not finding the right consumers, but producing the right product. The American Marketing Association defines marketing as the commercial function that moves products and services from producers to consumers.

Beauty Influencer

A beauty influencer is a beauty expert who posts beauty product, cosmetics, and skincare material on social media. These influencers help promote local goods and brands, especially in Indonesia's growing beauty sector (Shierlly, 2023). They have excellent communication skills, knowledge of product contents and packaging, and the ability to create interesting, current material. Even non-celebrities with large social media followings might affect customer behaviour (Listyowati et al., 2023). Experts, celebrities, and testimonies are influencers (Muham et al., 2019). Three indicators of beauty influencer effectiveness— attractiveness (physical appeal), trustworthiness (audience trust in the influencer's intentions), and expertise (product knowledge and credibility)—significantly affect consumer purchase intention (Shierlly, 2023).

Electronic Word Of Mouth

Electronic word of mouth has replaced conventional WoM, making consumer communication more pervasive, accessible, and persistent. Electronic Word of Mouth may reach wider audiences and be saved for future use, unlike traditional WoM (Kazmi & Mehmood, 2016; Yuan et al., 2020). Online channels including forums, social media, blogs, and review sites allow users to express their good or bad product experiences, impacting purchase intentions. Electronic Word of Mouth, informal engagement with prospective consumers via online platforms, may influence consumer behavior and brand perception (Plidtookpai & Yoopetch, 2021; Dermawan et al., 2022). Dermawan et al. (2022) assess Electronic Word of Mouth efficacy using five indicators: review observation, user suggestion sharing, product experience, social benefit, and review volume, which substantially affect digital trust and buy intention.

Brand Image

Consumer perceptions of brands are formed by direct encounters, service quality, and product interactions. It helps brands stand out in a competitive market (Kotler & Keller, 2016; Alrwashdeh, 2019). While brand identity is a company's desired positioning, brand image is how the public views it. Positive brand connections increase customer trust and buy intention (Zia et al., 2021; Al Halbusi & Tehseen, 2018). Brand image conveys value, category, and quality when consumers have information asymmetry (Dermawan et al., 2022; Nuseir, 2019). Corporate, user, and product brand images influence customer behavior, according to Prasetya et al. (2018). Alrwashdeh et al. (2019) include product quality, brand identity, personality, consumer trust, and transparency as measuring indicators. Positive brand images build loyalty, competitive advantage, and long-term customer connections.

Purchase Intention

Purchase intention is the consumer's mental propensity and probability to purchase a product or brand, based on perception, behavior, and attitude (Nuseir, 2019; Kotler & Keller, 2016). From awareness to purchase, it progresses. Purchase intention might be planned, somewhat planned, or impulsive (Plidtookpai & Yoopetch, 2021). Emotions and positive stimuli like product pleasure and usefulness shape it (Dermawan et al., 2022). According to Sri and Riski (2018), intention is shown when buyers are well-informed and motivated to buy. Alrwashdeh et al. (2019) use purchase planning, brand preference, and readiness to suggest to measure purchase intention. These indicators indicate customer loyalty, contentment, and belief in the product's worth and predict purchase behavior.

3. METHODOLOGY

Type of Research

This study is quantitative and descriptive. Sugiyono (2019) states that the quantitative technique is scientific since it is positivist, empirical, objective, quantifiable, logical, and methodical. Structured research tools and quantitative or statistical data analysis are used to test hypotheses about particular populations or groups. According to Sugiyono (2019), descriptive analysis uses statistical methods to explain or show data without reaching inferences for generalization outside the sample.

Data Source and Data Collection Method

This research uses primary and secondary data. Sugiyono (2019) defines primary data as data collected directly from respondents via observation. This study acquired primary data from respondents who satisfied research requirements utilizing questionnaires. In-person or internet questionnaires ask respondents questions or remarks. This study collected data using Google Forms. To supplement main data, secondary data were acquired indirectly. Academic books, journals, research, articles, and internet resources are examples (Sugiyono, 2019). Following Sodik and Siyoto (2015), Bandar Lampung respondents were given a standardized questionnaire. This research measures attitudes, views, and perceptions using a Likert scale. According to Sugiyono (2019), the scale runs from 1 (strongly disagree) to 5 (strongly agree).

Population and Sample

According to Ghozali (2016), a population is a collection of people with specified features that are being studied. This survey includes Bandar Lampung customers who know about and want Skintific skincare products. Bandar Lampung was chosen for its market potential and direct responder participation. According to Sugiyono (2015), a sample is a subset of the population selected owing to time, cost, and resources and should reflect population characteristics. Purposive sampling is used in this investigation. Individuals 17 and older, acquainted with Skintific goods, wanting to buy, and Bandar Lampung residents are sampled. Hair et al. (2013) recommend a sample size of 5–10 times the number of indicators, or 96 for 16 indicators.

Operational Definition of Variables

An expert in beauty who shares product knowledge and experiences on social media is a beauty influencer (Shierlly, 2023). As regarded by social media users, influencer attractiveness, trustworthiness, and skill are measured. Online consumer-generated word of mouth on goods and services includes views and experiences (Dermawan et al., 2022). Watching reviews, exchanging suggestions, gaining experience, social advantages, and volume are Electronic

Word of Mouth indications. Alrwashdeh et al. (2019) define brand image as a consumer's view of a brand based on their engagement and experience. This concept is assessed by product quality, brand identity, personality, consumer trust, transparency, and education. Finally, buying intention is the consumer's decision-making process that determines which brand to buy (Alrwashdeh et al., 2019). It measures purchase planning, brand preference, and recommendation. All research variables are examined using a Likert scale to determine respondents' sentiments.

Research Instrument Testing

This research assessed instrument validity and reliability to assure measuring tool suitability. Sugiyono (2019) states that a valid questionnaire must assess desired constructs. Kaiser-Meyer-Olkin (KMO), anti-image correlation, and factor loading using SPSS all showed values over 0.50, supporting validity. Cronbach's Alpha showed reliability when it was over 0.60 (Ghozali, 2018). Results indicate reliability for beauty influencer ($\alpha = 0.816$), electronic word of mouth ($\alpha = 0.860$), brand image ($\alpha = 0.862$), and purchase intention ($\alpha = 0.697$).

Data Analysis Method and Hypothesis

This research used multiple linear regression analysis to examine how Beauty Influencer (X_1), Electronic Word of Mouth (X_2), and Brand Image (X_3) affect Purchase Intention (Y). This strategy works for several predictors (Sugiyono, 2019). The regression equation is $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$. Partial hypothesis testing was performed using the t-test to identify each independent variable's influence with 95% confidence and 5% significance. In parallel, the F-test was employed to evaluate the influence of all independent factors on the dependent variable using comparable significant thresholds. Furthermore, the coefficient of determination (R^2) assessed the extent to which independent factors accounted for variance in the dependent variable. R^2 values around 1 show more explanatory power, whereas values near 0 indicate minimal effect (Sugiyono, 2019).

4. RESULT AND DISCUSSION

This research used a Google Form questionnaire to gather data from May 2nd to 9th, 2025. The questionnaire was sent to Bandar Lampung residents who satisfied Skintific product purchase intention criteria. Instagram and WhatsApp were used to contact target population members and encourage them to complete and share the questionnaire with friends who met the same criteria. This method engaged participants well, getting 126 responses in seven days (Sugiyono, 2019).

Respondent Characteristics

This research used descriptive analysis to understand the distribution of respondents by gender, age, education, employment, monthly spending, and Skintific product familiarity in Bandar Lampung. The data shows that 84.1% of respondents (106 people) were female and 15.9% (20 people) were male. Women tend to be more interested and want to use beauty products, as shown by studies showing they prioritize face skincare and aesthetics (Roro et al., 2023; Jan et al., 2019). This research on Skintific, a beauty company, matches this gender domination. The data shows that 46% of respondents were 17–20 years old, 26.2% were 21–30 years old, 11.9% were 31–40 years old, 11.1% were 41–50 years old, and 4.8% were above 50. These results show that Skintific appeals to younger customers, notably late teenagers and young adults, who are more engaged on social media and follow influencer beauty trends. Bandar Lampung's younger consumers respond favorably to digital marketing methods including beauty influencer endorsements and Electronic Word of Mouth.

The data reveals that 54.8% of respondents had graduated from senior high school, 31.0% had undergraduate degrees, 9.5% had diplomas, and 4.8% had postgraduate degrees. These results match the respondents' age range, with many still in school or finishing. Marketing message comprehension, analysis, and response are highly tied to education level. Thus, education may change how consumers understand beauty influencers, online reviews, and brand image narratives, influencing their Skintific product purchases (Sugiyono, 2019). The data shows that 46.0% of respondents were students, followed by private-sector workers (19.8%), entrepreneurs (11.9%), public servants (8.7%), and others (13.5%). The prevalence of students supports past results on age and education, highlighting the young population in the skincare industry. Table 4.5 also reveals that 22.2% of respondents reported monthly expenses < IDR 1,000,000, consistent with their student status. This suggests that affordability, beauty influencers, and Electronic Word of Mouth strongly affect customer purchase intentions, especially among budget-conscious consumers (Sugiyono, 2019).

Respondent Response Results

This study's descriptive results are based on questionnaire responses on beauty influencers, Electronic Word of Mouth, and brand image's effects on purchase intention. Three statement replies from 126 participants were evaluated for the beauty influencer variable (X1). The item with the highest mean score (4.26) suggested that most respondents liked Skintific beauty influencer Tasya Farasya. The second-highest mean score (4.17) showed that respondents trusted her, while the third statement (4.04) showed that they appreciated her beauty knowledge. The mean score for this category was 4.15, indicating that beauty

influencers affect customer attitudes by delivering trustworthy and engaging material that raises product awareness (Shierlly, 2023). The highest answer for the seven-item Electronic Word of Mouth variable (X2) was that respondents regularly read Skintific product evaluations (mean 4.36). Respondents also use internet comments and reviews (mean 4.34). Receiving favorable internet evaluations and seeing Skintific's social advantages also scored over 4.0. The average mean was 4.25, showing that customers strongly depend on online peer reviews to buy. User-generated content legitimacy and volume are vital to product perception and confidence (Dermawan et al., 2022).

Five brand image (X3) indicators were examined. Skintific's excellent product quality item had the highest mean (4.23), followed by brand identity clarity (4.20). Brand distinctiveness (4.18), personality (4.11), and customer satisfaction dependability (4.19), were also appreciated. The average mean of 4.18 implies that a positive brand image boosts customer confidence and purchasing inclinations. Alrwashdeh et al. (2019) found that consumers choose companies with powerful, trustworthy, and unique identities. For buying intention (Y), three things were measured. The desire to promote Tasya Farasya-reviewed Skintific goods had the highest mean score (3.92). This was followed by 3.88 inclinations to buy Skintific above other products if she suggested it. Respondents had moderate-to-high buying intention, as the mean was 3.88. These results show that reputable reviews and strong influencer-brand associations might impact customer decisions (Alrwashdeh et al., 2019). Influencer credibility, favorable Electronic Word of Mouth, and strong brand image reinforce customers' buy intents for Skintific products.

Multiple Linear Regression Test Results

This research used multiple linear regression to evaluate how beauty influencer (X1), electronic word of mouth (X2), and brand image (X3) affect purchase intention (Y). The regression equation is $Y = 2.065 + 0.256X_1 + 0.395X_2 + 0.224X_3$ based on the output.

Table 1. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.065	0.864		2.390	0.018
1 Beauty Influencer (X ₁)	0.172	0.053	0.256	3.279	0.001
Electronic Word Of Mouth (X ₂)	0.170	0.033	0.395	5.087	0.000
Brand Image (X ₃)	0.133	0.038	0.224	2.962	0.004

The baseline buying intention is 2.065 without independent variables. Assuming other factors stay equal, a one-unit increase in beauty influencer perceived influence increases purchase intention by 25.6%. This suggests that prominent beauty celebrities like Tasya Farasya strongly influence customer intention to buy Skintific products (Sugiyono, 2019). Furthermore, electronic word of mouth had the greatest standardized coefficient ($\beta = 0.395$), indicating its dominance in influencing purchase intention. Positive Electronic Word of Mouth boosts purchasing intention by 39.5%. A strong and good brand image (X3) increases customers' propensity to purchase Skintific products by 22.4% (Ghozali, 2018).

Partial Test Results (t-Test)

This research uses a partial test (t-test) to assess the impact of beauty influencer (X1), electronic word of mouth (X2), and brand image (X3) on purchase intention (Y). Using degrees of freedom ($df = 126 - 3 - 1 = 122$), the t-table value is 1.657.

Table 2. Partial Test Results

No	Hypothesis	t value	Sig	Result
1.	Beauty Influencer has a positive and significant effect on the purchase intention of Skintific products	3.279	0.001	Accepted
2	Electronuc Word Of Mouth has a positive and significant effect on the purchase intention of Skintific products	5.087	0.000	Accepted
3.	Brand Image has a positive and significant effect on the purchase intention of Skintific products	2.962	0.004	Accepted

In Table 2, the beauty influencer variable has a t-value of 3.279 and a significance level of 0.001. This result is bigger than the t-table value and the significance threshold is below 0.05, indicating beauty influencers positively affect purchase intention. This supports hypothesis H1 (Sugiyono, 2019). Electronic word of mouth had an even larger impact, with a t-value of 5.087 and a significance of 0.000. H2 is supported because Electronic Word of Mouth strongly impacts customers' Skintific product purchases. Brand image also influences with a t-value of 2.962 and a significance level of 0.004. Brand image also influences customer purchases. The findings show that beauty influencers, Electronic Word of Mouth, and brand image strongly impact customer behavior and purchase intention.

F Value Test Results

This research employs the F-test to validate the regression model for hypothesis testing. The significance threshold is 0.000 for the F-value of 44.757. This result is considerably below 0.05, indicating that the model is statistically significant and ready for study (Sugiyono, 2019). The combination of beauty influencer (X1), electronic word of mouth (X2), and brand image

(X3) affects purchase intention (Y) meaningfully and simultaneously. This demonstrates that these three characteristics greatly influence Why people buy Skintific goods. The outcome suggests that these variables impact customer purchasing behavior as a whole.

Determination Test Results (R²)

It is possible to determine the extent to which beauty influencers (X1), electronic word of mouth (X2), and brand image (X3) have an effect on purchase intention (Y) by calculating the coefficient of determination (R²). The fact that the three factors in the regression model explain 51.2% of consumers' purchase intention for Skintific products in Bandar Lampung is shown by the fact that the updated R² value is 0.512 (Sugiyono, 2019). Nearly half of the difference in purchase intention may be attributed to beauty influencers, electronic word of mouth, and brand image. Of the remaining 48.8%, it is related to variables that were not investigated. The scope of the study did not include considerations such as price sensitivity, product availability, consumer lifestyle, or psychological repercussions.

The Influence of Beauty Influencers on Purchase Intention of Skintific Products in Bandar Lampung

The hypothesis test shows that beauty influencers positively and statistically significantly affect Bandar Lampung customers' Skintific product purchases. The t-value of 3.279 exceeds the critical value of 1.657, while the significance level of 0.001 is substantially lower than 0.05. Beauty influencers improve Skintific product sales, according to these numbers. According to empirical research, most respondents learned about Skintific via Instagram and TikTok beauty influencers. Tasya Farasya's beauty, honesty, and skill earned customers' confidence. Shierlly (2023) and Basuki and Prabandari (2020) found that trustworthy influencers increase brand awareness and buying behavior.

The Influence of Electronic Word Of Mouth on Purchase Intention of Skintific Products in Bandar Lampung

Hypothesis testing shows that Electronic Word of Mouth positively and statistically significantly affects Bandar Lampung consumers' purchasing intentions for Skintific products. This conclusion is based on a t-value of 5.087, over the key threshold of 1.657, and a significance level of 0.000, below 0.05. These studies demonstrate that high Electronic Word of Mouth increases Skintific sales. Participants checked TikTok, Instagram, and Female Daily for reviews, comments, and testimonials before purchase. Review observation, peer recommendations, shared experiences, social benefits, and user input volume affected trust. Strong Electronic Word of Mouth enhances social validation and minimizes purchase

uncertainty, making it an effective consumer-driven promotional tactic, according to Alrwashdeh et al. (2019) and Kazmi & Mehmood (2016).

The Influence of Brand Image on Purchase Intention of Skintific Products in Bandar Lampung

Hypothesis testing showed that Electronic Word of Mouth increases Bandar Lampung customers' inclination to purchase Skintific items. This result was caused by the significance level of 0.000, which is lower than 0.05, and the t-value of 5.087, which is greater than 1.657. These findings suggest that strong Electronic Word of Mouth makes Skintific more appealing to purchasers. Respondents checked TikTok, Instagram, and Female Daily for reviews, comments, and testimonies before buying. Review observation, peer recommendations, shared experiences, societal advantages, and user involvement influenced trust. Alrwashdeh et al. (2019) and Kazmi & Mehmood (2016) state that consumer-driven word-of-mouth marketing promotes social validation and lowers purchase uncertainty.

5. CONCLUSION

According to the findings of this study, the purchase intention of consumers in Bandar Lampung for Skintific products is favorably influenced by beauty influencers, electronic word of mouth, and brand image. According to the results, beauty influencers, particularly those who have a high reputation, attractiveness, and talent, have an effect on the trust that customers have in them and their inclination to purchase. In the same way that digital platforms have an impact on product evaluations and purchasing behavior, electronic word of mouth also has an impact on how customers perceive products. The powerful brand image of Skintific, which is defined by product quality, brand identity, and a positive customer impression, boosts consumer confidence and interest in purchasing products manufactured by the company. On the basis of these results, Skintific might expand its collaboration with reliable beauty influencers, aggressively promote user-generated content and reward programs in order to establish favorable word-of-mouth online, and maintain a consistent brand image by providing instructional information and ensuring that products are transparent. In the future, researchers should integrate price perception, consumer trust, and digital marketing in their research endeavors in order to get further insights. Expanding the geographic reach outside Bandar Lampung is one way to enhance the generalizability of the findings.

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