

## The Influence of Influencer Marketing, Electronic Word of Mouth, and Brand Trust on Purchasing Decisions for Facetology Sunscreen in Generation Z

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### Abstract

This study aims to examine the impact of influencer marketing, electronic word of mouth, and brand trust on the purchasing decisions of Facetology sunscreen among Generation Z in East Purwokerto. Data were collected through questionnaires targeting Generation Z in East Purwokerto. A purposive sampling method with a non-probability approach was used. Data analysis was conducted using multiple linear regression tests. Influencer marketing showed a positive but insignificant effect on purchasing decisions. In contrast, electronic word of mouth and brand trust had a significant positive influence on the purchasing decisions for Facetology Sunscreen.

**Keywords:** Influencer Marketing, Electronic Word of Mouth, Brand Trust, Purchase Decision

### 1. Introduction

Generation Z, known as digital natives, because they were born in the digital world, is a key target in modern marketing strategies because they are highly connected to social media and digital platforms. They have unique characteristics, such as the tendency to search for information online before making a purchase decision. In addition, there is a high level of trust in opinions and recommendations from family, friends, and public figures. Therefore, marketing strategies that include influencer marketing and electronic word of mouth (e-WOM) are highly relevant to reaching Gen Z.

This study limits respondents to individuals who belong to Generation Z (born between 2003 and 2009) (Putri et al., 2025) and who are domiciled in the East Purwokerto. This region was chosen because it has demographic characteristics that are by the research target, namely the high number of teenagers and young adults, as well as the increasing activity of purchasing sunscreen products through e-commerce among the younger generation. This encourages various companies to compete to present sunscreen products with different benefits. Some brands that are popular among Gen Z today include.

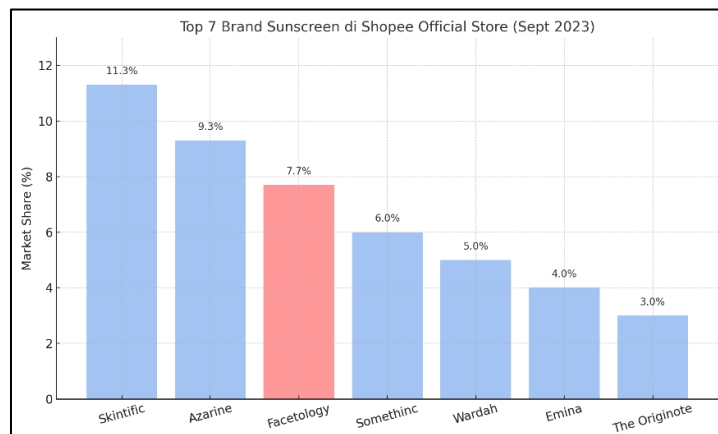


Figure 1. Top Brand Sunscreen on Shopee Official Store (Sept 2023)

Source: compass.co.id

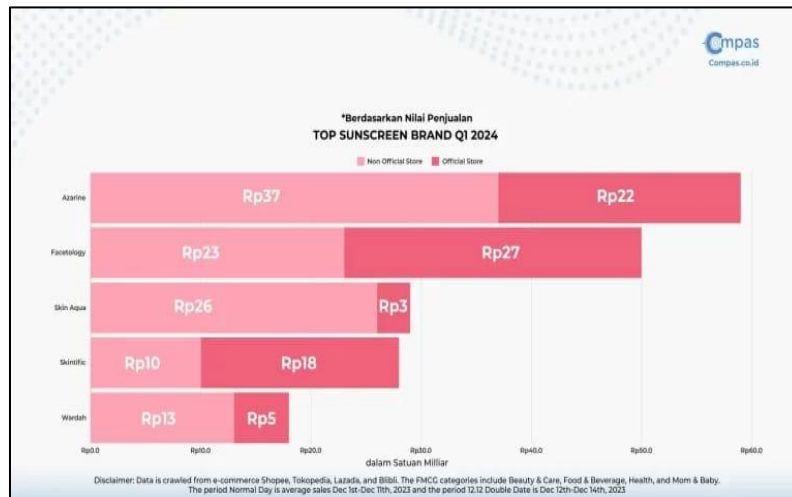


Figure 2. Overview of Top Sunscreen Brands in Q1 2024

Source: compas.co.id

Facetology has successfully listed its brand as one of the seven best-selling sunscreen brands on Shopee's official store, with a market share of 7,7%. This achievement proves that facetology is starting to find a place in consumers' hearts. Facetology has experienced very rapid growth from January 2023 to March 2024 (Putri et al., 2025). From the picture above, facetology sunscreen managed to become the best-selling product and was in great demand by consumers (Putri et al., 2025). The Facetology brand managed to reach the second sunscreen sales value in the first quarter of 2024 with total sales of up to IDR 50 billion with the highest sales of 52% coming from the Facetology brand official store located at Shopee. This condition raises questions about the extent of the effectiveness of facetology's marketing strategy because its high sales value has not been proven to be in line with the perception or strong brand position in the minds of consumers. Facetology needs to continue to carry out more consistent and quality strategies to become the first-ranked sunscreen brand, including strengthening promotion to reach a wider and more diverse market (Putri et al., 2025).

Facetology makes efforts to attract consumer attention when making purchasing decisions through the implementation of influencer strategies. To improve its position as the best-selling sunscreen brand on TikTok, it is important for Facetology to pay attention to consumer behavior when they make decisions in the purchasing process. According to Kotler and Armstrong (2014), purchasing decisions act as an important step that determines whether someone will buy an item or not. This process includes various steps, from considering what to buy to finally deciding to continue or stop buying.

Influencer marketing has emerged as one of the strategies that has proven to be highly effective in achieving the goal of promoting care products (Sari et al., 2024). Through a large number of followers on various online platforms, influencers can shape opinions and influence the purchasing behavior of their followers. According to research conducted by Darmawan & Setiawan (2024), Lestiyani & Purwanto (2024), Devi et al. (2024), and Shukmalla et al. (2023) influencer marketing has a significant positive influence on purchasing decisions. Meanwhile, based on Pratiwi & Sidi (2022) influencer marketing has an insignificant positive influence on purchasing decisions.

The impact caused by electronic word of mouth from consumers is very influential on the reputation of the brands reviewed (Yulindasari & Fikriyah, 2022). Generation z tends to rely on reviews written by others to help in deciding to use products. Therefore, they believe that reviews are more objective and honest. Such content through online platforms refers to the information presented about the product being reviewed, including advantages and disadvantages, product quality, and other aspects. To be trusted, the content must be organized in a rational manner, to influence consumers who view it. Reviews,

recommendations, and discussions that occur by consumers on the platform have great potential to influence purchasing decisions by other buyers. Research conducted by Darmawan & Setiawan (2024), Noviyana et al. (2022), Maharani & Hidayat (2024) and Yulindasari & Fikriyah (2022) regarding the electronic word of mouth has a significant positive effect on purchasing decisions. According to research conducted by Amin & Yanti (2021) electronic word of mouth has an insignificant effect on purchasing decisions.

According to Marsella & Halimatussakdiah, 2024 brand trust is a feeling of comfort and interaction with a product based on their response that the product is reliable and pays attention to the needs and success in facial care. According to Salam & Abdiyanti (2022), Aurellia & Sidharta (2023), Arni & Nuraini (2022), and Aeni & Ekhsan (2021) brand trust has a significant positive effect on purchasing decisions. Research from Yulianty & Mauludy (2019) brand trust has an insignificant effect on purchasing decisions.

The development of this research shows that Darmawan & Setiawan (2024) examines the influence of influencer marketing and electronic word of mouth on purchasing decisions. The addition of variables, Salam & Abdiyanti (2022) examines brand trust due to increased consumer awareness of the importance of using products that suit their care needs. Generation z is known as a group of consumers who are very critical of traditional marketing, and they tend to be more responsive to a more personalized approach, influencer marketing, and eWOM. Such influences can include the emotional, cognitive, as well as behavioral aspects of consumers. Therefore, it is necessary to investigate how these three factors interact and contribute to Generation's purchasing decisions for facetology sunscreen products. This study aims to investigate the influence of influencer marketing (X1), electronic word of mouth (X2), and brand trust (X3) on the purchasing decision (Y) of Generation Z to buy Facetology sunscreen products. Through this research, it is expected to provide a more in-depth and useful understanding of the brand that will help design more efficient marketing strategies for reaching Generation Z.

## **2. Literature Review**

### *A. Consumer Behavior*

Consumer behavior refers to the actions taken by individuals in the process of obtaining, consuming, and using goods and services by utilizing their resources such as money and time to meet their consumption needs (Handika & Sudaryanti, 2017). Consumer behavior is influenced by various factors, both psychological and external factors that encourage them to make the desired choice of goods (Dewi et al., 2023). According to Kotler & Keller (2009), the factors that influence consumer behavior are divided into three, namely cultural factors, social factors, and personal factors. Social factors can be grouped, namely reference groups, family, and individual roles and status (Dewi et al., 2023). Reference groups can influence consumers, either directly or indirectly (Dewi et al., 2023). An example of a reference group is an influencer, so the influencer marketing variable was chosen because it is expected to influence purchasing decisions. In addition, eWOM variables are also influenced by social factors, where consumers tend to rely on other people's reviews on social media as a basis for making decisions. Furthermore, there are personal factors, where consumers who have used a product and had a positive experience tend to build brand trust. Therefore, consumers' experience in using the product, both in terms of quality, packaging, and service, plays an important role in determining the level of trust that consumers have in this brand.

### *B. Purchase Decision*

According to Darmawan & Setiawan (2024) purchasing decisions can be understood as an evaluation step that will be carried out by prospective buyers, in this process they collect information and knowledge about various existing product options and finally choose one alternative from several

existing options. After the decision is made, the buying process can continue. After the purchase is complete, consumers have the opportunity to evaluate the product they bought, which will later become a reference for other consumers in the future (Yulindasari & Fikriyah, 2022).

### *C. Influencer Marketing*

Influencers are consumers who will use the products offered and later provide experiences as testimonials of these products. According to Putri et al. (2025) influencer marketing refers to individuals or figures who can be used as a promotional strategy because individuals are considered influential among the public or target consumers. The use of influencers always gets strong trust from their followers. In the marketer's strategy, it is considered the best choice because it is more affordable and very effective in attracting the interest of potential consumers (Sari et al., 2024).

Influencer marketing collaborations are often carried out between companies marketing their products and influencers who have a large following on online platforms, this collaboration is commonly referred to as "endorsement" (Faza & Rubiyanti, 2024). Besides being more affordable, another advantage of advertising through influencers is the high level of trust that is formed. The goal is to attract the attention of followers, so that products can be more easily obtained, widespread, and recognized through promotional content shared by the influencer.

According to research conducted by Darmawan & Setiawan (2024), Lestiyani & Purwanto (2024), Devi et al. (2024), and Shukmalla et al. (2023) influencer marketing has a significant positive influence on purchasing decisions.

**H1:** Influencer marketing has a significant positive influence on purchasing decisions

### *D. Electronic Word of Mouth*

Electronic word of mouth makes it easy for buyers to write various reviews, views, and emotions that arise about a product online, thus making eWOM a source of information that provides new understanding (Luthfiyatillah et al., 2020). The use of eWOM on a product delivered through an online platform, especially on social media. E-WOM on consumer behavior has a very free impact compared to word of mouth (Luthfiyatillah et al., 2020).

According to Darmawan & Setiawan (2024), Noviyana et al. (2022), Maharani & Hidayat (2024), and Yulindasari & Fikriyah (2022) research on electronic word of mouth which has a significant positive effect on purchasing decisions.

**H2:** Electronic word of mouth has a significant positive effect on purchasing decisions

### *E. Brand Trust*

Trust in a brand has a very important role and can even determine the survival of the product, when a brand loses consumer confidence, it will be increasingly difficult to advance the product in the market Aeni & Ekhsan (2021). According to Hidayah (2016) in Aeni & Ekhsan (2021) on the contrary, when the brand manages to gain the trust of consumers, the product will continue to grow rapidly in the market.

Because consumers have trusted a product, and they have strong confidence, consumers will buy it again without any hesitation due to the best quality and unique packaging. According to Salam & Abdiyanti (2022), Aurellia & Sidharta (2023), Arni & Nuraini (2022), and Aeni & Ekhsan (2021) research on brand trust which has a significant positive effect on purchasing decisions.

**H3:** Brand trust has a significant positive effect on purchasing decisions

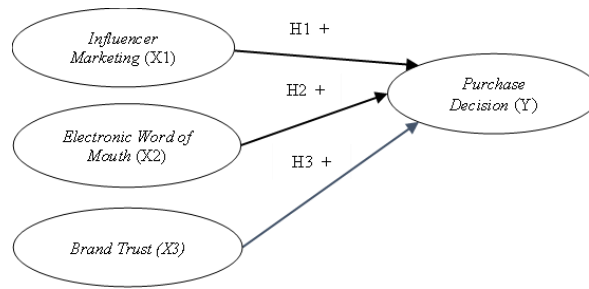


Figure 3. Framework of Thought

### 3. Method

#### A. Population and sample

This research used a quantitative approach. This research focused on the population of Generation Z in East Purwokerto. This sample was taken using nonprobability sampling method with a purposive sampling approach. This method does not provide equal opportunities or opportunities for each group in the population to be selected as a sample. The respondents' criteria were namely: a) generation z: b) have bought facetology sunscreen in the last three months. The sample determining was based on the theory of Roscoe (1975) (Pratiwi & Sidi, 2022). Thus, the researcher decided to set this sample size at  $4 \times 30 = 120$  respondents, this number is expected to represent the entire population that has been studied.

#### B. Data Analysis Technique

The data collection method was carried out by distributing online questionnaires through Google Forms. The questionnaire contains various questions and statements that must be answered by respondents. This study uses primary data sources, namely information received directly by the individual concerned. This study uses a Likert scale to measure the level of response Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS) to assess a person's views or perceptions regarding the observed analysis method.

To analyze the effect of the independent variable (X) on the dependent variable (Y), it is used by formulating multiple regression analysis such as  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ . In this formula, purchasing decision (Y); influencer marketing (X1); electronic word of mouth (X2); and brand trust (X3). Meanwhile,  $a = \text{constant}$ , and  $b_1$  to  $b_3 = \text{regression coefficient}$ . Hypothesis testing was conducted through a multiple regression model operated using the IBM SPSS 27 program. From this model,  $t$  and  $F$  values were obtained as estimation parameters, as well as the coefficient of determination (R) and the coefficient of determination squared ( $R^2$ ) which shows the magnitude of the influence of the independent variable (X) on the dependent variable (Y).

The dependent variable with purchasing decisions (Y) according to Alghifari & Rahayu (2021) there are indicators, namely Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Post-Purchase Behavior. Independent variables with influencer marketing (X1) according to Yuliana et al. (2024) through indicators, namely visibility, Credibility, Attraction, and Power. Electronic word of mouth (X2) (Usman et al., 2024) through indicators, namely Intensity, Positive Valence, Negative Valence, and Content. Brand trust (X3) according to Naja & Budiarti (2024) through its indicators are: Satisfaction, Value, and Trust.

### 4. Result and Discussion

#### A. Respondents Description

The respondents of this study consist of 120 consumers aged between 16 to over 22 years old, which represents the Gen Z age group. Gen Z is known as the generation that is born in the digital age, with

exposure to social media from an early age. Based on the results, it shows that age characteristics with a category of 19 – 21 years have a frequency of 46,7% of respondents, a category of about 22 years of 31,7%, and a category of 16 – 18 years of 21,7%. The characteristics of the type of work with the female student category have a frequency of 81,7% and the high school / equivalent category has a frequency of 18,3%. Thus, it can be concluded that of the total 120 respondents in this analysis, most of the respondents are aged 19 – 21 years with a frequency of 46,7% of respondents, and the type of work is the work of female students with a frequency of 81,7% of respondents.

*B. Validity Test*

Headings, or heads, are organizational devices that guide the reader through your paper. There are two types: component heads and text heads. It is known that all statement items in the questionnaire have a value of  $r_{count} > r_{table}$ . There is a level of significance of 5% ( $\alpha = 0,05$ ),  $N = 118$  ( $N = 120 - 2$ ), and the  $r_{table}$  obtained is 0,1793. The validity result proves that all statement items that measure influencer marketing variables (X1), electronic word of mouth (X2), brand trust (X3), and purchasing decisions (Y) get an  $R_{count} > R_{table}$  value. Therefore, it is considered that all statement items in the questionnaire can be used and are valid measuring instruments in these variables.

Table 1. Results Validity

| <b>Model</b>                  | <b>Item</b> | <b>R<sub>hitung</sub></b> | <b>R<sub>tabel</sub></b> |
|-------------------------------|-------------|---------------------------|--------------------------|
| Influencer Marketing (X1)     | X1.1        | 0,570                     | 0,1793                   |
|                               | X1.2        | 0,589                     |                          |
|                               | X1.3        | 0,466                     |                          |
|                               | X1.4        | 0,661                     |                          |
|                               | X1.5        | 0,727                     |                          |
|                               | X1.6        | 0,720                     |                          |
|                               | X1.7        | 0,692                     |                          |
|                               | X1.8        | 0,742                     |                          |
| Electronic Word Of Mouth (X2) | X2.1        | 0,585                     | 0,1793                   |
|                               | X2.2        | 0,746                     |                          |
|                               | X2.3        | 0,638                     |                          |
|                               | X2.4        | 0,584                     |                          |
|                               | X2.5        | 0,729                     |                          |
|                               | X2.6        | 0,739                     |                          |
| Brand Trust (X3)              | X3.1        | 0,650                     | 0,1793                   |
|                               | X3.2        | 0,689                     |                          |
|                               | X3.3        | 0,573                     |                          |
|                               | X3.4        | 0,704                     |                          |
|                               | X3.5        | 0,730                     |                          |
|                               | X3.6        | 0,749                     |                          |
| Purchase Decision (Y)         | Y1          | 0,647                     | 0,1793                   |
|                               | Y2          | 0,722                     |                          |
|                               | Y3          | 0,537                     |                          |
|                               | Y4          | 0,577                     |                          |
|                               | Y5          | 0,667                     |                          |
|                               | Y6          | 0,779                     |                          |

Table 2. Result Reliability

| Model                         | Cronbach's Alpha | Number of statements |
|-------------------------------|------------------|----------------------|
| Influencer marketing (X1)     | 0,800            | 8                    |
| Electronic word of mouth (X2) | 0,754            | 6                    |
| Brand Trust (X3)              | 0,771            | 6                    |
| Keputusan Pembelian (Y)       | 0,733            | 6                    |

Table 3. Normality Test

| One-Sample Kolmogorov-Smirnov Test  |                | Unstandardized Residual |
|-------------------------------------|----------------|-------------------------|
| N                                   |                | 120                     |
| Normal Parameters <sup>b</sup>      | Mean           | ,0000000                |
|                                     | Std. Deviation | ,30037354               |
| Most Extreme Differences            | Absolute       | ,063                    |
|                                     | Positive       | ,037                    |
|                                     | Negative       | -,063                   |
| Test Statistic                      |                | ,063                    |
| Asymp. Sig. (2-tailed) <sup>c</sup> |                | ,200 <sup>d</sup>       |

Table 4. Multicollinearity Result

| Model                         | Tolerance | VIF   |
|-------------------------------|-----------|-------|
| Influencer marketing (X1)     | 0,793     | 1,261 |
| Electronic word of mouth (X2) | 0,981     | 1,019 |
| Brand trust (X3)              | 0,785     | 1,275 |

### C. Reliability Test

Table 2 demonstrated that all measurement items used to assess the variables—namely influencer marketing (X1), electronic word of mouth (X2), brand trust (X3), and purchasing decisions (Y)—achieved a Cronbach's Alpha coefficient greater than 0.60. This indicates that the instruments employed in the study exhibit acceptable internal consistency and can be considered reliable for evaluating the constructs under investigation.

### D. Normality Test

To detect the result of data normality, one approach that can be used is statistical analysis with the Kolmogorov-Smirnov (K-S) test. The basis for decision-making on the K-S test result is the significance value obtained by the asymp.sig value of 0,200, exceeding the 0,05 limit. Table 3 indicates that the data used in this study have been tested for normally distributed residual results.

### E. Multicollinearity Test

Based on this research, the influencer marketing variable has a tolerance value of  $0,793 > 0,10$ . The eWOM variable gets a tolerance value of  $0,981 > 0,10$  and the brand trust variable has a tolerance value of  $0,785 > 0,10$ . So, VIF for each variable  $\leq 10$ . Influencer marketing (X1) gets a VIF value of  $1,261 \leq 10$ , electronic word of mouth (X2) gets a VIF value of  $1,019 \leq 10$ , and brand trust (X3) gets a VIF value of  $1,275 \leq 10$ . Hence, the data value of these variables from the multicollinearity test assumption is free from multicollinearity.

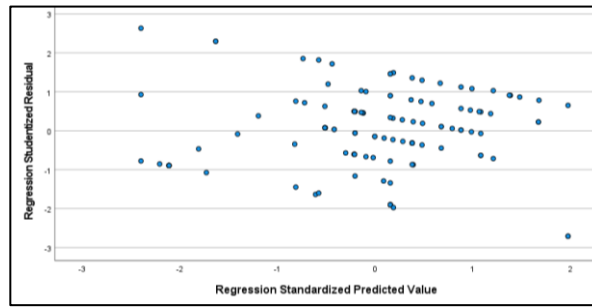


Figure 4. Heteroscedasticity Results

Table 6. Multiple Linear Regression Result

| Model                         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.               |
|-------------------------------|-----------------------------|------------|---------------------------|-------|--------------------|
|                               | B                           | Std. Error | Beta                      |       |                    |
| (Constant)                    | 1.914                       | .597       |                           | 3.208 | .002               |
| Influencer marketing (X1)     | .101                        | .104       | .093                      | 0.976 | .331               |
| Electronic word of mouth (X2) | .241                        | .084       | .247                      | 2.882 | .005               |
| Brand trust (X3)              | .236                        | .092       | .245                      | 2.559 | .012               |
| F result                      |                             |            |                           | 7.497 | <.001 <sup>b</sup> |

a. Dependent Variable: Purchase Decision

#### F. Heteroscedasticity Test

Based on the scatterplot results, the distribution of data points appears to be random, with values scattered both above and below the zero point on the Y-axis. This pattern suggests an absence of heteroscedasticity, indicating that the assumption of constant variance in the error terms is met. Consequently, the regression model is deemed appropriate for use, as it satisfies one of the key requirements for producing reliable and unbiased estimates.

#### G. Multiple Linear Regression Test

Based on the results, the multiple linear regression equation is:

$$Y = 1,914 + 0,101 X_1 + 0,241 X_2 + 0,236 X_3 + \epsilon \quad (1)$$

Based on multiple linear regression tests, the results show that influencer marketing (X1) has a positive and insignificant effect on purchasing decisions (Y), electronic word of mouth (X2) has a significant positive effect on purchasing decisions (Y), brand trust (X3) has a significant positive effect on purchasing decisions (Y). This study obtains an F value of 7,497 so that there is a significance value of 0,001. While in the F table, there is a significance level of 0,05 worth 2,09. Hence  $F_{count} > F_{table}$  ( $7,497 > 2,09$ ). Thus, this model is suitable for application in multiple linear regression analysis.

#### H. Discussion

The result of the hypothesis (H1) shows that influencer marketing (X1) has a positive and insignificant effect on purchasing decisions (Y). The result of  $\beta_1 > 0$  is worth  $0,093 > 0$  obtaining a positive value. There is a tcount value  $< t_{table}$  ( $0,976 < 1,65798$ ) and the significance is  $0,331 > 0,05$ . Thus, the first hypothesis test (H1) is rejected. The result of this study indicates that influencer marketing may not be fully effective in influencing purchasing decisions. There are several variables, namely price, product quality, celebrity endorsement, and other marketing strategies that can have a stronger and broader influence. The research is supported by Pratiwi & Sidi, 2022 explaining that influencer marketing has a positive but insignificant effect on purchasing decisions.

Hypothesis result (H2) of electronic word of mouth (X2) shows a significant positive effect on purchasing decisions (Y). The result of  $\beta_2 > 0$  is worth  $0,247 > 0$  obtaining a positive value. There is a tcount value  $< t_{table}$  ( $2,882 > 1,65798$ ) and the significance is  $0,005 < 0,05$ . So, the second hypothesis test (H2) is accepted. Generation Z tends to trust reviews given by fellow users, both positive and negative. They consider the review as a more honest and real experience. Before making a purchase decision, they often seek information and reviews through social media and discussion forums. Their trust in these reviews is strongly influenced by their habit of consuming quality digital content and testimonials and creating good interactions with consumers to build strong trust. Some research support this results, such as Darmawan & Setiawan (2024), Noviyana et al. (2022), Maharani & Hidayat (2024), and Yulindasari & Fikriyah (2022) explaining that electronic word of mouth has a significant positive effect on purchasing decisions.

Hypothesis result (H3) of brand trust (X3) shows a significant positive effect on purchasing decisions (Y). The result of  $\beta_3 > 0$  is worth  $0,245 > 0$  obtaining a positive value. There is a tcount value  $< t_{table}$  ( $2,559 > 1,65798$ ) and the significance is  $0,012 < 0,05$ . Thus, the third hypothesis (H3) is accepted. Facetology Sunscreen has a high level of trust from consumers, thus providing a strong competitive advantage in attracting and retaining consumers. This advantage is influenced by various factors, one of which is product quality consistency, good reputation, and safety in use. This study is supported by Salam & Abdiyanti (2022), Aurellia & Sidharta (2023), Arni & Nuraini (2022), and Aeni & Ekhsan (2021) stating that brand trust has a significant positive effect on purchasing decisions.

## 5. Conclusion

From the results and discussion, it is concluded that the influencer marketing variable (X1) has a positive and insignificant effect on purchasing decisions in the variable (Y) of facetology sunscreen in Generation Z in East Purwokerto. The variables of electronic word of mouth (X2) and brand trust (X3) are known to have a significant positive effect on purchasing decisions as seen on the variable (Y) of facetology sunscreen for Generation Z in East Purwokerto.

The limitations faced in this study are primarily the small sample size and the relatively low Adjusted R-Square value, which is only 14.1%. Thus, future researchers are expected to consider adding other independent variables that may affect the dependent variables, for example some variables such as brand love, brand ambassadors, content marketing, celebrity endorsers, and so on. They are possibly influencing the purchasing decisions.

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